



IBM Rational Software Conference 2009
As Real as It Gets!



IBM Rational Software Conference 2009

What's New in IBM Rational Project and Portfolio Management Solutions

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Rational. software

Agenda

- Current business realities
- The root causes of failure
- The winning strategy: plan, execute and measure
- The IBM Rational solutions



So what does “PPM” really stand for?

- Process Management
- Portfolio Management
- Product Management
- Project Management
- Program Management
- Performance Measurement and Management
- All six “Ps” are vital to the success of our customers – and we will touch on all of them today



Businesses are facing unparalleled challenges



The successful businesses of the future will be those that use software as a competitive advantage

Addressing the root causes that hinder success

42% of CIO's doubt their vision will be achieved
-- CIO Connect Survey, July 2008

Lack of *planning*

Failed *execution*



One of the most frequent reasons for product failure is changing priorities

-- The Product Portfolio Management Benchmark Report, Aberdeen Group

“Effective measurement identifies all facets for success”
-- Project Measurement by Steve Neuendorf

No *measurement* for improvement

The winning strategy: plan, execute and measure!

Integrating oversight and control over the risks that imbalance investments



Keys to optimizing software and systems investments

Modular – Flexible – Integrated

“Doing the Right Things”

Align Plan

- Rational Focal Point
- Rational Insight
- Rational System Architect

investments with business objectives to maximize business value

“Right Market, Right Time, Right Scope”

Improve

- Rational Focal Point
- Rational Insight

predictability of product success by delivering customer value

“Doing Things Right”

Optimize project delivery (plan, organize and manage) Execute complete application lifecycle

- Rational project management solution
- Rational Insight

“Measuring Performance Against Business Objectives”

Measure

- Rational Insight

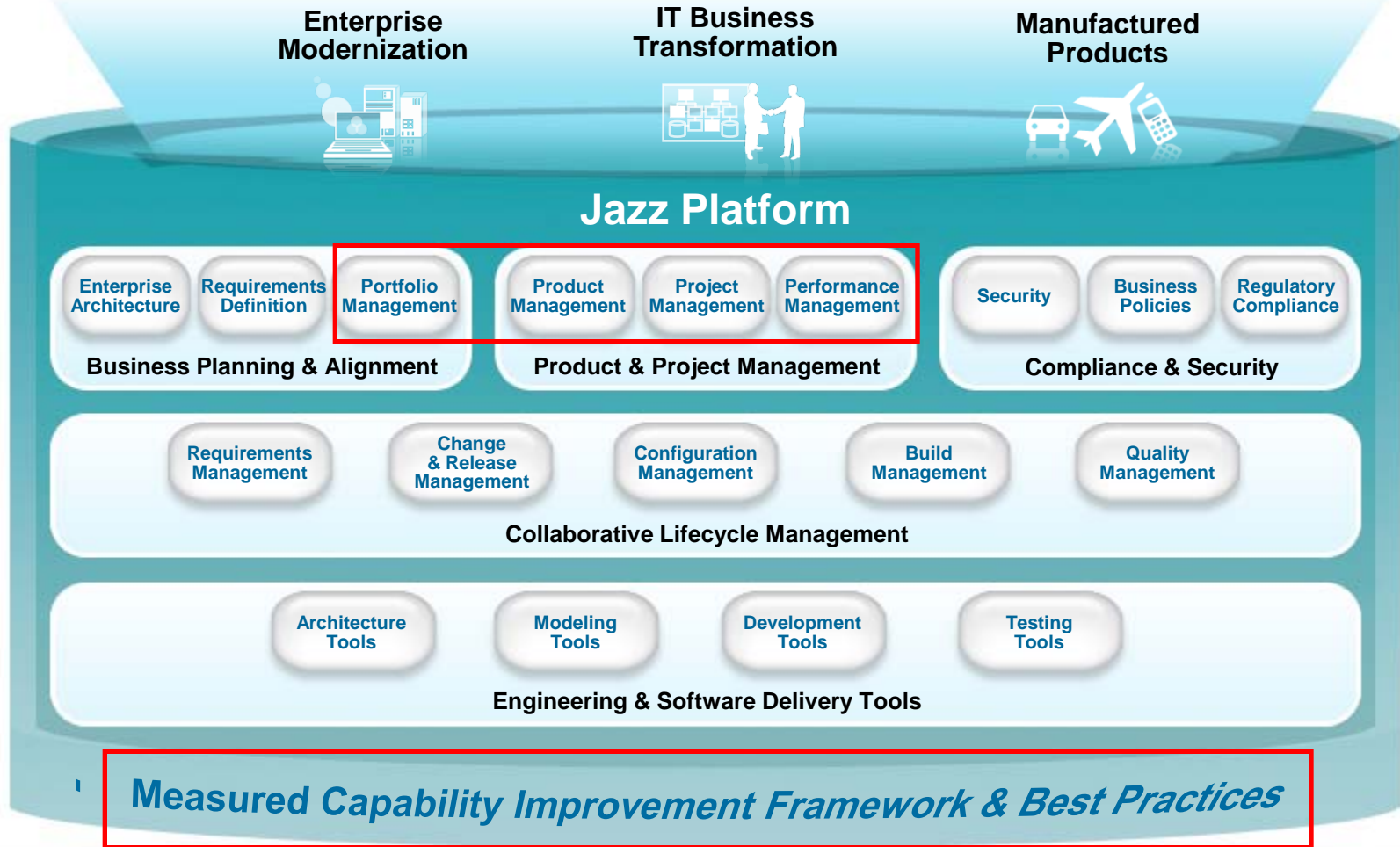
Manage performance with objective project and process information

