

Achieving Business Results From Your Enterprise Architecture



Innovate2010

The Rational Software Conference

Let's **build** a smarter planet.

The premiere software and product delivery event.
June 6–10 Orlando, Florida

Doron Ben-Ari
STSM, Sr. Mgr
EA Product Development
dbenari@us.ibm.com



Disclaimer

© Copyright IBM Corporation 2010. All rights reserved. These materials are intended solely to outline our general product direction and should not be relied on in making a purchasing decision. Information pertaining to new product is for informational purposes only, is not a commitment, promise, or legal obligation to deliver any material, code or functionality, and may not be incorporated into any contract. The development, release, and timing of any features or functionality described for our products remains at our sole discretion. Nothing contained in these materials is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM products. IBM, the IBM logo, Rational, the Rational logo, Telelogic, the Telelogic logo, and other IBM products and services are trademarks of the International Business Machines Corporation, in the United States, other countries or both. Other company, product, or service names may be trademarks or service marks of others.



Agenda



- Vision for Architecture Management
- Portfolio evolution and roadmap



Customer Success: Align IT investment with business need

Managing Technology Investments & Outsourcing

What's smart?

- Use enterprise architecture to guide technology investments
- Identify and retain intellectual property

Smarter business outcomes

- Reduce time and effort to complete analysis required for technology investment decisions
- Risk mitigation associated with loss of IP when transitioning to an outsourced IT support model

How Rational enables smarter products

- Align technology investments with business strategy
- Understand your As-Is state and To-Be scenarios

Think Rational

One of many ways Rational enables a smarter planet.

Energy in action®

Australia Gas and Light

*"The challenge in any company is to do more with less," said Wayne Pales.
"System Architect continues to enable us to achieve our goals at a relatively low cost compared with historic approaches."*



European Aeronautic Defence and Space Company (EADS)

Faster time to market, lower risk and higher quality for products and services

What's smart?

- First ever automatic optical system for satellite navigation
- Innovative aircraft with state-of-the-art routing systems and noise abatement technology

Smarter business outcomes

- Jules Verne Automated Transfer Vehicle (ATV) docks automatically with International Space Station while orbiting earth at 28,000 km/h
- Airbus A350 reduces fuel usage and CO₂ emissions up to 25% compared with comparable aircraft

