Estrategia y Posicionamiento IBM Rational para el desarrollo de Sistemas

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Rational. software

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Apple Reports First Quarter Results

Best Quarterly Revenue and Earnings in Apple History
iPod Sales Set New Record

CUPERTINO, California—January 21, 2009—Apple® today announced financial results for its fiscal 2009 first quarter ended December 27, 2008. The Company posted record revenue of $10.17 billion and record net quarterly profit of $1.61 billion, or $1.78 per diluted share. These results compare to revenue of $9.6 billion and net quarterly profit of $1.58 billion, or $1.76 per diluted share, in the year-ago quarter. Gross margin was 34.7 percent, equal to the year-ago quarter. International sales accounted for 46 percent of the quarter's revenue.

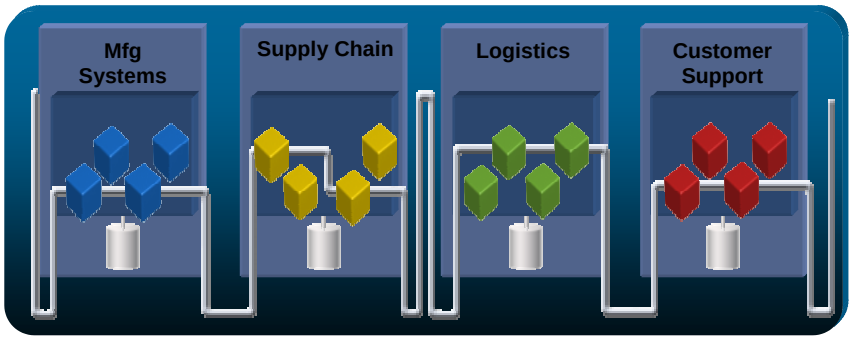
In accordance with the subscription accounting treatment required by GAAP, the Company recognizes revenue and cost of goods sold for iPhone™ and Apple TV® over their economic lives. Adjusting GAAP sales and product costs to eliminate the impact of subscription accounting, the corresponding non-GAAP measures* for the quarter are $11.8 billion of "Adjusted Sales" and $2.3 billion of "Adjusted Net Income."

Apple sold 2,524,000 Macintosh® computers during the quarter, representing nine percent unit growth over the year-ago quarter. The Company sold a record 22,727,000 iPods during the quarter, representing three percent unit growth over the year-ago quarter. Quarterly iPhone units sold were 4,363,000, representing 88 percent unit growth over the year-ago quarter.

"Even in these economically challenging times, we are incredibly pleased to report our best quarterly revenue and earnings in Apple history—surpassing $10 billion in quarterly revenue for the first time ever," said Steve Jobs, Apple's CEO.

Con Telelogic, IBM extiende su oferta al Área de Sistemas

Dominio IT



- Proporciona soporte a las operaciones del negocio y servicios al cliente final
- Desarrollo envía sus productos a operaciones y producción

Dominio de Sistemas

Programas

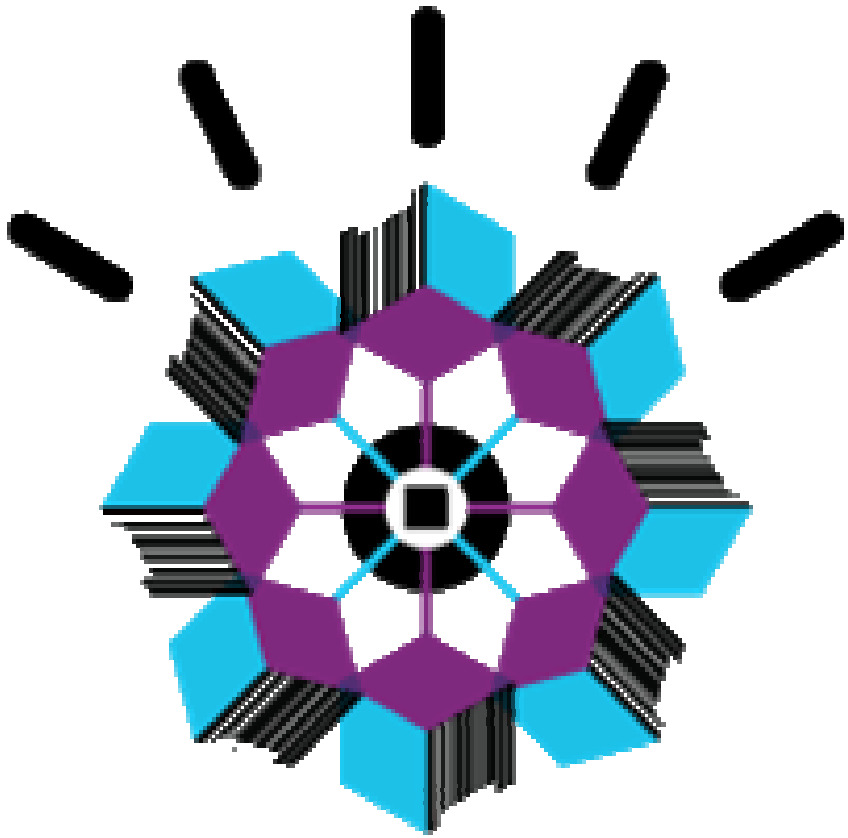
Productos

- Crea un producto tangible combinación de elementos mecánicos, electrónica y software
- Desarrollo envía sus productos a fabricación

Cada dominio tiene sus características especiales

Estándares y Tecnología | Cultura | Duración y Tamaño de los Proyectos | Proceso Desarrollo

IBM Rational Software presenta…



Smart Products

¿Que hace a un producto “smarter”?

