

Software Innovation IS Business Innovation

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program manager
system administrator
analyst operator
system engineer
scrum master
principal investigator data scientist
engineer
developer
product manager
development manager
test manager
project manager
data base administrator
tester
designer
architect
coder
build manager
chief engineer
quality assurance

CLOUD

MOBILE

**How do you stay
ahead of the competition?**

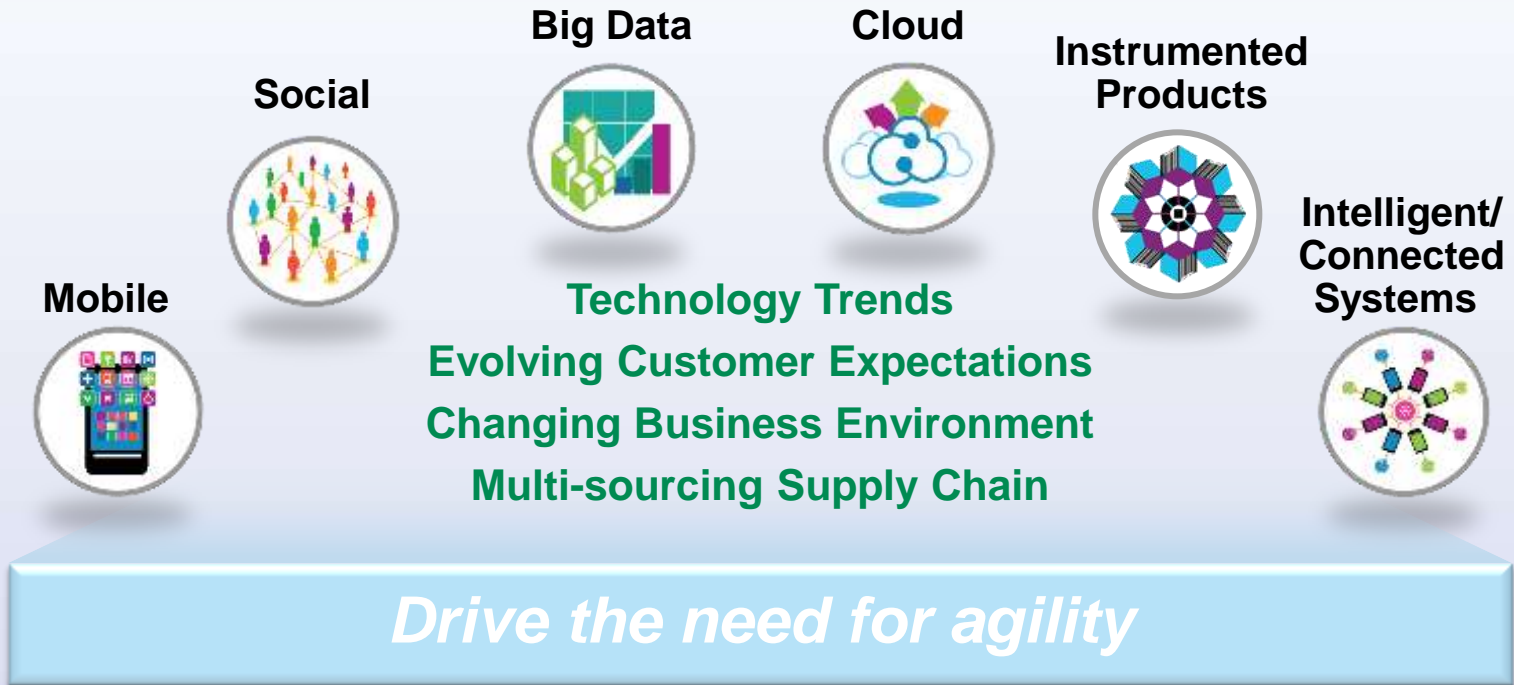
SOCIAL

BIG
DATA



Stay Ahead with a Smarter Approach to DevOps

Market Shifts Require a New Approach to Software Delivery