How Rational enables smarter products

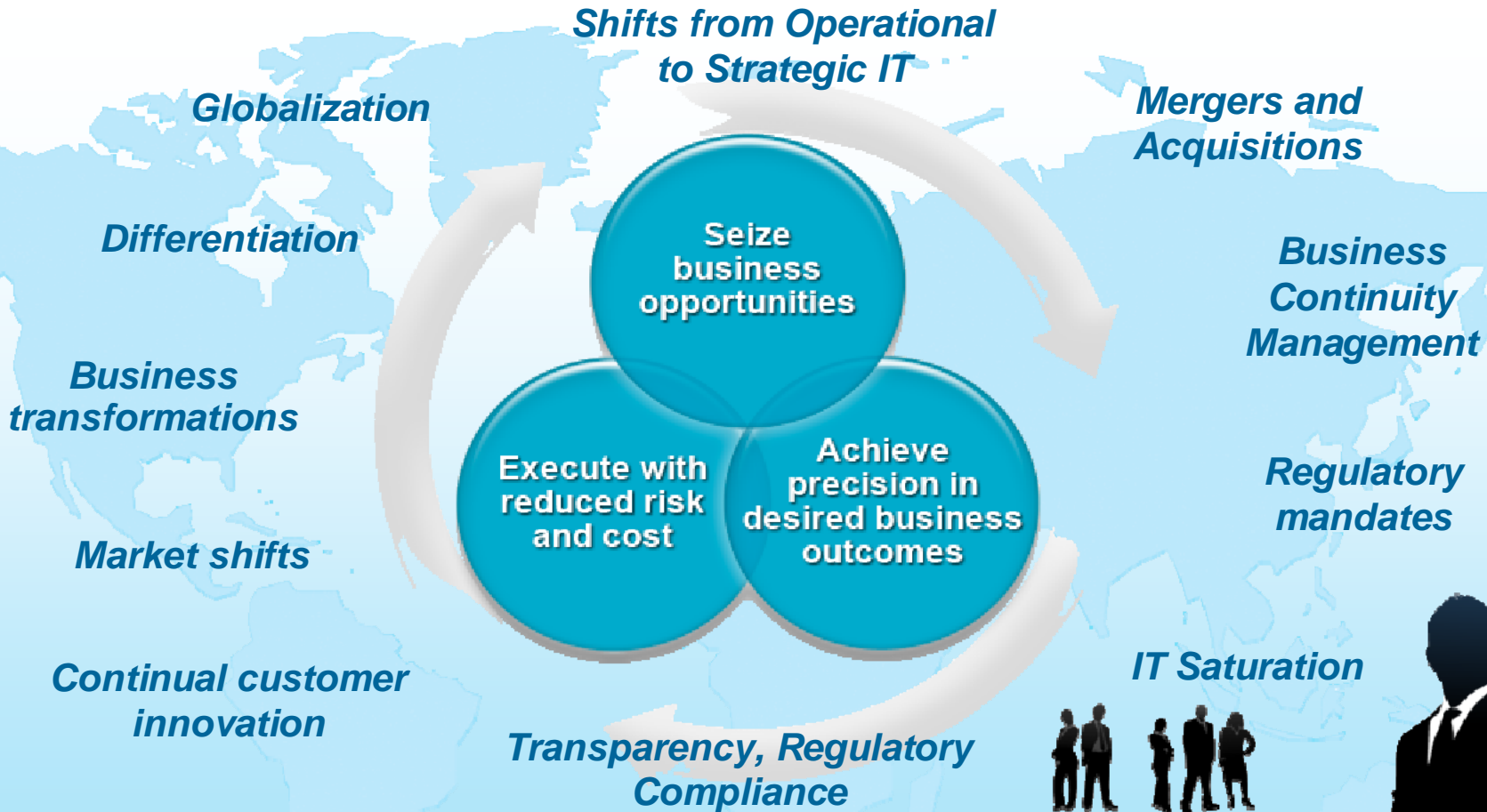
- Requirements engineering solution to ensure final products meet customer requirements
- Enterprise architecture frameworks to manage complexity of large, complex system-of-systems

Think Rational

One of many ways Rational enables a smarter planet.

“Within EADS, the Rational System Architect and Rational DOORS products are core to our solution. The IBM platform enables us to differentiate ourselves in the market. We have increased our quality whilst reducing the time to market for our products.”

Businesses are facing unprecedented challenges



How can architecture help your business?

Understand What You Have

- Current state analysis
- Your IP and Assets

Satisfy Mandated Compliance

- Regulatory or contractual
- DoDAF, TOGAF, FEA (iRMA), etc.