INSTRUMENTALIZADO

Tienen la capacidad de medir, ver y sentir las condiciones exactas de su entorno

INTERCONECTADO

Tienen la capacidad de comunicarse e interactuar con personas, sistemas y otros productos de múltiples maneras

INTELIGENTE

Tienen la capacidad des responder a los cambios y obtener resultados mediante la predicción de eventos futuros

Piensa en Software

“Smart Products” superan el concepto de que un diseño encaja con la mayoría de las necesidades de sus usuarios para ser personalizado a las necesidades exactas de cada usuario

Software proporciona gran parte del Valor

Electrónica

- El iPhone de Aple es un dispositivo completamente instrumentalizado con GPS, acelerómetros, brújula,…

Automoción

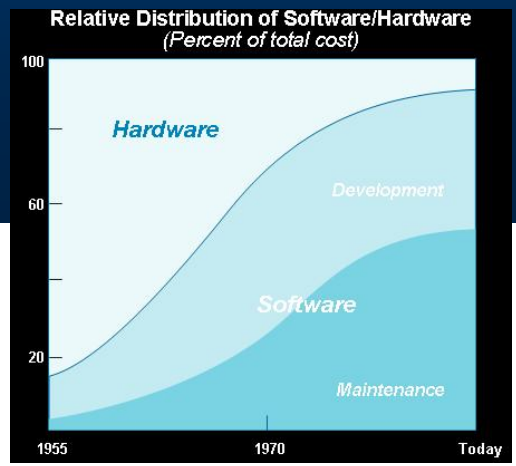
- 90% de la innovación esta basado en los dispositivos electrónicos
- 80% de este innovación esta basada en software embebido

Aeronáutica y Defensa

- F-22 Raptor (2003) contiene 1.7M de líneas de código
- F-35 Lightning II (2010) contendrá 5.2 líneas de código

"Embedded software has evolved from a hidden component driving functionality to the keystone of product differentiation and end-user experience."

VDC Research, October, 2008



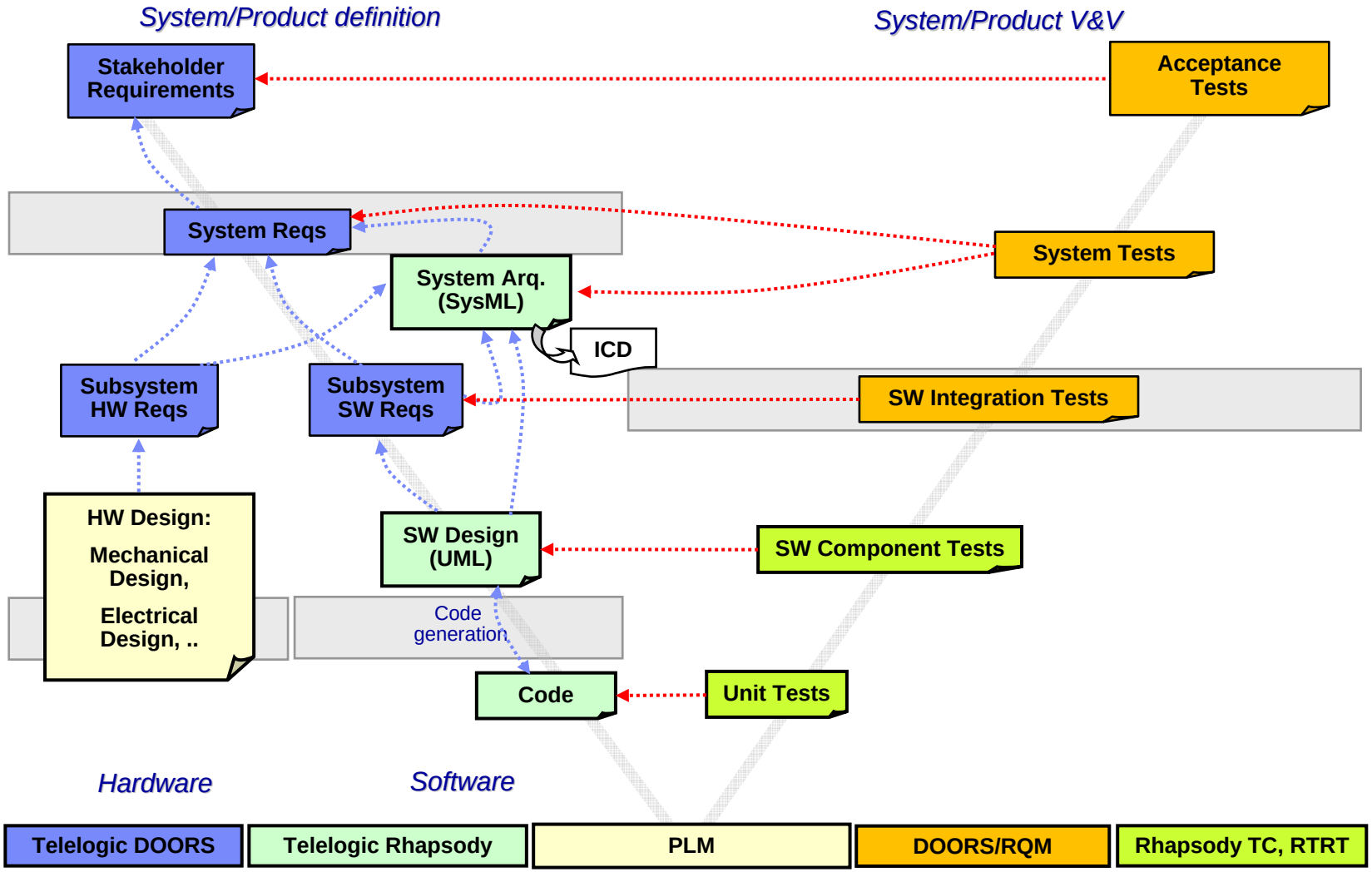
¿Cómo podemos desarrollar productos SW+HW de calidad?