MCIF and Process Management

Improve

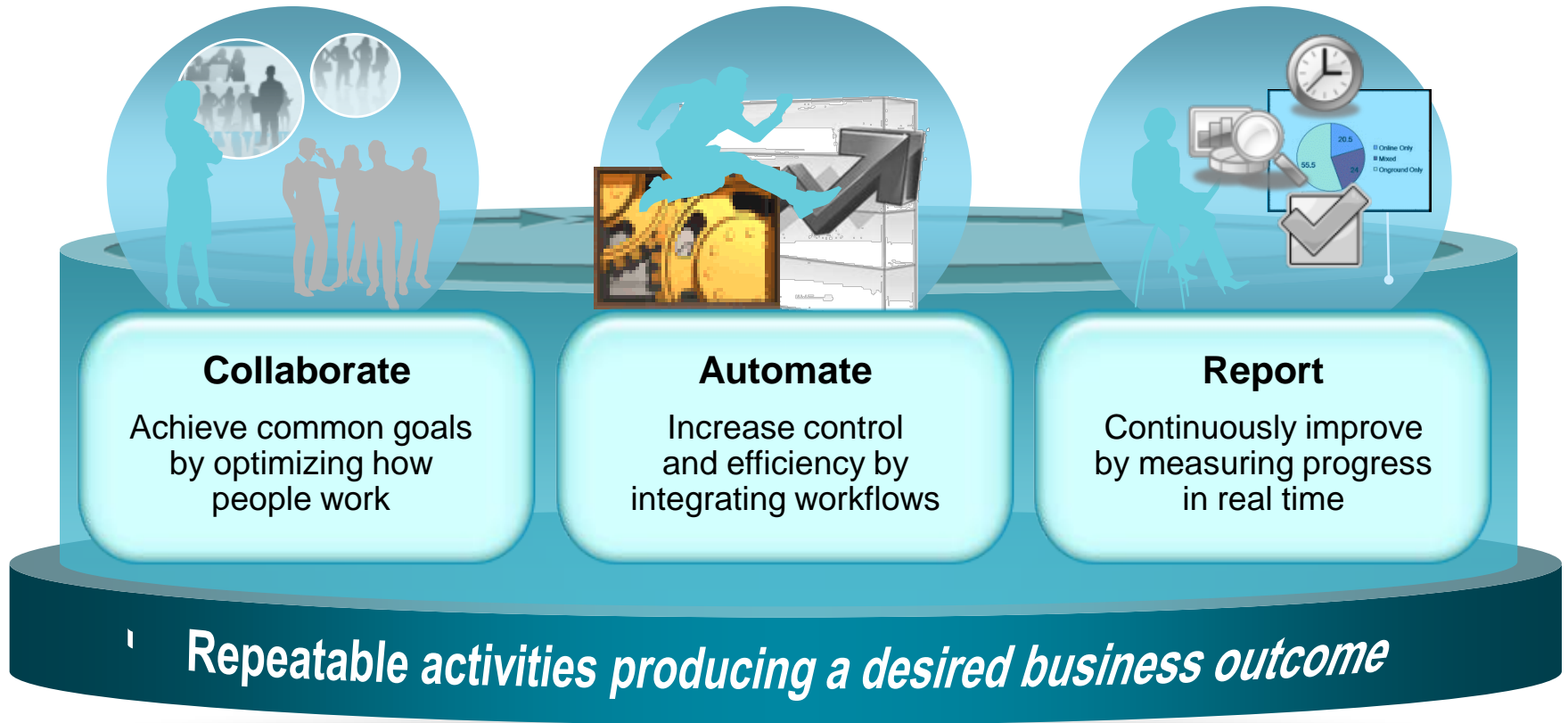
The Rational PPM Solutions

In the context of the Rational Software Delivery Platform



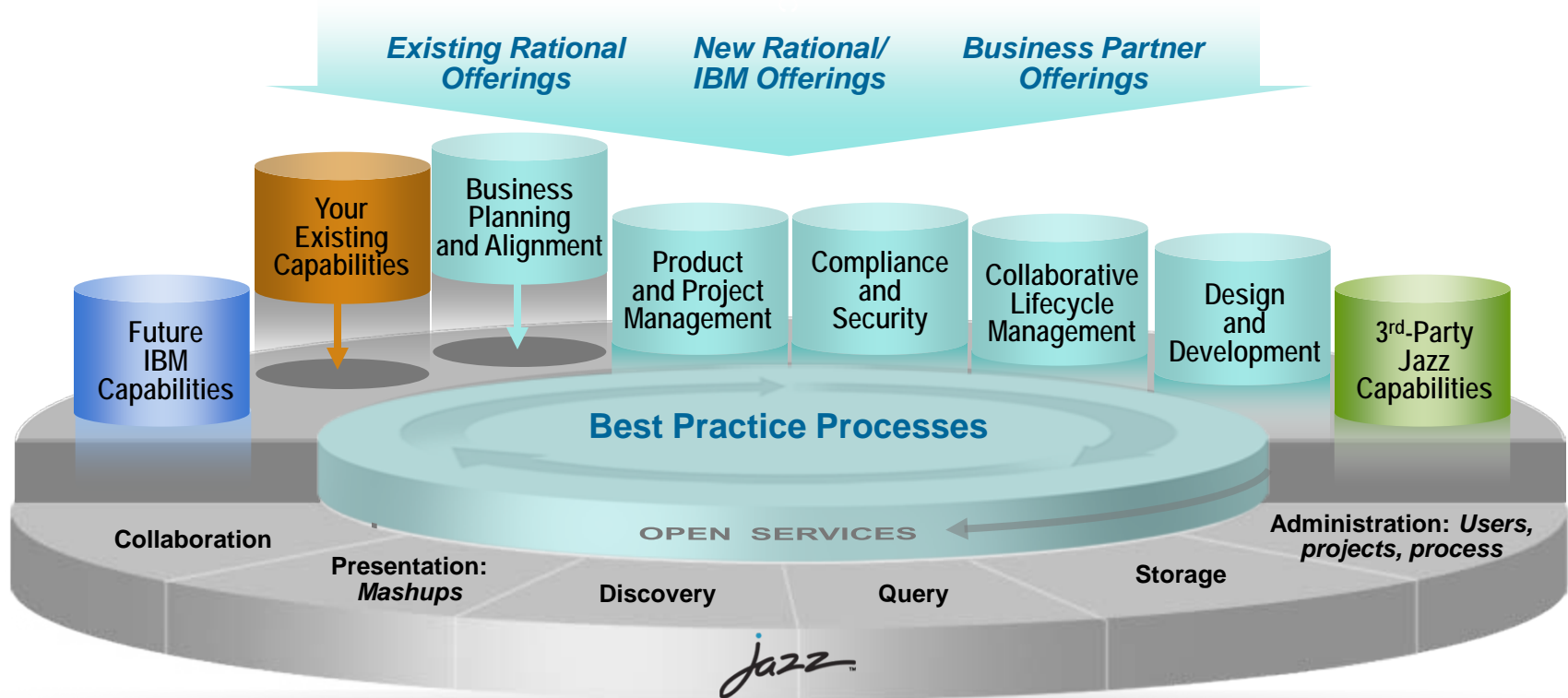
Why do we need Jazz?

Successful businesses will manage software and systems delivery as a robust business process



But wait – there’s more!

Flexibly integrated into a process based on your needs



Jazz is...