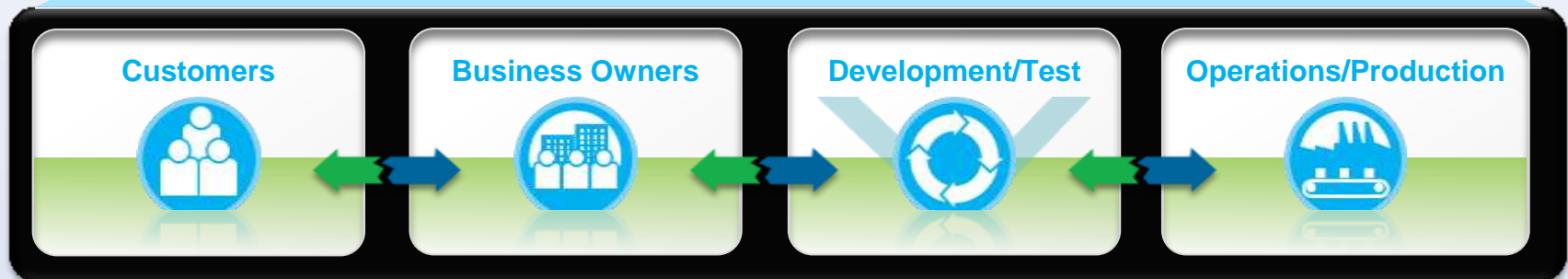
Success Requires the Ability to Manage the Expanded Lifecycle and Software Supply Chain

Challenges

Costly, error prone processes

Slow deployments

Risk of instability



Software Innovation Provides Competitive Advantage



86[%]

**of companies believe
software delivery
is important or critical**

Software Innovation Provides Competitive Advantage



But only...

25%

**leverage software
delivery effectively today**

Software Innovation Provides Competitive Advantage



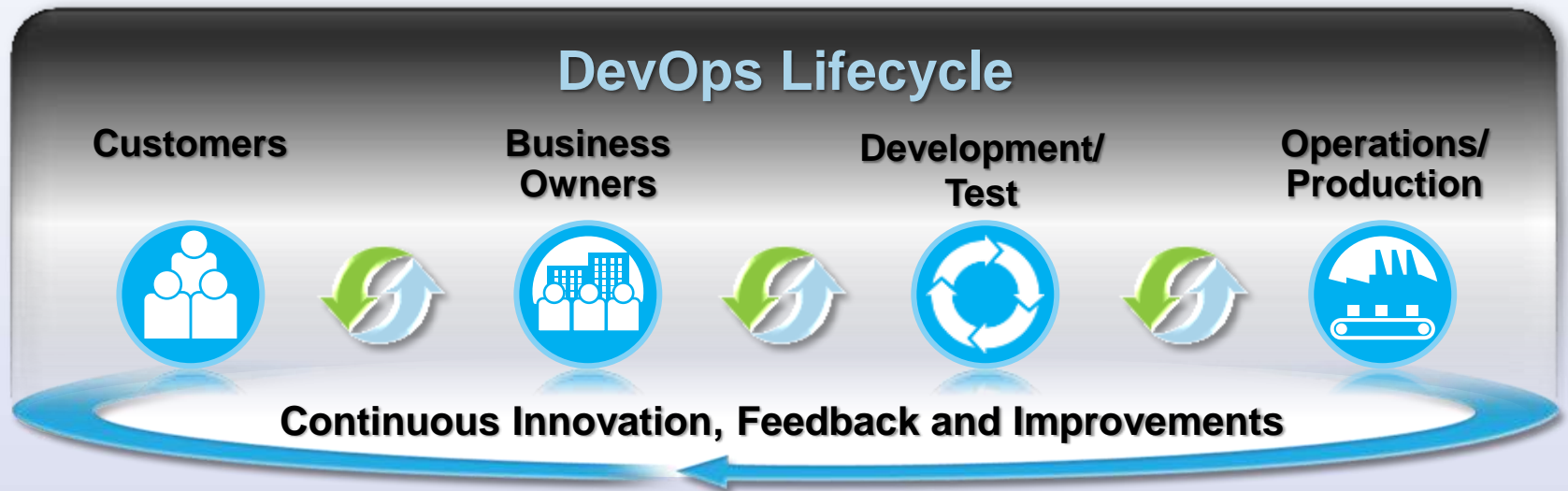
Of those who leverage
software delivery today