Manage the Portfolio

- Applications/Products
- Improved reuse across organization

Visualize and Communicate

- Beyond basic drawing tools

Manage Outsourcing

- Customer: Req'ts, specs, testing
- Vendor: Actual architectures

Improve What You Have

- Find incremental improvements
- Manage business transformation

Pass an Audit

- Architecture & business transparency
- Repeatable, documented

Return on Assets

- Leverage elements across subsystems and product lines

Common Project Starting Points

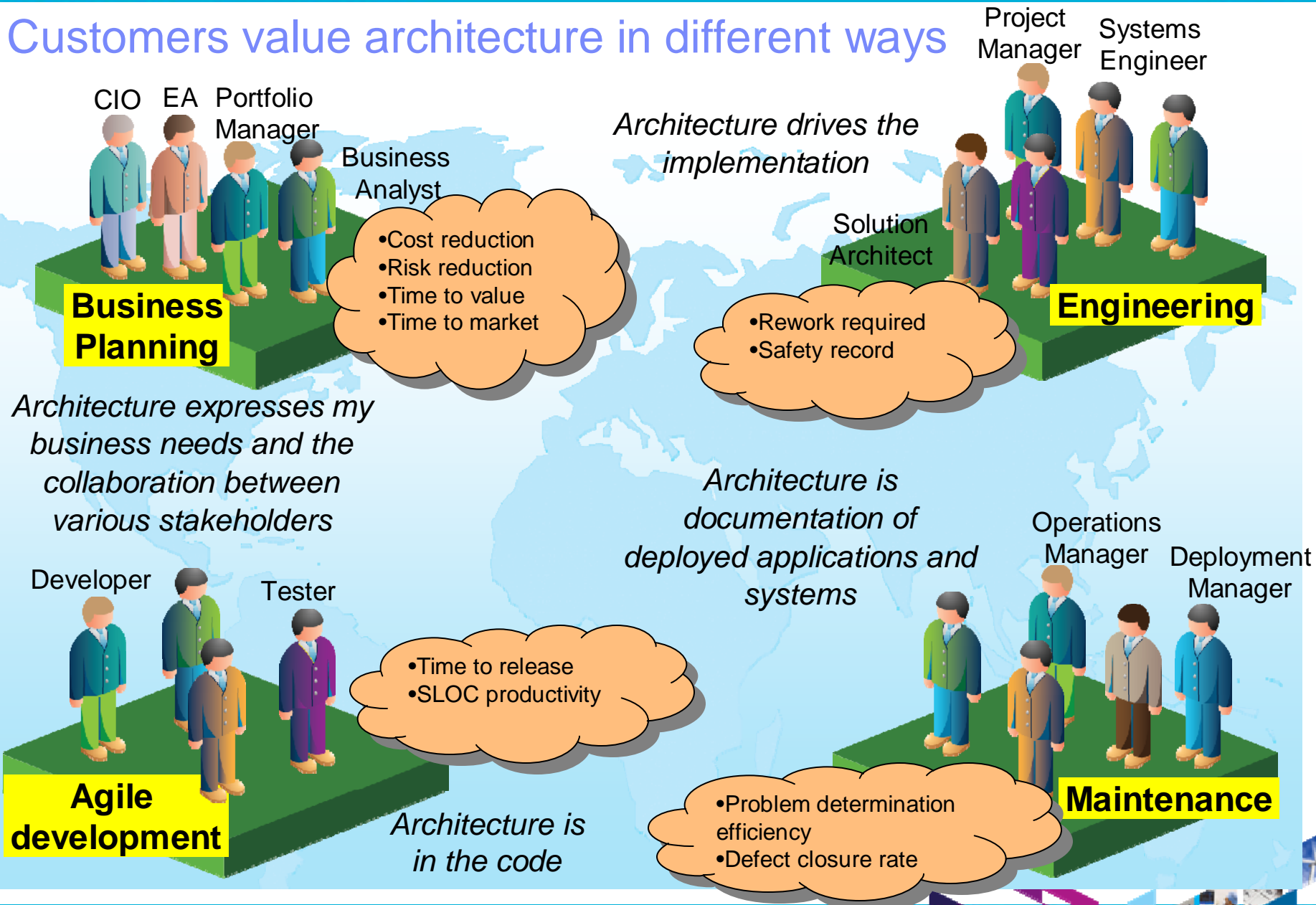
- Initiate new projects from a common starting point based on an EA model