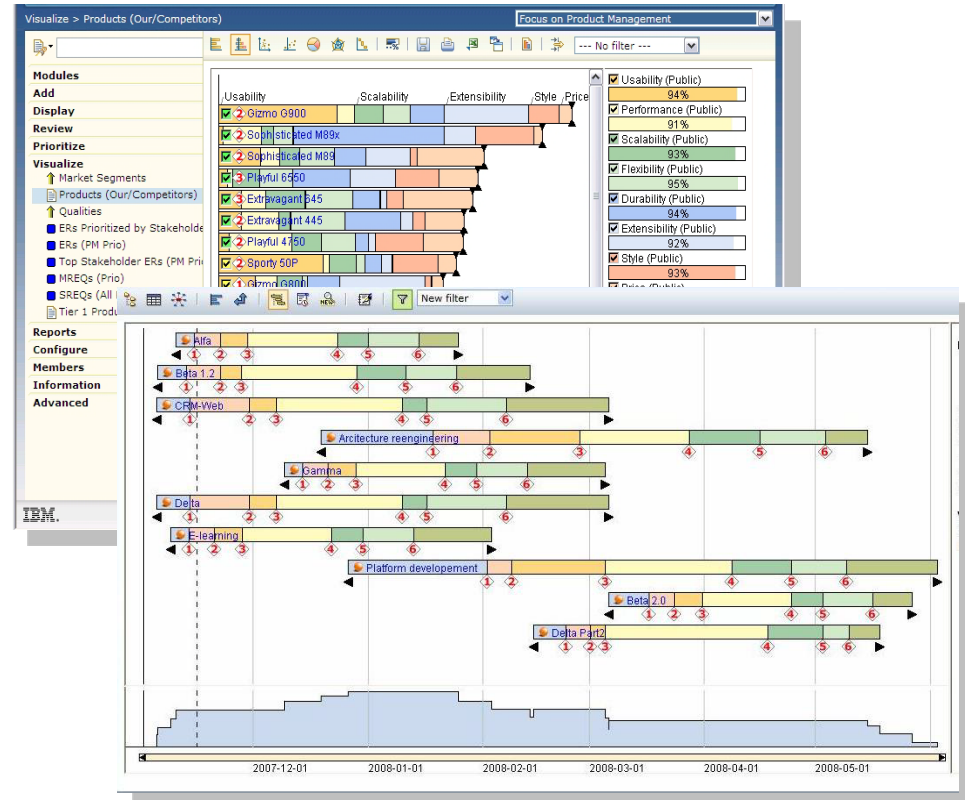
- A scalable, extensible team collaboration platform
- A community at Jazz.net where you can see Jazz-based products being built
- An integration architecture enabling mashups and non-Jazz-based products to participate

IBM Rational Focal Point

Choosing the right initiatives at the right time



- Automated request capture
 - ▶ Automate tactical activities like request capture and provide consistency to the evaluation and approval processes
- Value-based selection and trade-offs
 - ▶ Focus on creating value for your customers and your business
 - ▶ Make trade-offs based on the changing priorities of the organization and customers
- Investment visibility
 - ▶ Manage and monitor your projects and products as investments
 - ▶ Optimized for organizations focused on ensuring their total portfolio is in line with market needs



Elicit, analyze, prioritize and plan demands according to business value

IBM Rational Focal Point

Making value-based decisions



- Complete business case planning and follow up, high level resource planning
- Manage effectively through score cards and stage gates
- Allow customers, communities, and internal stakeholders to vote on the value of features or products
 - ▶ Analyze the results to determine which products will be the “winners” (based on adoption and fit, for example)
 - ▶ Analyze the trade-offs based on priorities (time to delivery, cost, and so on)
- v6.4 will include –
 - ▶ A REST Services API allowing integrations with Jazz
 - ▶ An integration with IBM Rational System Architect that will ensure your IT investments are aligned with your business goals

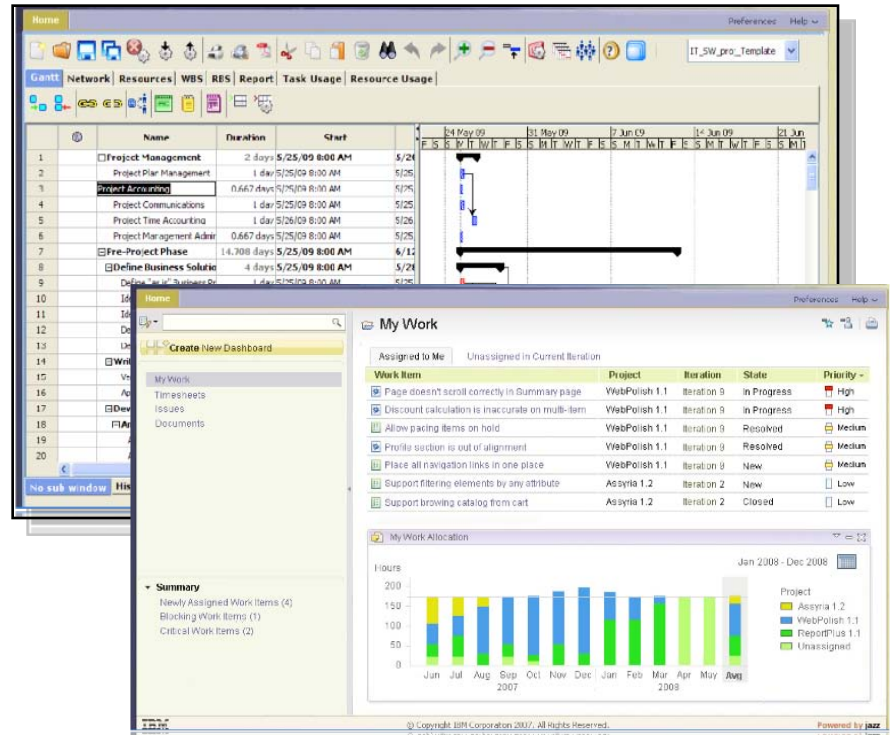
v6.4 shipped in June 2009!

IBM Rational project management

Web-based, collaborative project management built on Jazz



- Ensure seamless “in-context” collaboration with Jazz-enabled social networking to reduce delays and avoid mistakes
- Take advantage of automated workflows, deliverable transparency, and built-in process awareness to ensure teams can function at peak productivity levels
- Make dynamic and informed decision with real-time, deliverable-driven progress and quality measurements
 - ▶ Based on believable status – a reflection of the actual work performed on the team’s artifacts – or what we call “development intelligence”



Open and extensible on

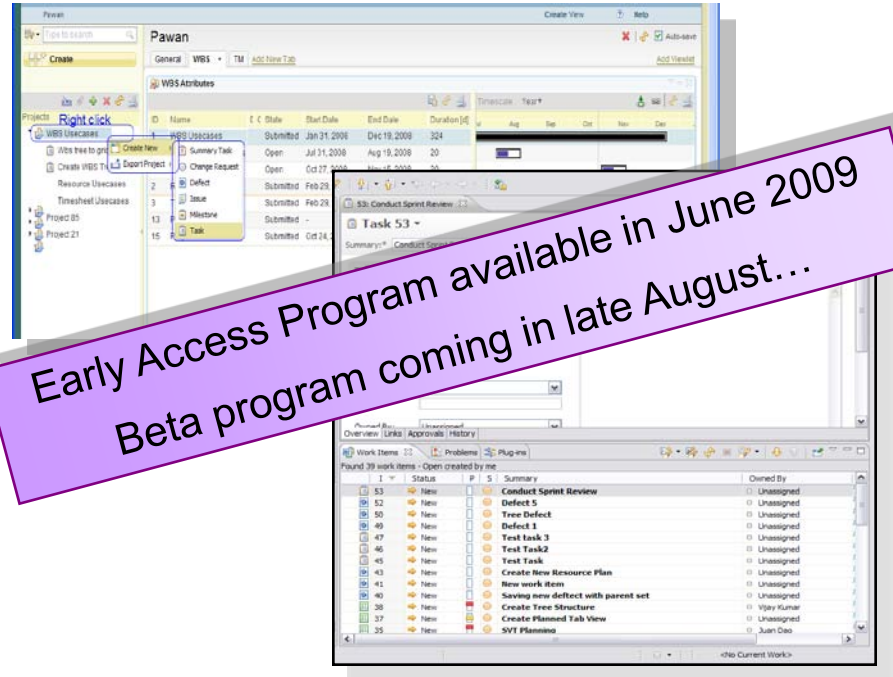
- ✓ Collaborate in context
- ✓ Right-size governance
- ✓ Day one productivity