69%

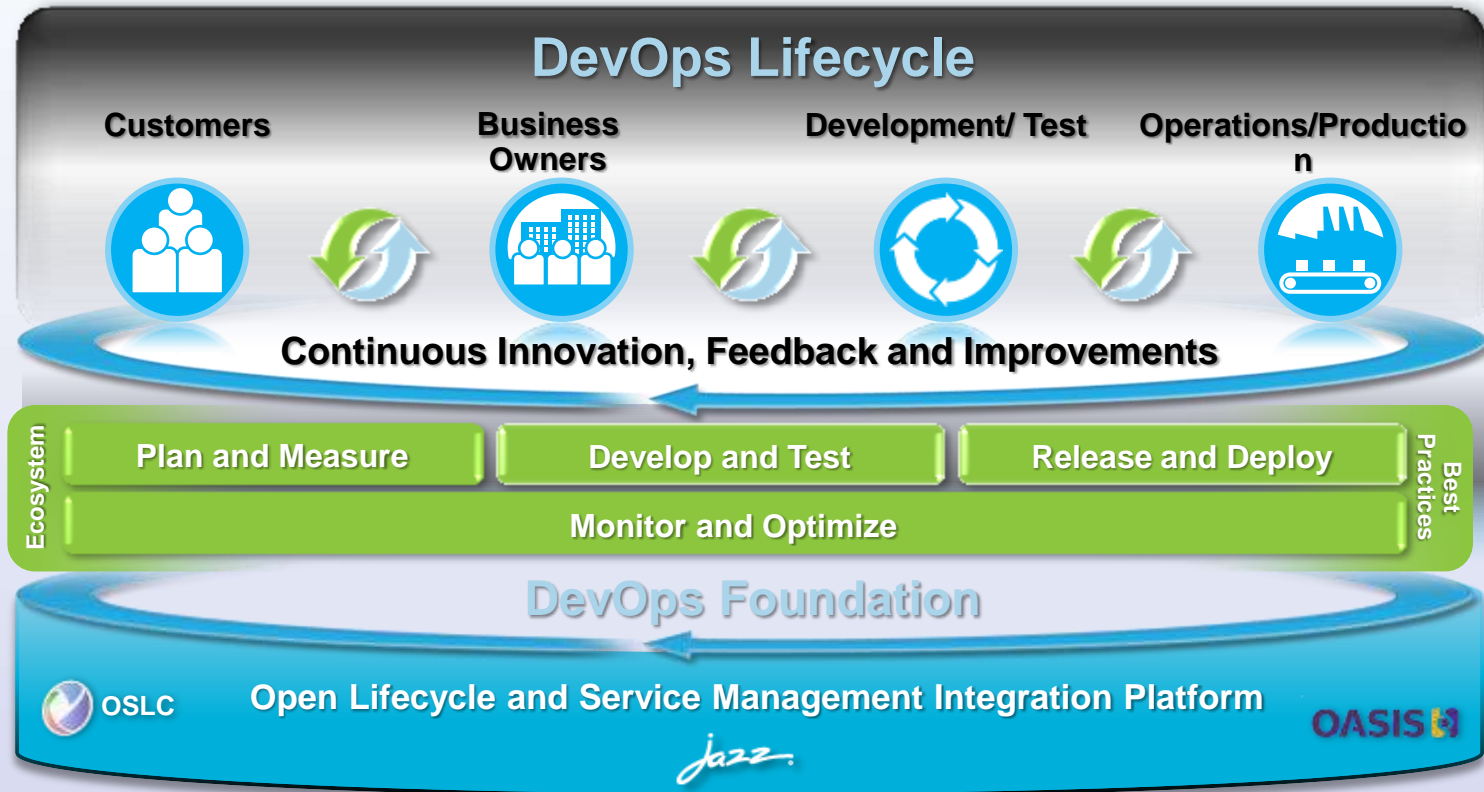
outperform those who don't

Embrace a DevOps Approach

An enterprise capability for continuous software delivery that enables clients to seize market opportunities and reduce time to customer feedback



Adoption Paths in the DevOps Lifecycle





Examples: The journey of several customers