- Ingeniería de Sistemas
  - Ingeniería de Requisitos
  - Integración de HW y SW
  - Gestión de Interfaces
  - Validación y Verificación (Pruebas)
- Desarrollo de Inteligencia Embebida
  - Arquitectura de Sistemas
  - Simulación de Comportamiento SW
  - Integraciones con Plataformas
  - Generación Automática de Aplicaciones
- Validación y Pruebas
  - Chequeo de que el Producto cumple con todas las especificaciones
  - “Cero” defectos
- Plataforma de Colaboración Integrada

Rational Platform for System Development

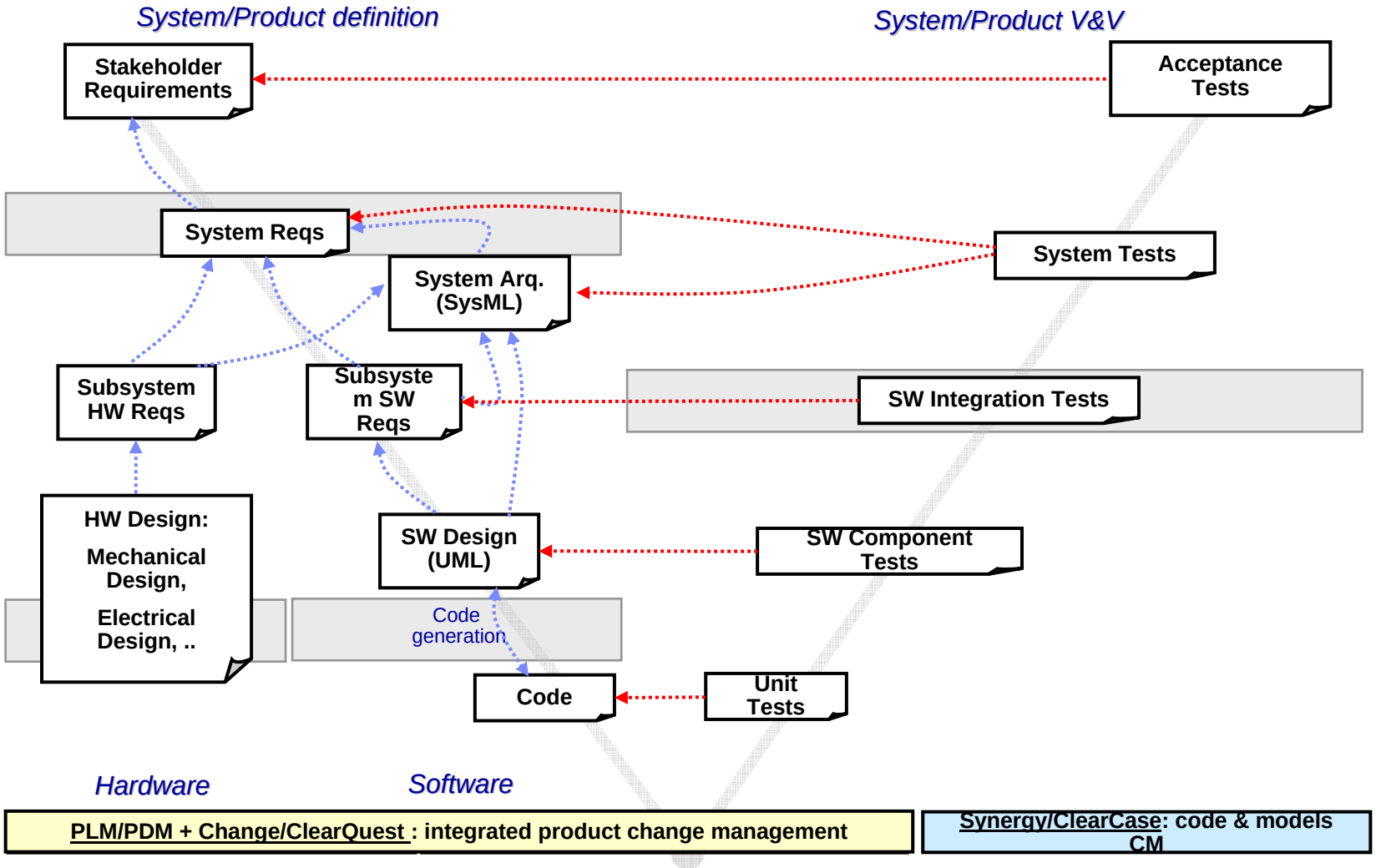
Plataforma de Ingeniería para desarrollo de sistemas (I)