IBM Rational project management

Managing the plan



- Remove silos of work
 - ▶ Allow users to keep using the tools they are already using – but have the data from these tools be visible to all the team members
 - ▶ Take advantage of the extensibility of Jazz to connect and integrate many data sources to support heterogeneous software development
- Continuously validate projects
 - ▶ View past performance, current status, and predicted estimates-to-complete including trends and variance
 - ▶ Analyze costs, benefits and risks to continuously redeploy resources as needed
- Guide teams with best practices and processes for increased consistency and predictability
 - ▶ Leverage support for traditional, agile and hybrid methodologies and best practices



Early Access Program available in June 2009
 Beta program coming in late August...

Open and extensible on

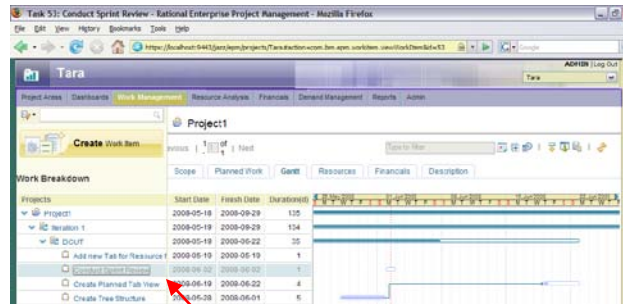
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IBM Rational project management

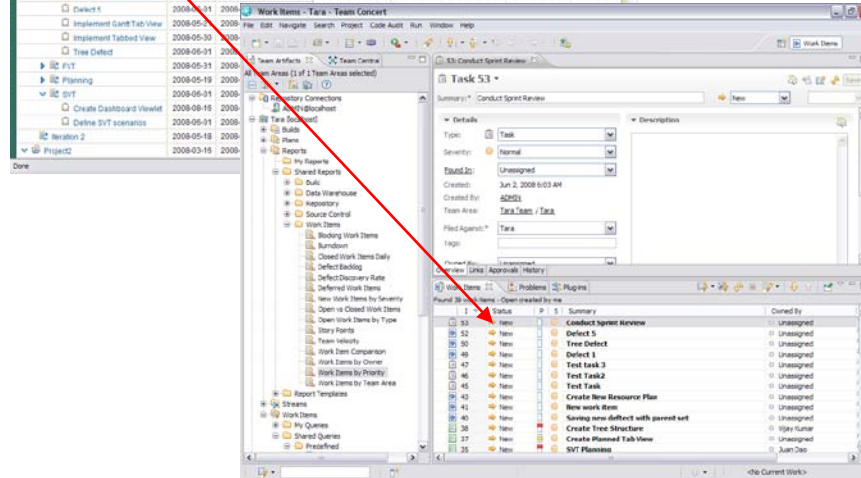
What it means to be “built on Jazz”



- The tasks developers see in their change management system are the same as the tasks the project managers see in the work breakdown structure (WBS)
- Project managers assign tasks in the WBS and developers see their assignments in their CM system
- Developers report their status in the CM system and project managers see that status in the WBS



← Project manager view



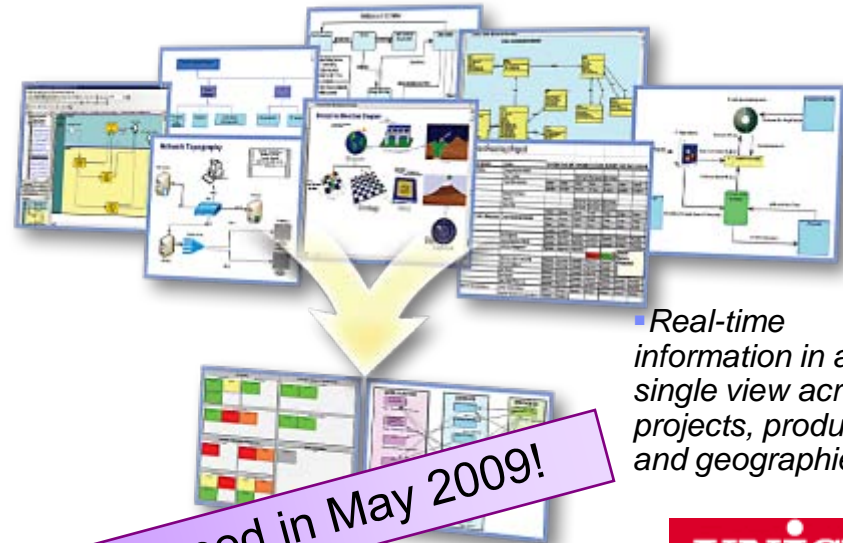
← Developer view

It's the same artifact – regardless of where it is visible in the system!

Introducing IBM Rational Insight



- **Automated project and process measurement can improve team productivity by 15%**
- Monitor and analyze project and process performance
 - ▶ **Collaborate** across disparate development artifacts and in the context of operational and business objectives
 - ▶ **Automate** measurement leveraging an open RESTful and Jazz compliant data integration architecture
 - ▶ **Report** on relevant data with a built-in library of industry best practice metrics and dashboards
- Drive business innovation and reduce costs through measures and continuous **process improvement**
- Built on best in class business intelligence platform from IBM **Cognos**



▪ *Real-time information in a single view across projects, products and geographies*

v1.0 shipped in May 2009!

UNISYS
imagine it. done.

▪ “Until now we were gathering metrics by manual methods. Rational Insight simplifies the presentation... Overall great tool to have for optimizing project efforts and giving management a birds eye view of the project performance at all stages.”



- “Through the automation and dashboard capabilities in Insight, our team is saving over 40 hours a month on our reporting activities. We also can offer new capabilities such as “on-demand” dashboards which would have been very labor intensive to do without Insight”