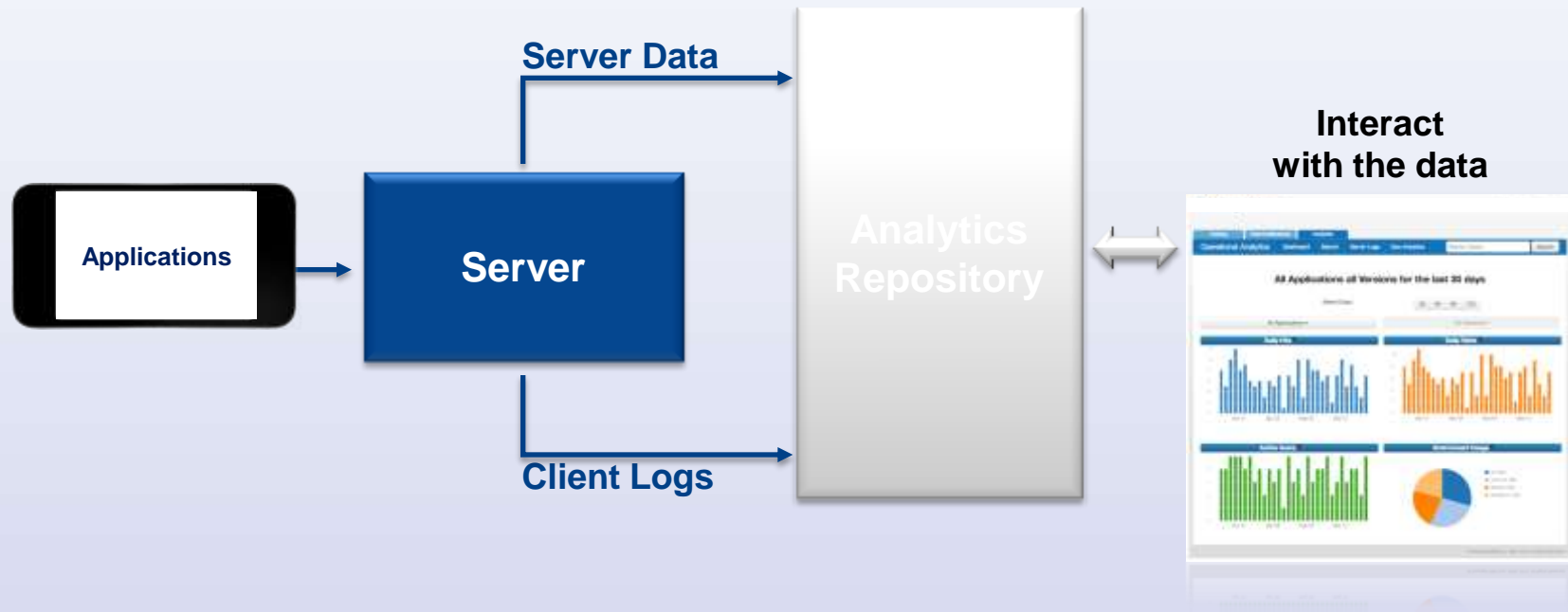
**1600%
DELIVERY
VELOCITY
INCREASE**

Continuous Feedback and Optimization

Collect, compress and stream important information



Monitor and Optimize



Continuous Feedback and Optimization

Collect, compress and stream important information
Analyzing the customer experience and their challenges