Definición, Desarrollo, Construcción y Verificación & Validación

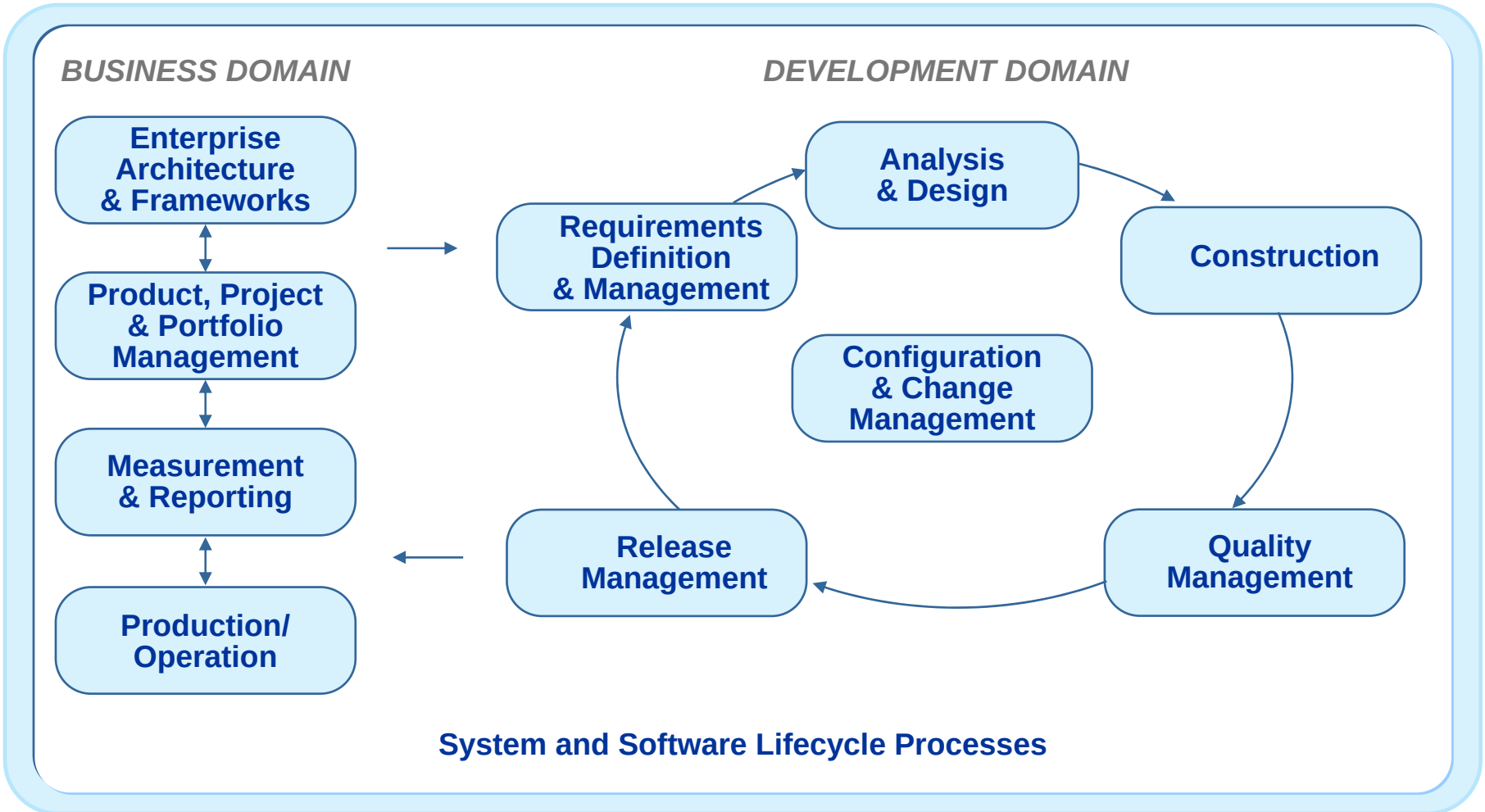


Plataforma de Ingenieria para desarrollo de sistemas (II)

Gestión de Cambios y de la Configuración



Portfolio overview



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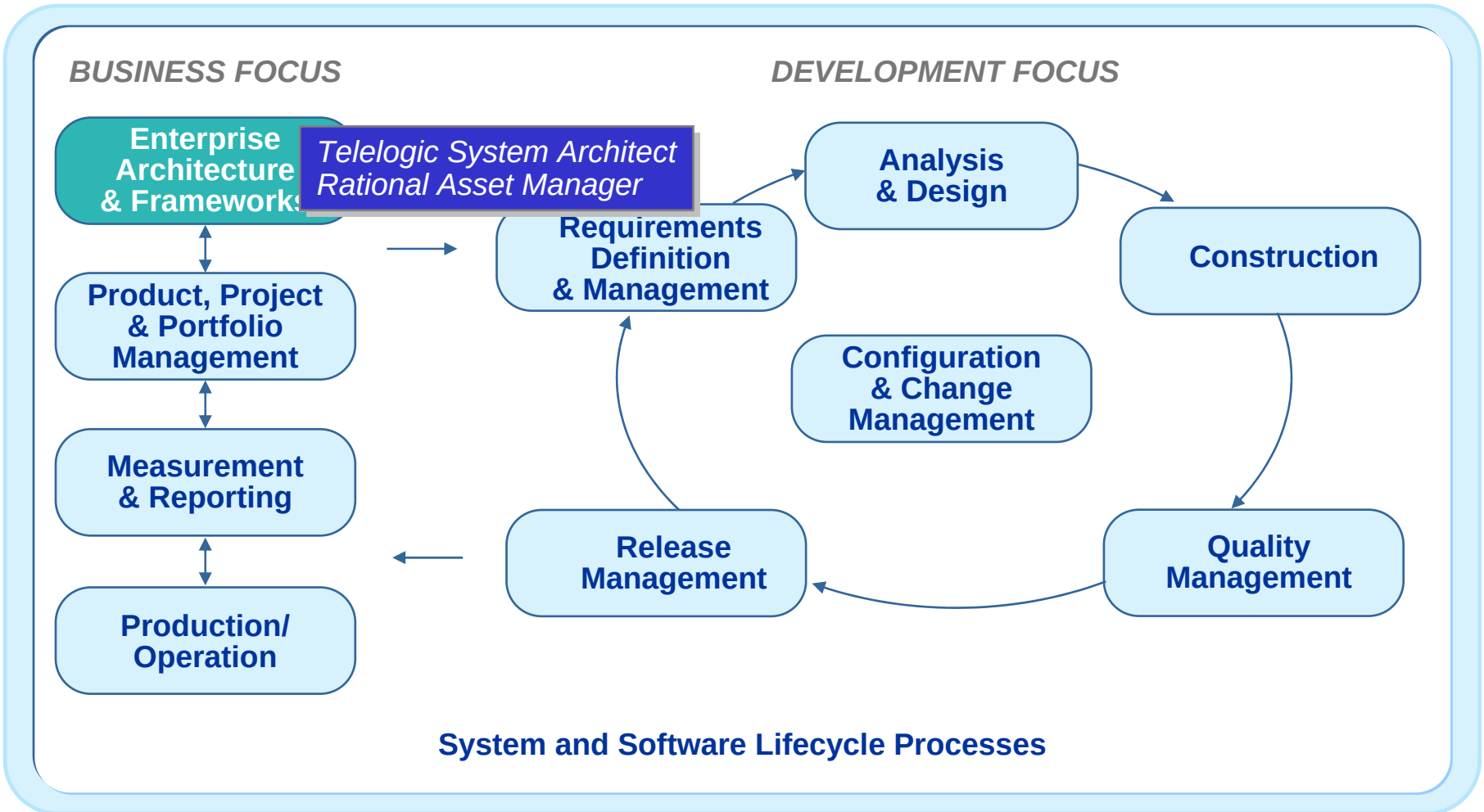