IBM Rational Insight

Improved executive decision-making

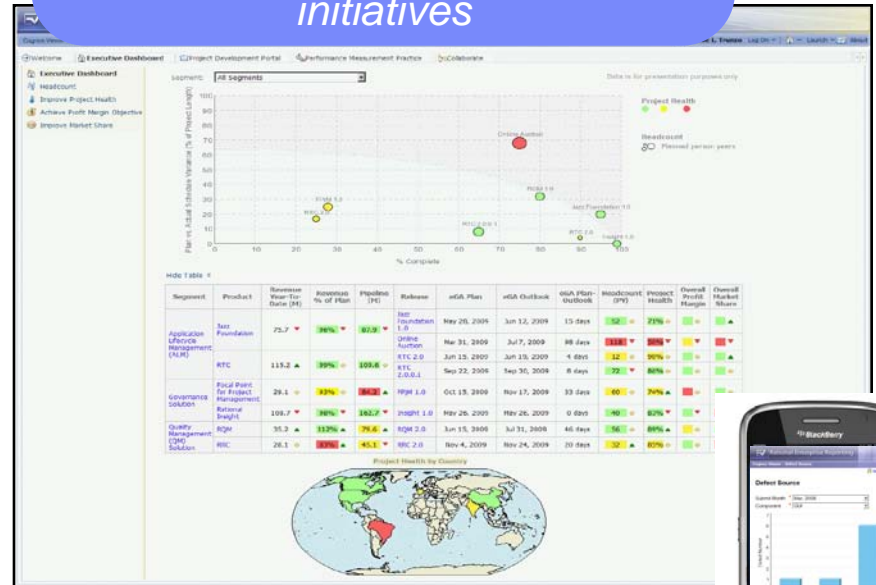
- Provides at-a-glance, high impact views of complex real-time information
- Forces focus on systems and software delivery issues that need attention and action
- Shows alignment between actual results and planned business goals
- Includes tailored executive measures
 - Cost, revenue, time-to-ROI, key performance indicator (KPI) specific to line of business

Companies that don't measure, experience poor staff morale and cannot accurately estimate cost
 - Capers Jones (2009)

CxO



Reduce cost and risk by mapping operational activities to strategic initiatives



Built on best in class business intelligence platform from IBM Cognos



IBM Rational Insight

Improved project level decision-making

- Get your projects up and running quickly with a library of metrics and built-in collectors
- Monitor the status and progress of your projects with built-in measures
 - ▶ Iteration velocity, project backlog, requirements volatility, defect density...
- Leverage industry-leading management techniques with ready-to-use dashboards and reports
- Evaluate historical data for lessons learned and corrective action

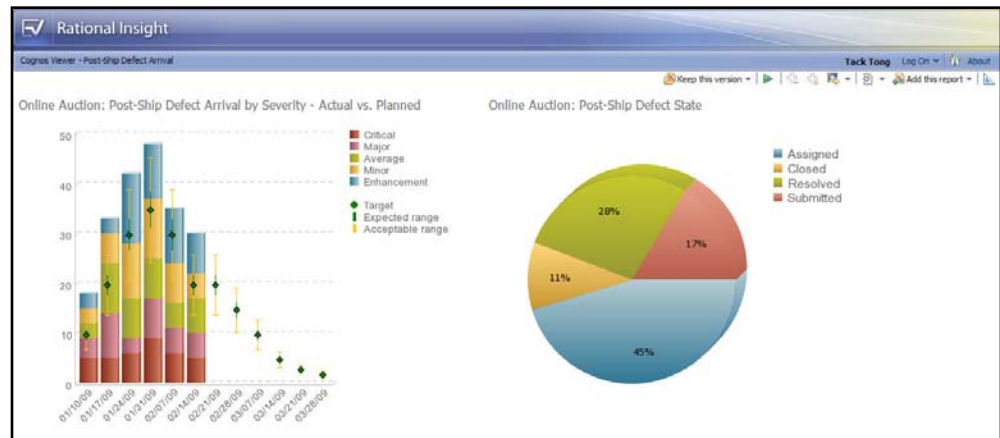
Only 45% of projects that do not measure, deliver products on-time to market
- Capers Jones (2009)



Project Manager



Gain insight into development projects that span organizational and geographic boundaries

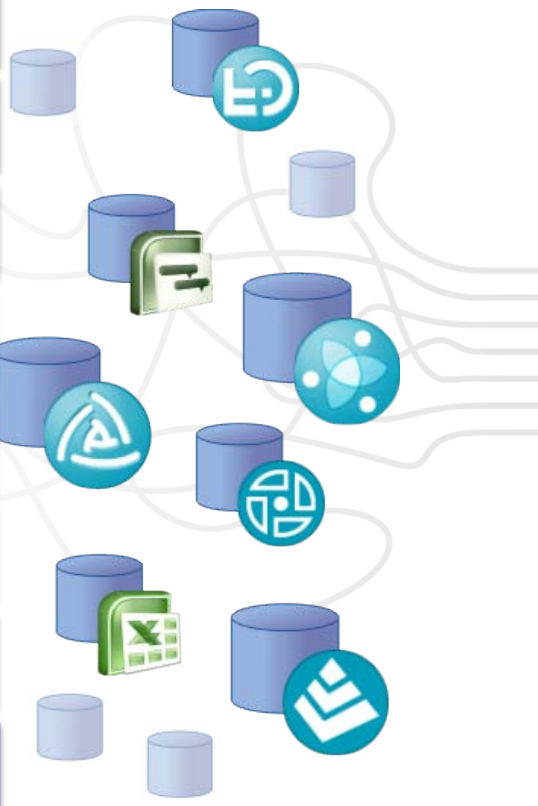


IBM Rational Insight

Improved collaboration using disparate tools in the context of business objectives

Portfolio Management "Doing the Right Things"	Product Management "Right Market, Right Time, Right Scope"	Project Management "Doing Things Right"	Performance Management "Measuring Performance Against Business Objectives"
<ul style="list-style-type: none"> Rational Final Plan for Product and Portfolio Rational Insight Rational System Architect 	<ul style="list-style-type: none"> Rational Final Plan for Product and Portfolio Management Rational Insight 	<ul style="list-style-type: none"> Rational Final Plan for Project Management Rational Insight 	<ul style="list-style-type: none"> Rational Insight Rational Modeler Capacity Insight Insight Framework

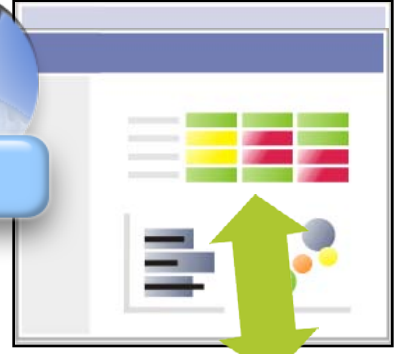
- Portfolio Management
- Project Management
- Requirements Management
- Architecture Management
- Change Management
- Configuration Management
- Build Management
- Quality Management



Rational Insight



CxO



Process Lead



Project Manager



Why do we still need documents?