Manage Packaged Applications

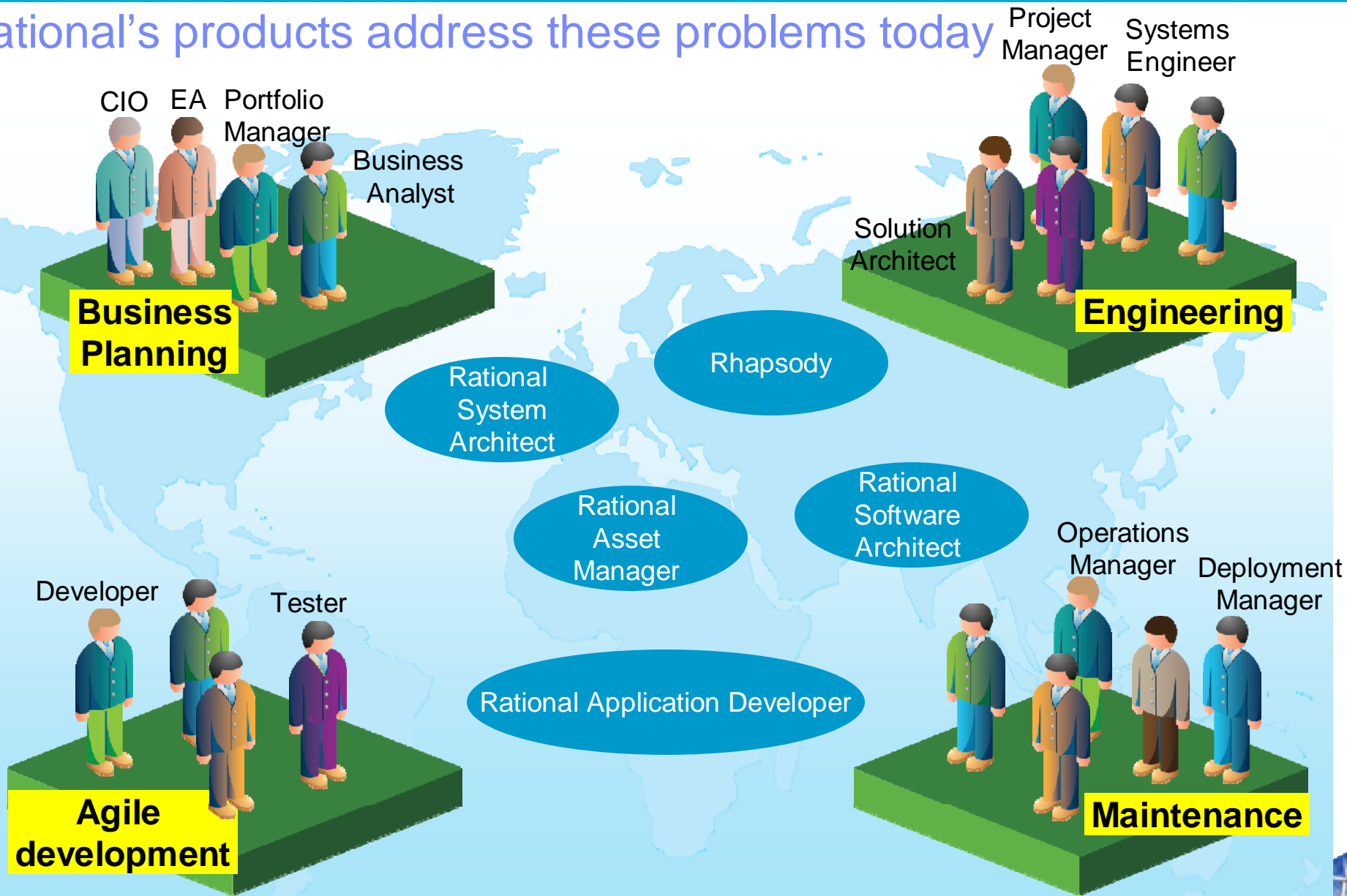
- Integrate with rest of architecture



Customers value architecture in different ways



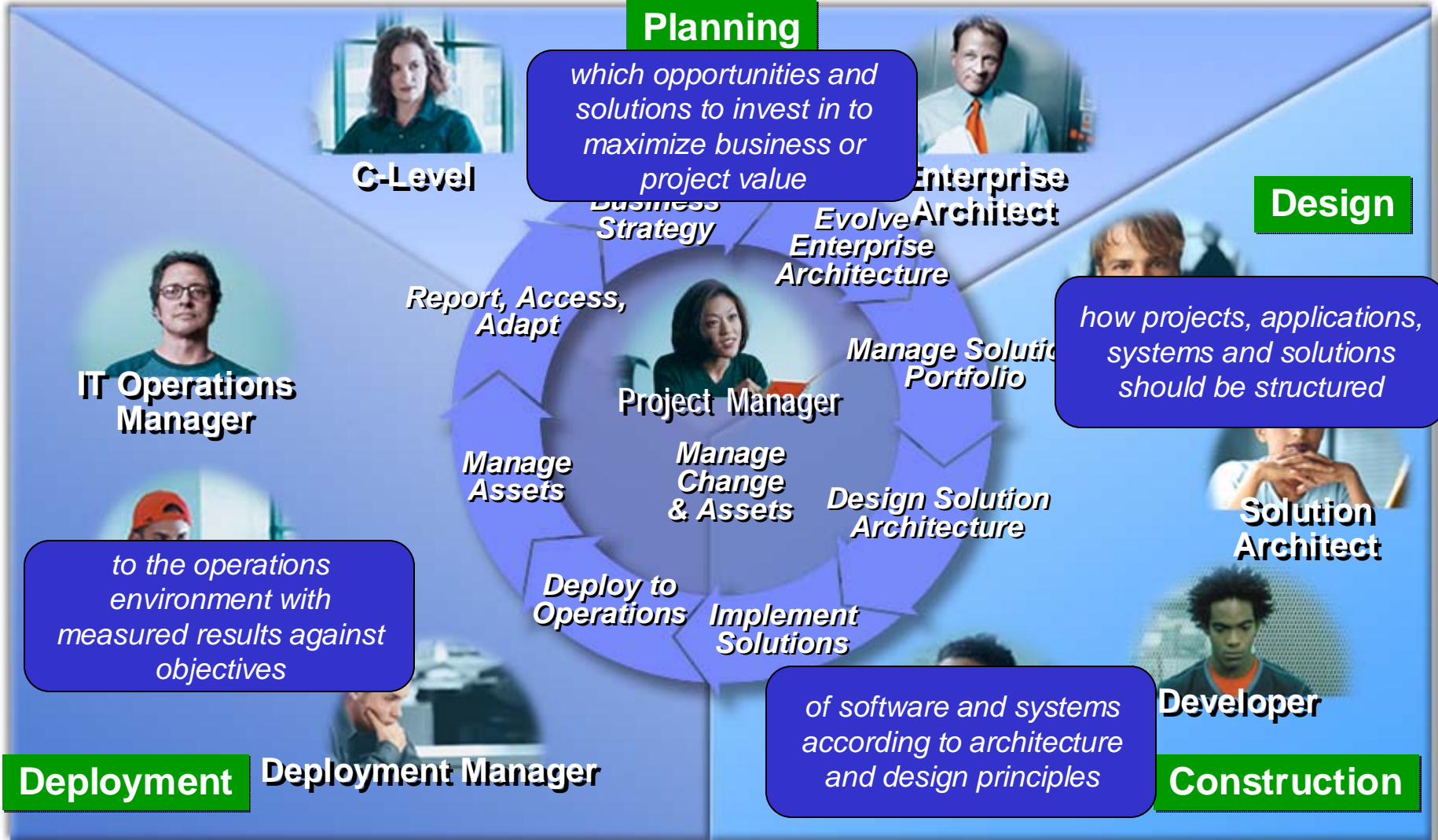
Rational's products address these problems today



Where do I start? How can I grow to a larger scope of solution?



Organizing starting points around disciplines



Portfolio evolution guiding principles

Define role of products more clearly

- ✓ Distinguish Planning, Design, Construction, Deployment, and Management
- ✓ Break down silos to reduce overlap in functionality

Protect & expand customers' past investments

- ✓ Transition to new platform and interfaces in an evolutionary manner
- ✓ Provide value from day 1

Broaden scope of stakeholder value

- ✓ Make architecture products more relevant to non-developers
- ✓ Leverage ubiquitous use of Web and Office tools

Use a more effective strategy for product and workflow integration

- ✓ Move away from point-to-point integrations
- ✓ Use a common platform for web interfaces

Include industry- & domain-specific standards and content

- ✓ Basis for "workbench" offerings
- ✓ Leverage SIs and other partners for subject matter knowledge

Build a comprehensive architecture management capability

- ✓ Incorporate asset management & CLM into workbench scenarios across the portfolio