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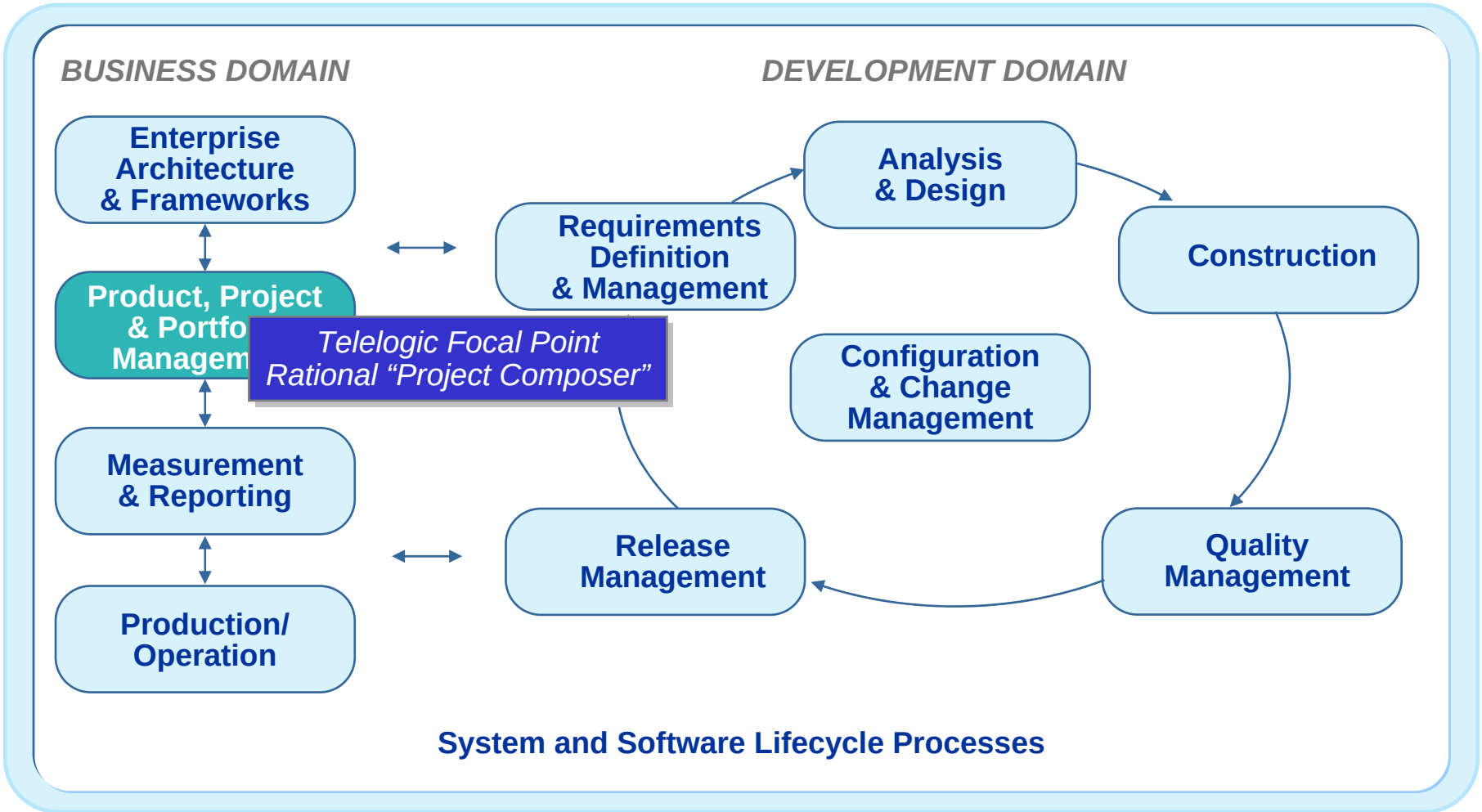