- Ad-hoc Needs



- Internal Project Deliverables



- Customer Deliverables



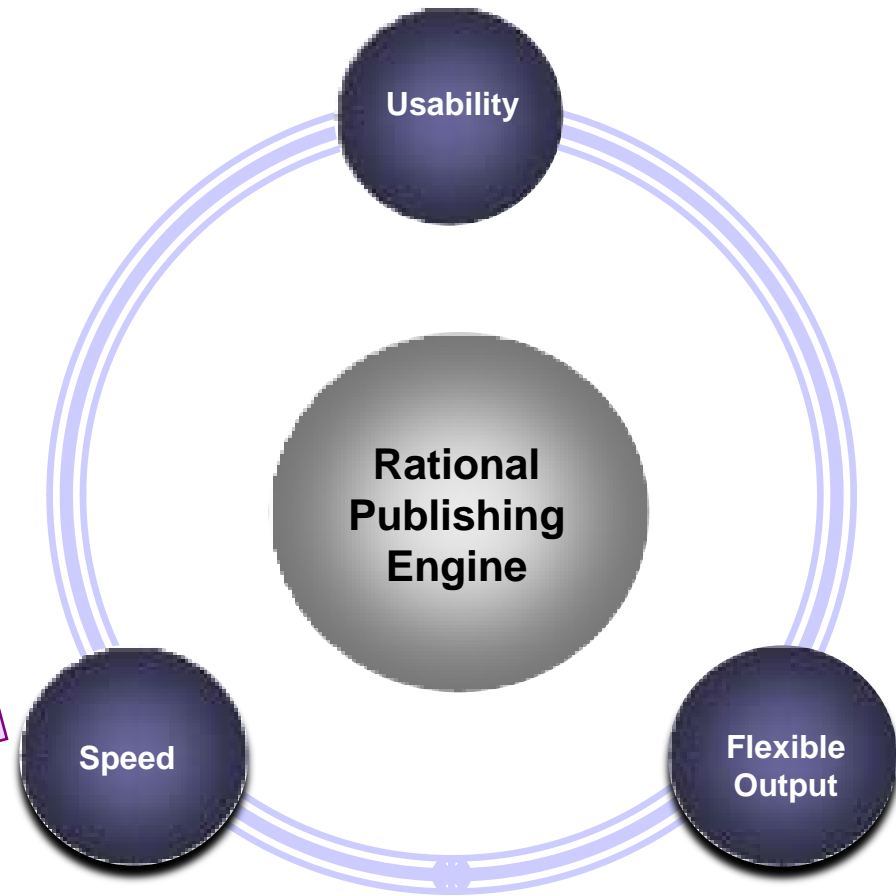
- Remote Use



- Contractual Agreements

Rational Publishing Engine Automates Your Document Creation Process

- Document Creation Made Simple
- High Quality, Elegant Documents
- High Performance Document Generation

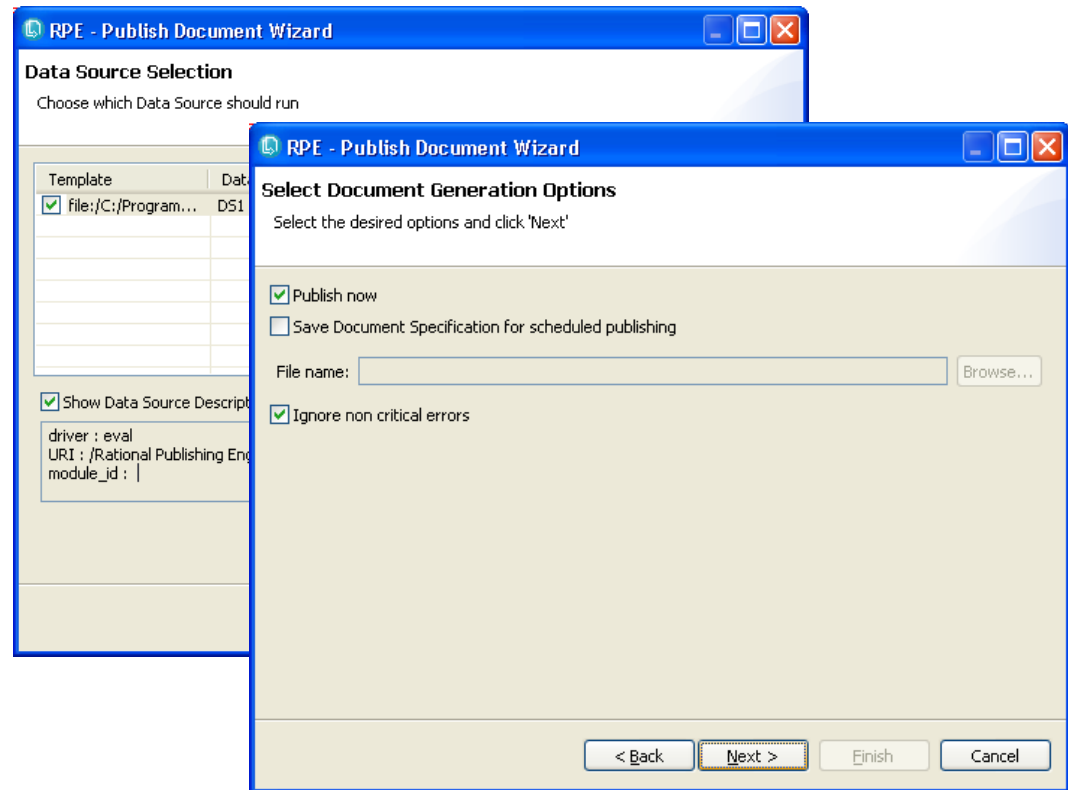
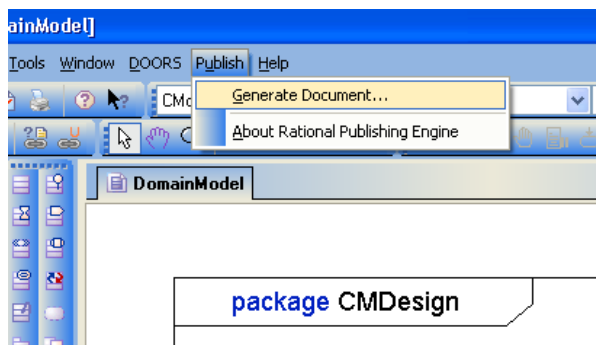
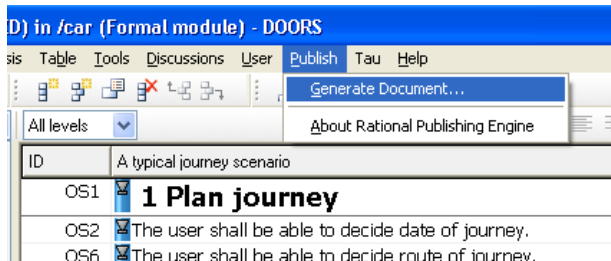


v1.1 shipped in June 2009!