Architecture Management

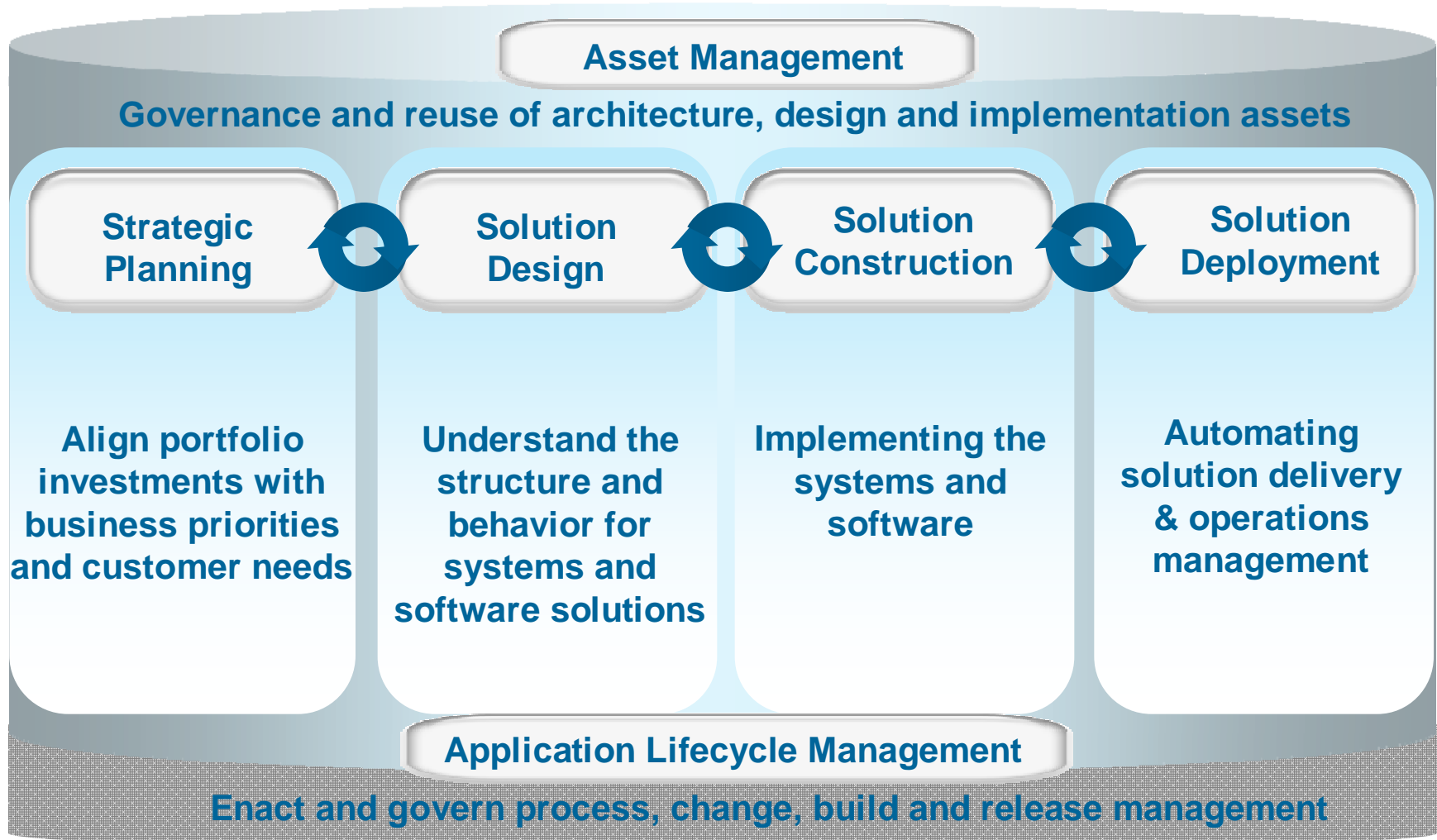
Rational's Architecture Management strategy takes the core disciplines of enterprise architecture and model-based design & development and integrates them with the management services of asset management & lifecycle management to create a more collaborative approach to creating and managing the architecture for software applications & systems

Architecture Management value to customers:

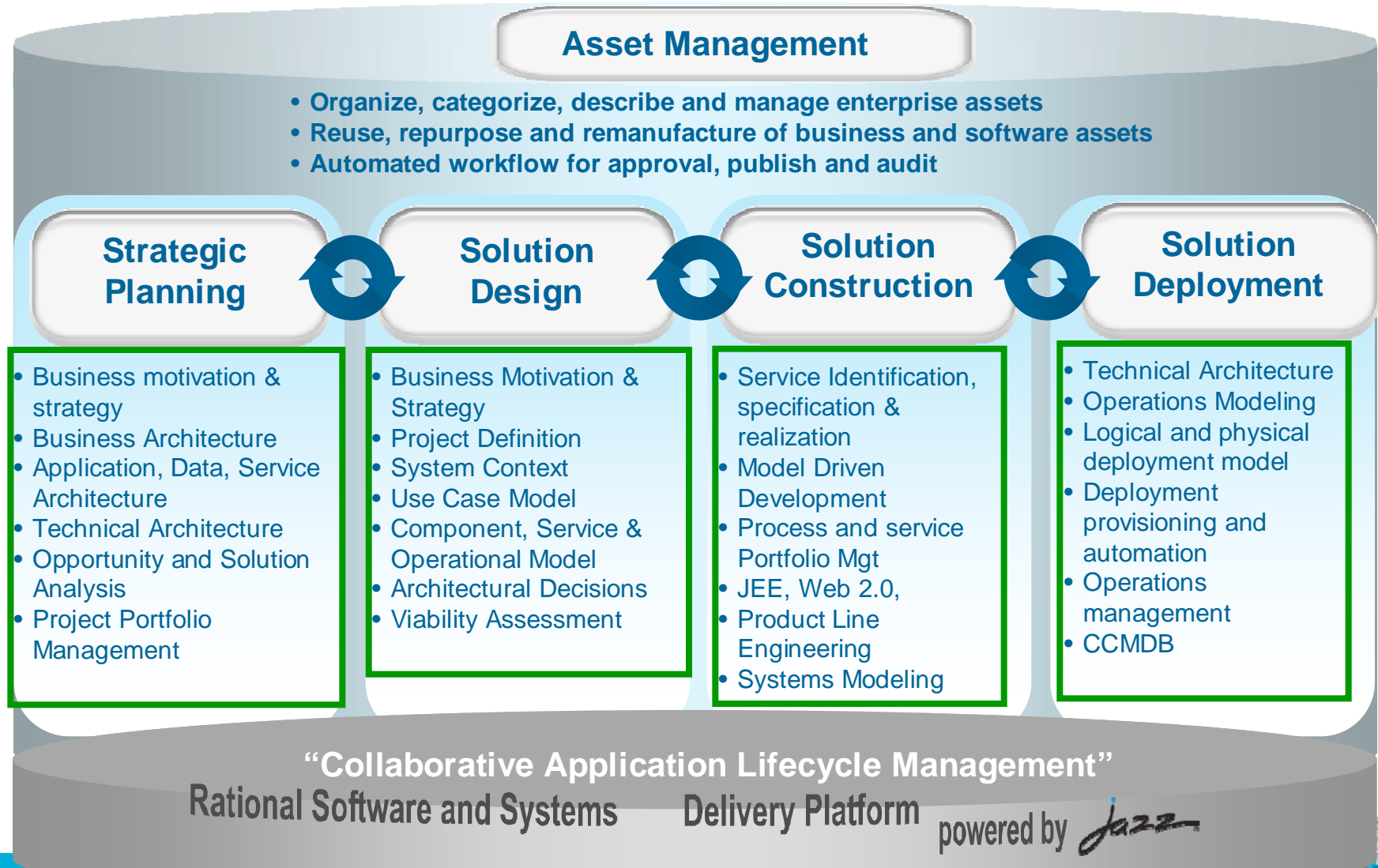
- ✓ Improves communication, integration and governance across the stakeholder community
- ✓ Better aligns business objectives & strategy with workbench implementation & deployment
- ✓ Faster time-to-value and overall cost savings