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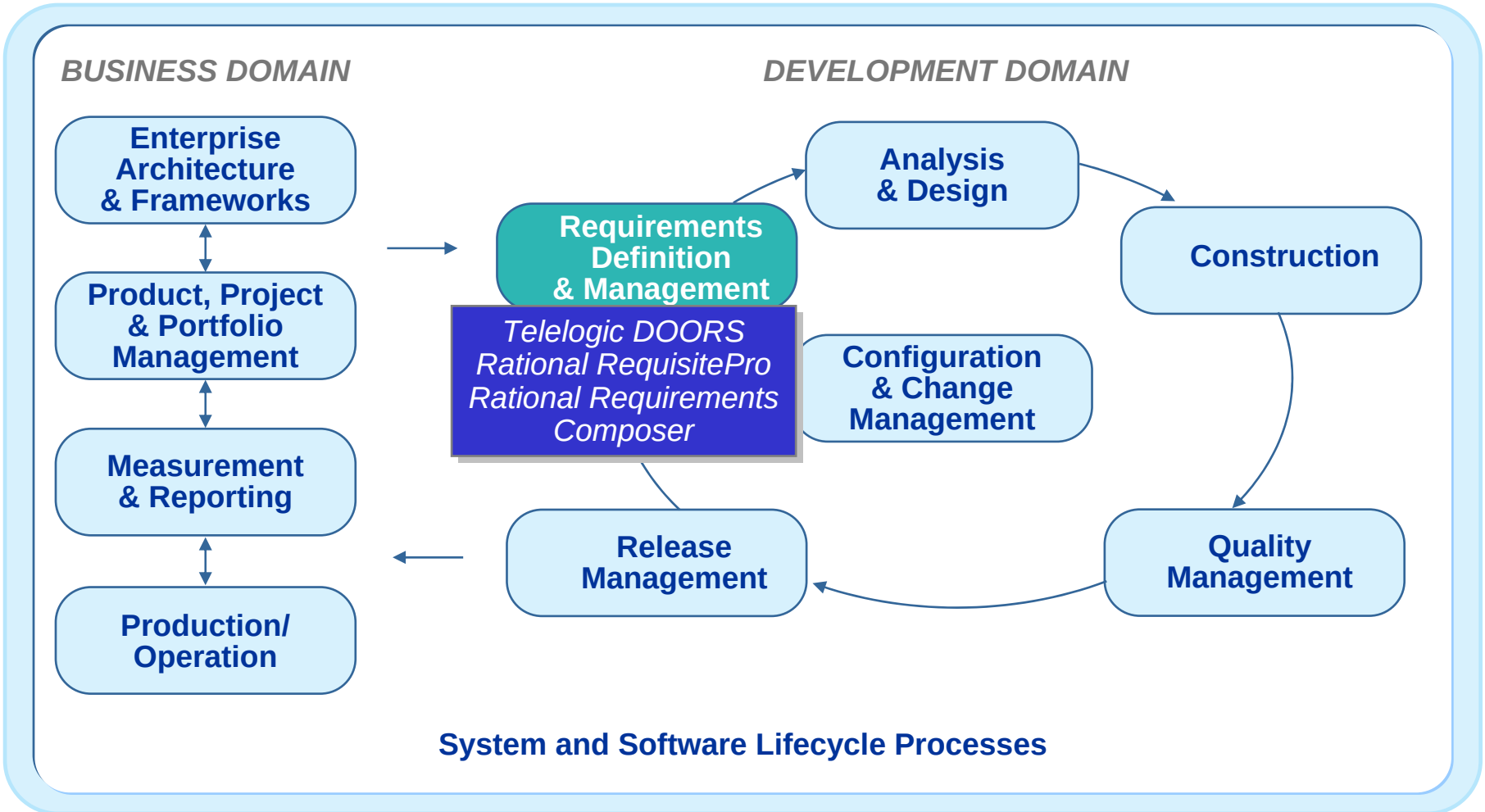