Rational Publishing Engine - Usability

Document Creation Made Simple

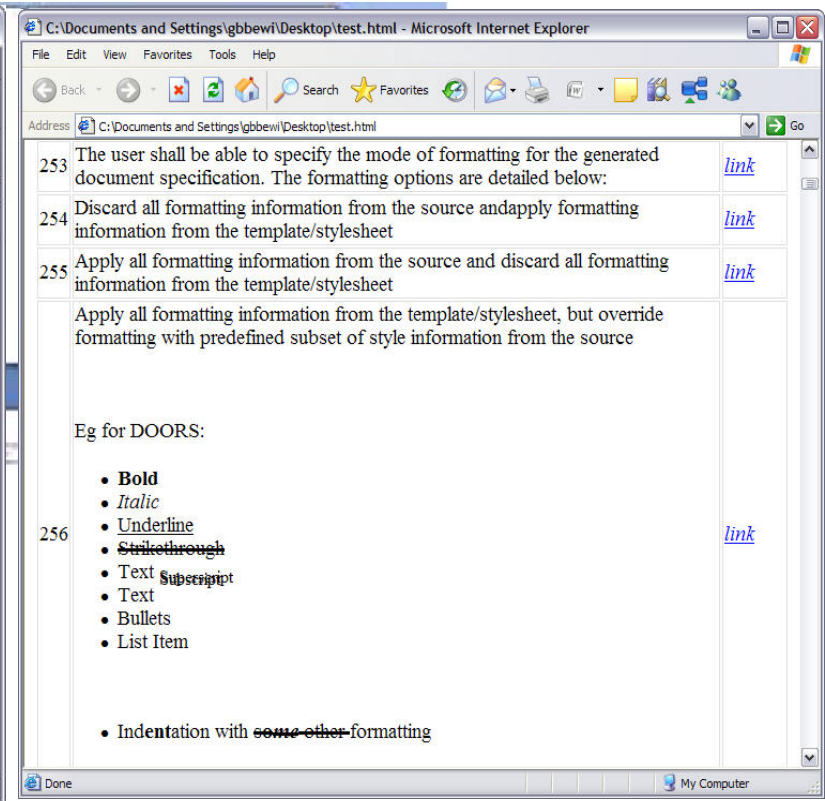
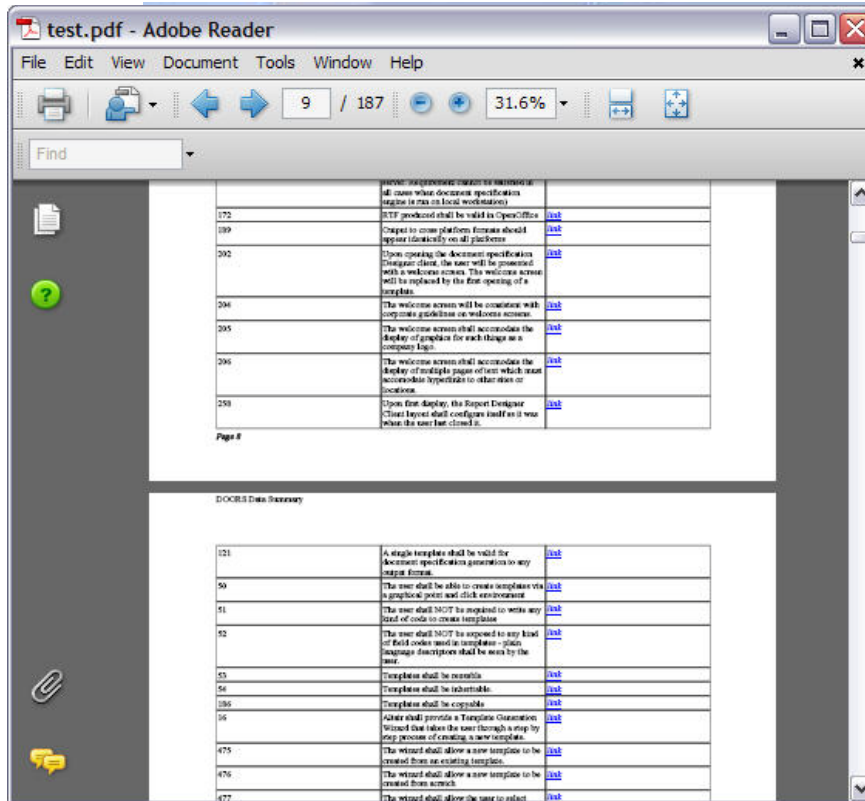
- Create documents from within and/or extract data from Rational DOORS and Rational Tau, ClearCase, ClearQuest, Quality Manager, Test Manager, Requisite Pro, XML data sources...)



Rational Publishing Engine - Flexibility

High Quality, Elegant Documents

- Create documents in various formats (MS Word, HTML, PDF, XSL-FO...)
- Extract data from a single source or multiple sources



Rational Publishing Engine - Performance

High Performance Documentation Generation

- Optimized for
 - ▶ High Performance
 - ▶ Low Resource Use
 - ▶ Minimal System Invasiveness
- Quick one-click document generation to capture last minute changes to data held in source applications



■ **Up to 60x faster
than
DocExpress &
SoDA!**

IBM Measured Capability Improvement Framework

Drive business innovation and reduce costs through measured and continuous process improvement

Empower teams to measure, manage, and incrementally improve their software delivery capability

MCIF is a phased approach that helps teams

- ▶ Adopt an incremental, measured approach to transformation
- ▶ Focus on the core practices that matter most
- ▶ Accelerate adoption through out-of-the-box assets
- ▶ Articulate capability improvements in terms of business value
- ▶ Support any method optimized for Agile practices



IBM Measured Capability Improvement Framework

Components of the framework



Determine the right solution

Phase 1

Establish business and operational objectives

- IBM Executive Business Value Workshop

Phase 2

Prioritize practices and define roadmap

- IBM Health Assessment for Software Delivery
- ROI Analysis

Deploy the solution

Phase 3

Accelerate adoption with tools and services

- IBM Rational Self Check for Software Teams
- IBM Rational Method Composer
- IBM Rapid Deployment Package for Agility@Scale using MCIF
- Jazz foundation: Process enactment and governance platform

Phase 4

Report, analyze and act on results

- IBM Rational Insight: Tiered performance measurement

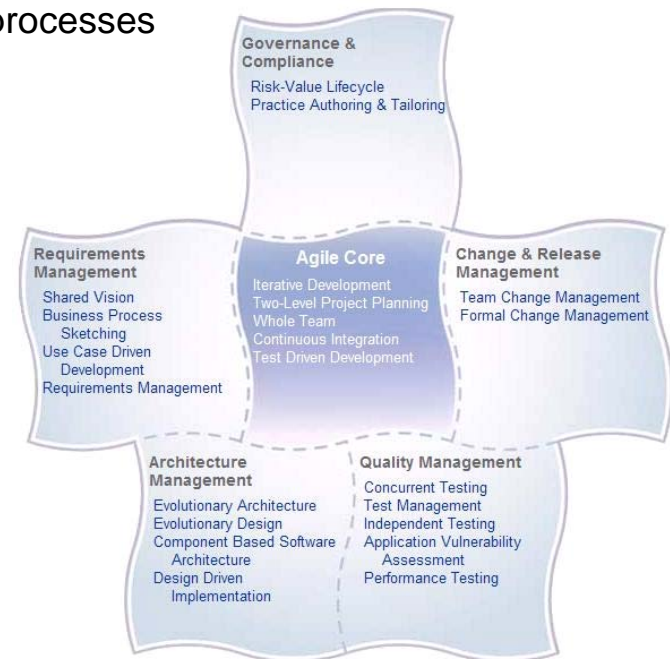
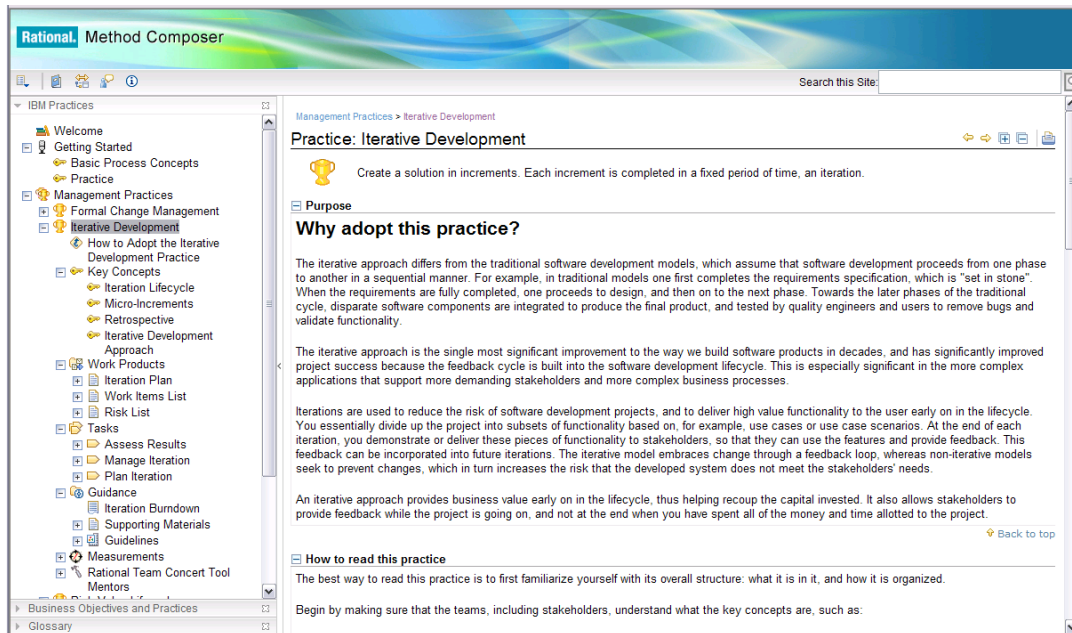
Confirm results delivered and start on next project