Monitor and
Optimize



What's new

- Visibility into actual customer experience
- Quick diagnosis and resolution of issues
- Quantify business impact
- Real-time customer analytics

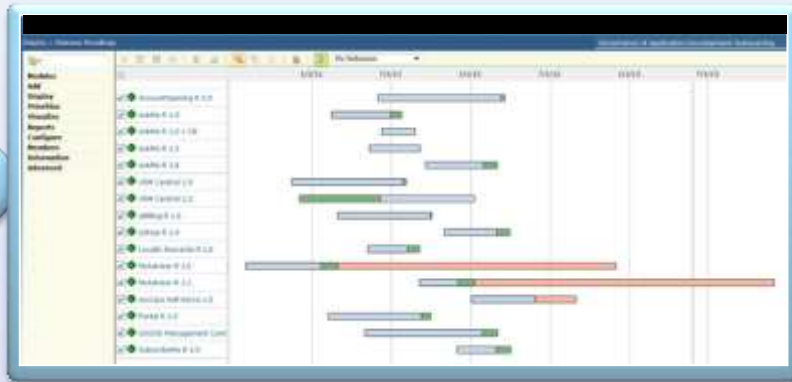
Continuous Business Planning



Plan and Measure



Plan and Measure



Requirements,
priorities & status



Develop
and Test



Release
and Deploy

Define scope
& view status

Continuous Business Planning

Bring business strategy, customer feedback into development lifecycle



Plan and Measure



What's new

- End-to-end business release planning
- Improved business and IT collaboration
- Early validation of business requirements

Collaborative Development



Develop and Test



Collaborative Development

Single, integrated platform for comprehensive development needs



What's new

- CLM delivered continuously
- Lifecycle integration adapters
- Best-in-class IDE's

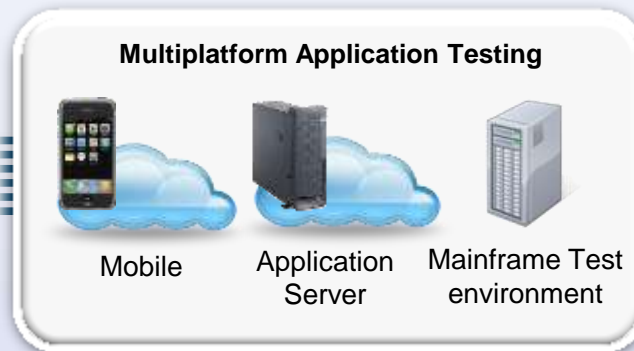
Continuous Testing



Develop and Test



Comprehensive test automation solution



Multi-channel, multi-tiered test execution



Virtualized services remove test bottlenecks

Continuous Testing

Deliver software quality at the speed your business demands



Develop and
Test



What's new

- Accelerate multi-channel testing
- Integrate mobile app testing earlier
- Enhanced integration for web app testing
- Expanded develop and test environment for System z

Continuous Release and Deployment

Accelerate delivery of mobile, cloud, big data and traditional applications with automation



What's new

- End-to-end automation for your entire application from development to production
- Self-service, visibility, traceability, and complete audit trails for deployments

Continuous Monitoring



Continuous Monitoring

Accelerate problem and product defect isolation and resolution



What's new

- Lightweight cloud application monitoring
- Easily embed monitoring during development
- Holistic application health dashboards



The IBM DevOps Approach



Differentiated and
engaging customer
experiences

Quicker time
to value

Increased capacity
to innovate

**It's a great time
to be
a software
practitioner.**





Stay ahead.