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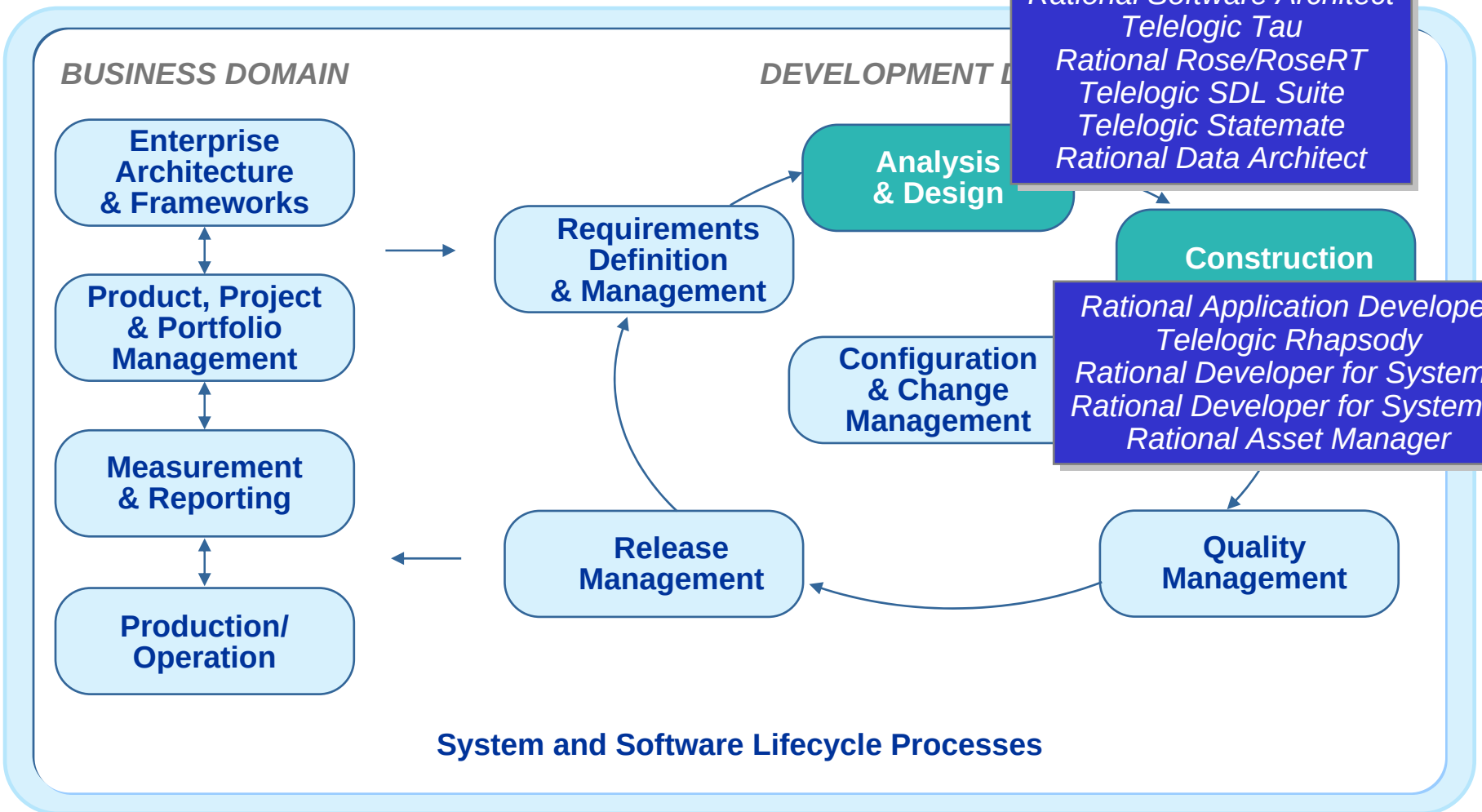
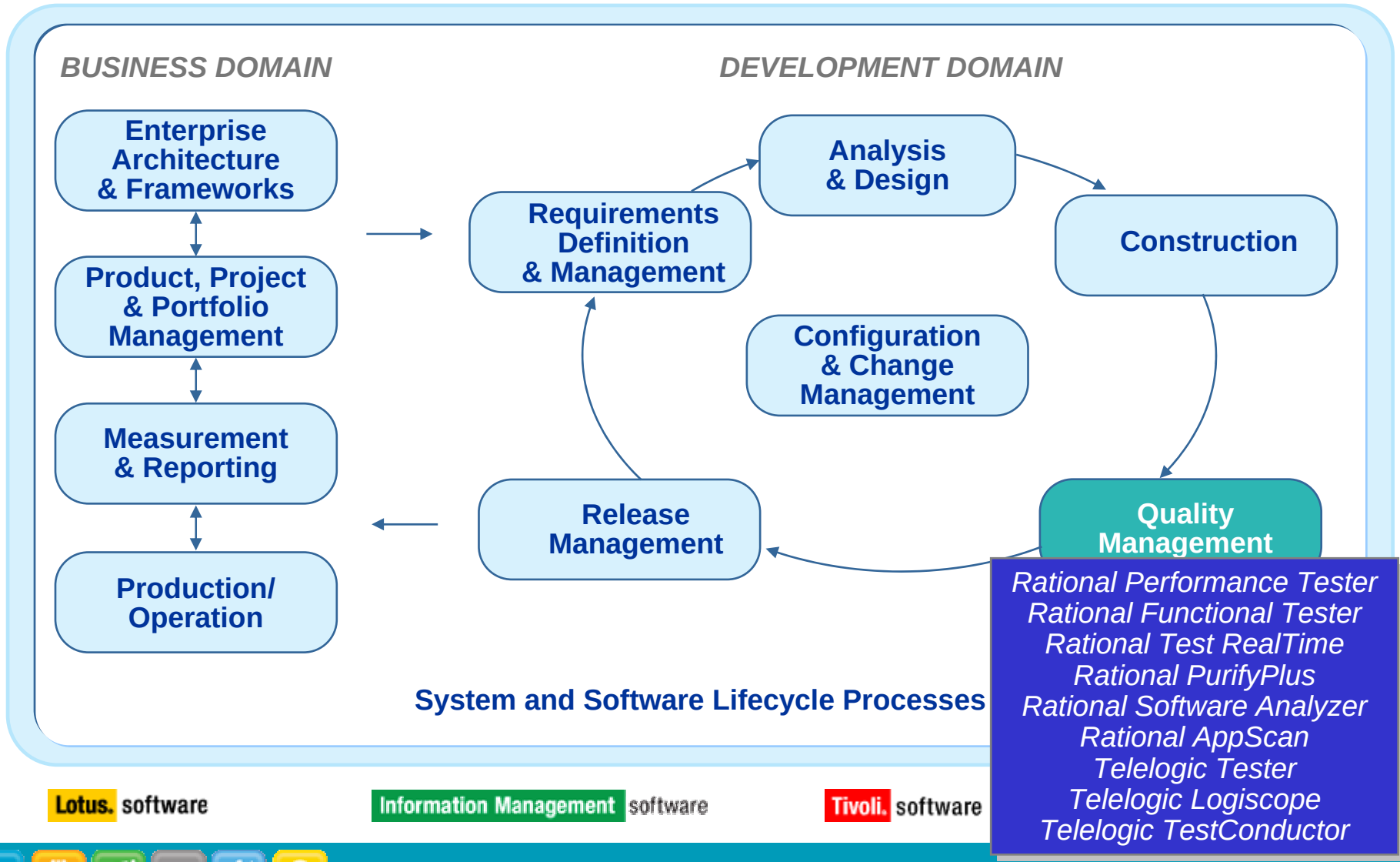


Lotus. software | Information Management software | Tivoli. software | WebSphere. software