Start next incremental improvement

IBM Rational Method Composer

Create, customize, publish, enact and measure iterative and incremental practices according to project needs

- **Tooling** that provides form-based entry to create well-architected and maintainable methods
- **Methods** in a “customizable process library” that includes IBM Practices, the Rational Unified Process (RUP), and plug-ins like MDSO
 - Can be used as-is, customized, or to augment your own processes



Succeeding with the IBM Rational PPM Solutions

What the organization can now achieve

CIO



Increased confidence and reduced risk

Business Executive



Improved agility to respond to business opportunities

Product Manager



Improved collaboration and handoffs between all teams / stakeholders

Enterprise Architect



Blueprints for change and transformation – IT investment aligned with business goals

Portfolio Manager



Improved outcomes with dynamic and transparent project and resource management

Project Manager



Faster and more targeted projects

Developer

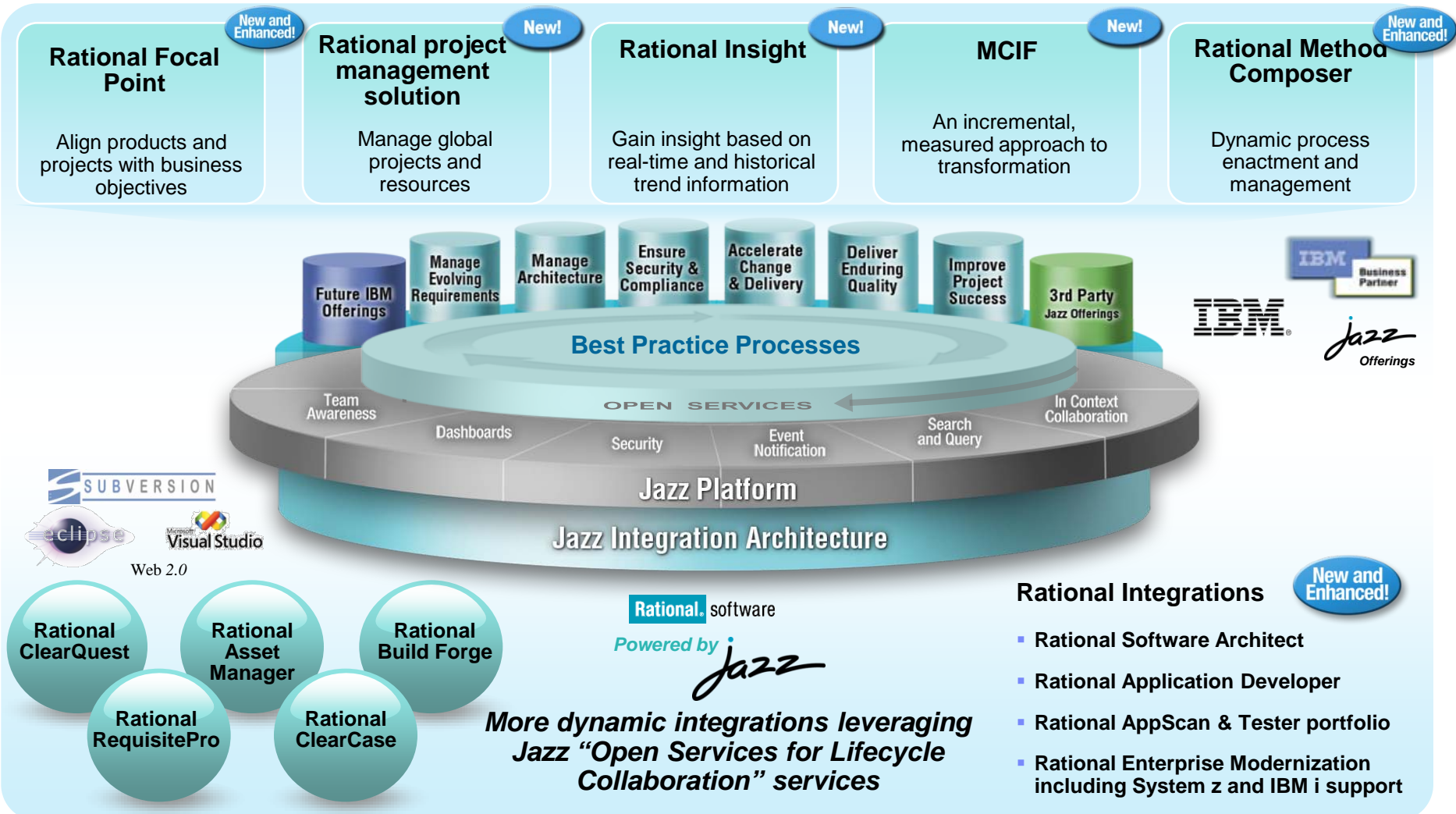


Fewer defects and build errors through better collaboration and automation



The road ahead

PPM offerings in 2009 and beyond



QUESTIONS

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Collaboration opportunities

- Design Partner Program
- Lab Advocacy Program
- Board of Advisors
- VoiCE Events
- Rational Software Conference
- jazz.net
- developerWorks
- Beta Programs
- RFE Community
- Global Rational User Groups
- Rational Cafe

→ Learn more about [Rational Customer Programs](#)



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podcasts premiumsupport **rsdc** usergroups