Portfolio overview



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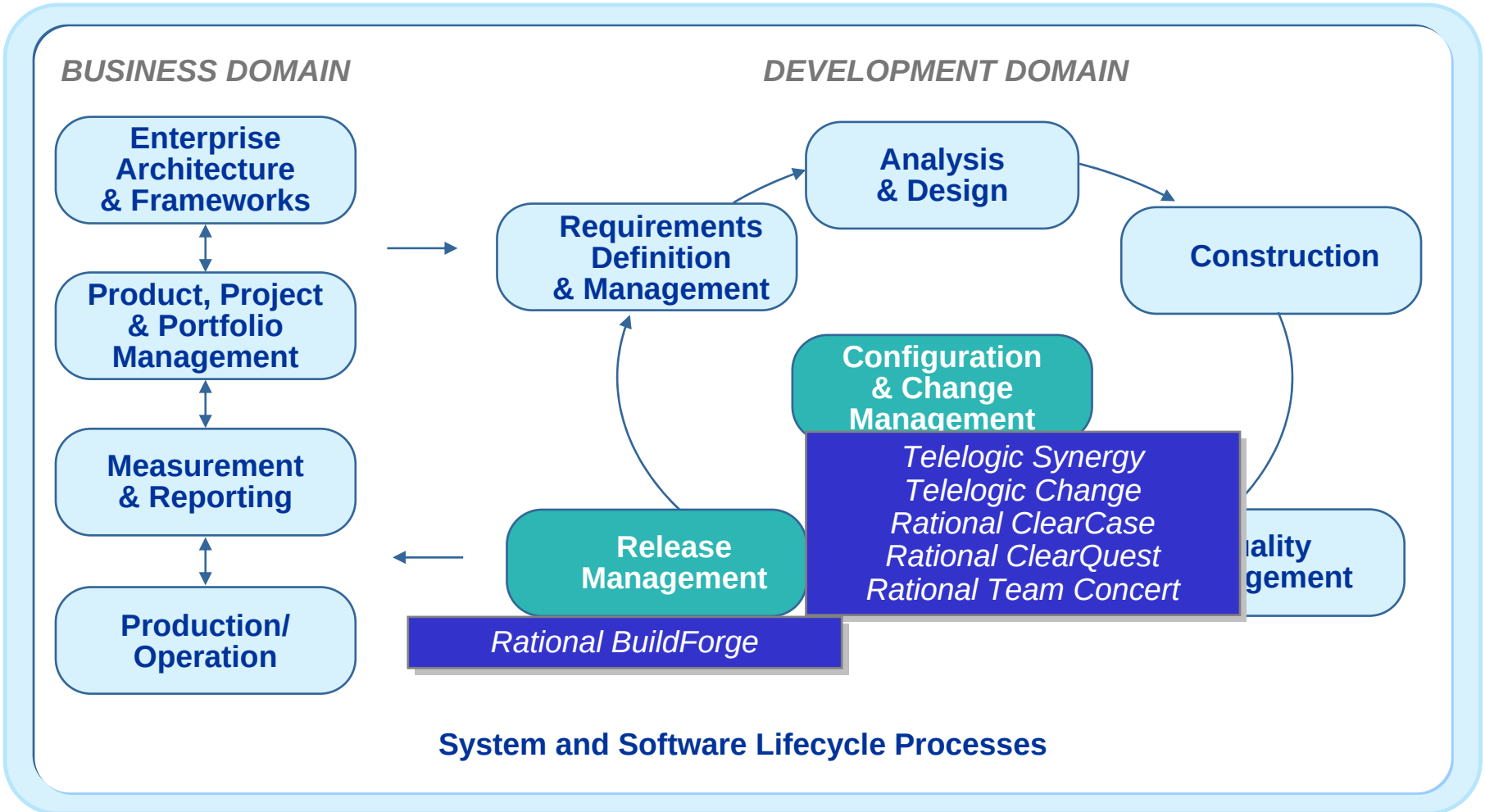

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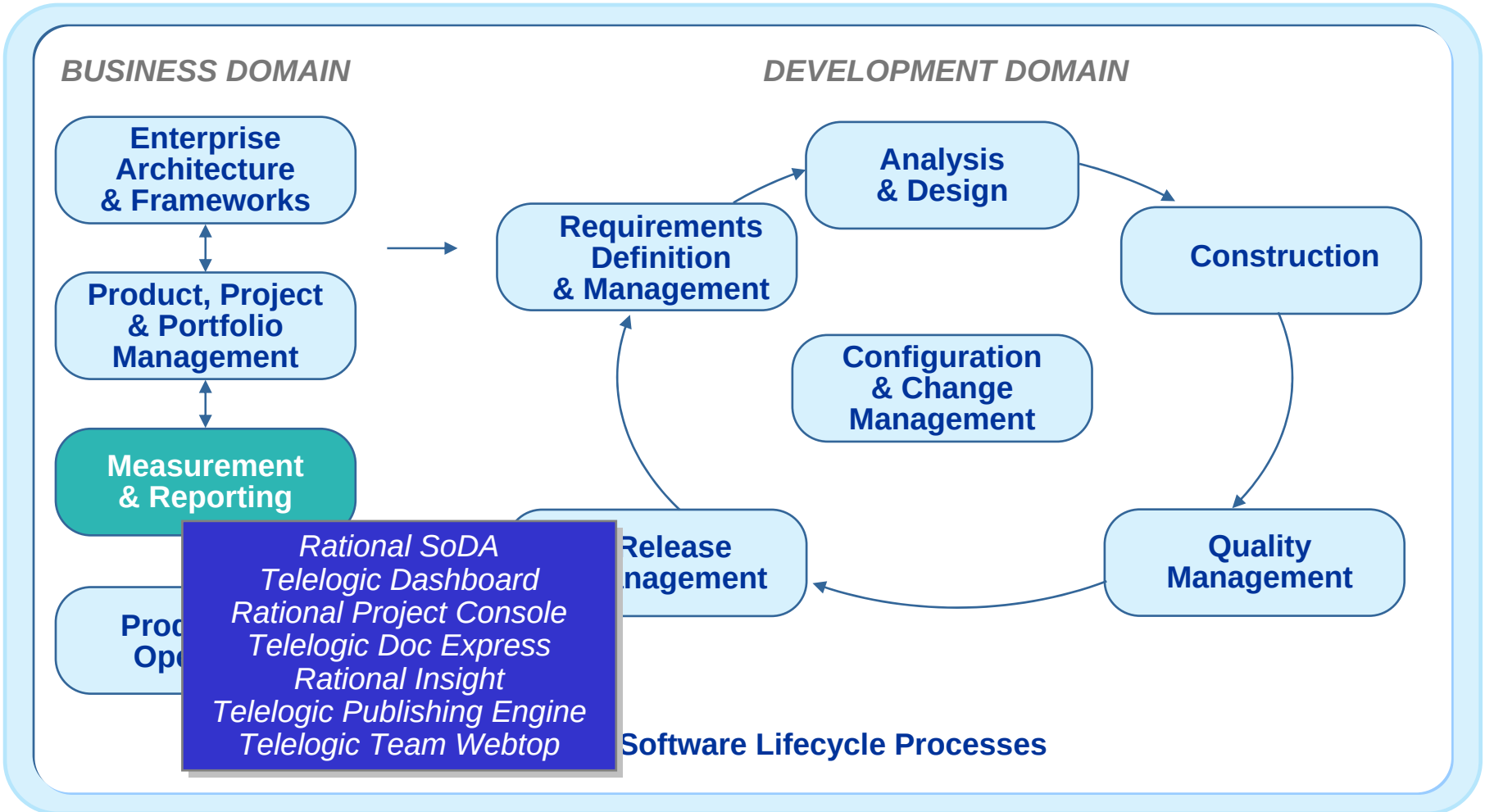

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