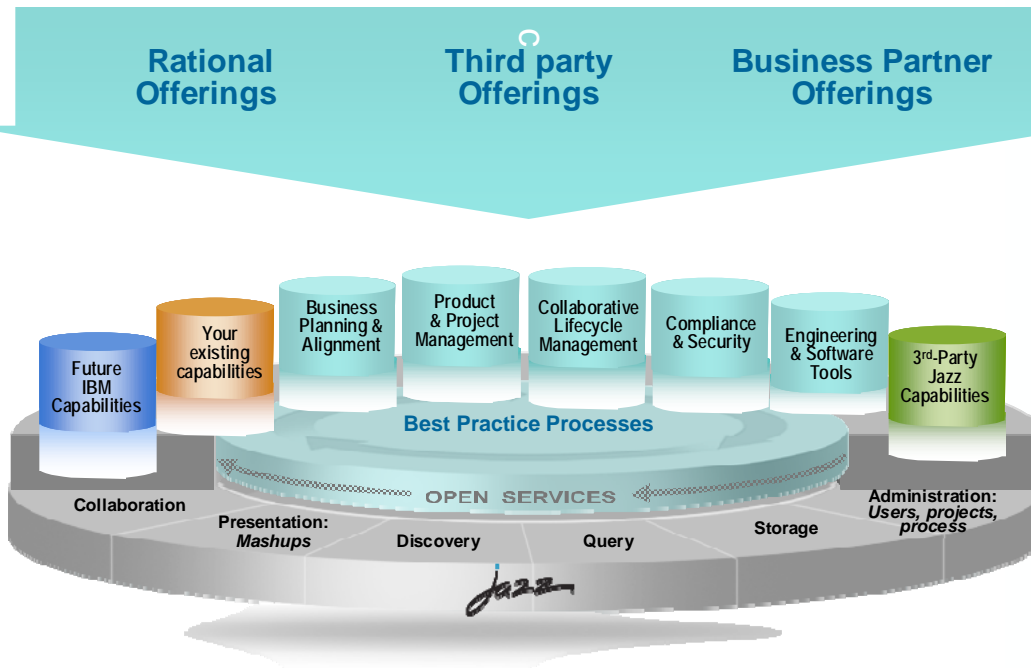
Architecture Management



A vision for supporting Architecture Management in the future



Jazz is a platform for transforming software delivery



Jazz is...

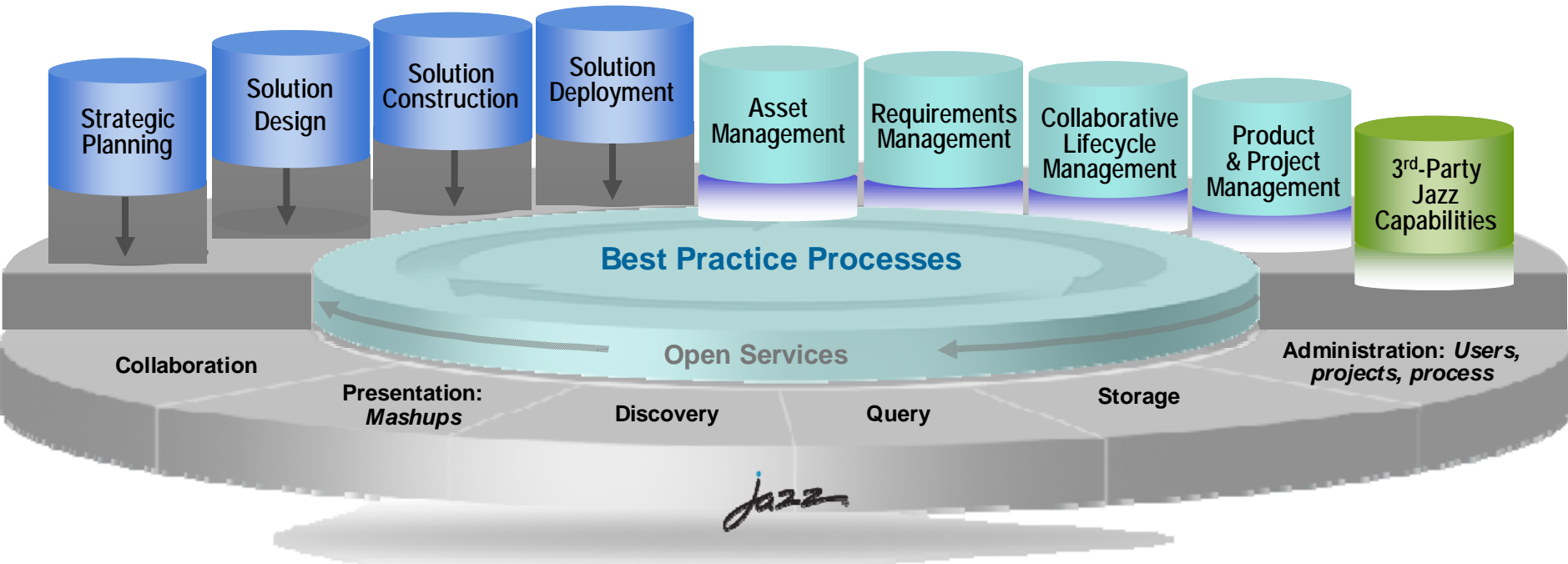
- Our vision of the future of systems and software delivery
- A scalable, extensible team collaboration platform
- An integration architecture enabling mashups and non-Jazz products to participate
- A community at Jazz.net where Jazz products are built
- An evolution of our portfolio over time

Jazz is a platform for *transforming how people work together* to deliver greater value and performance from their software investments.



Building on the Foundation

Extending Jazz for supporting Architecture Management

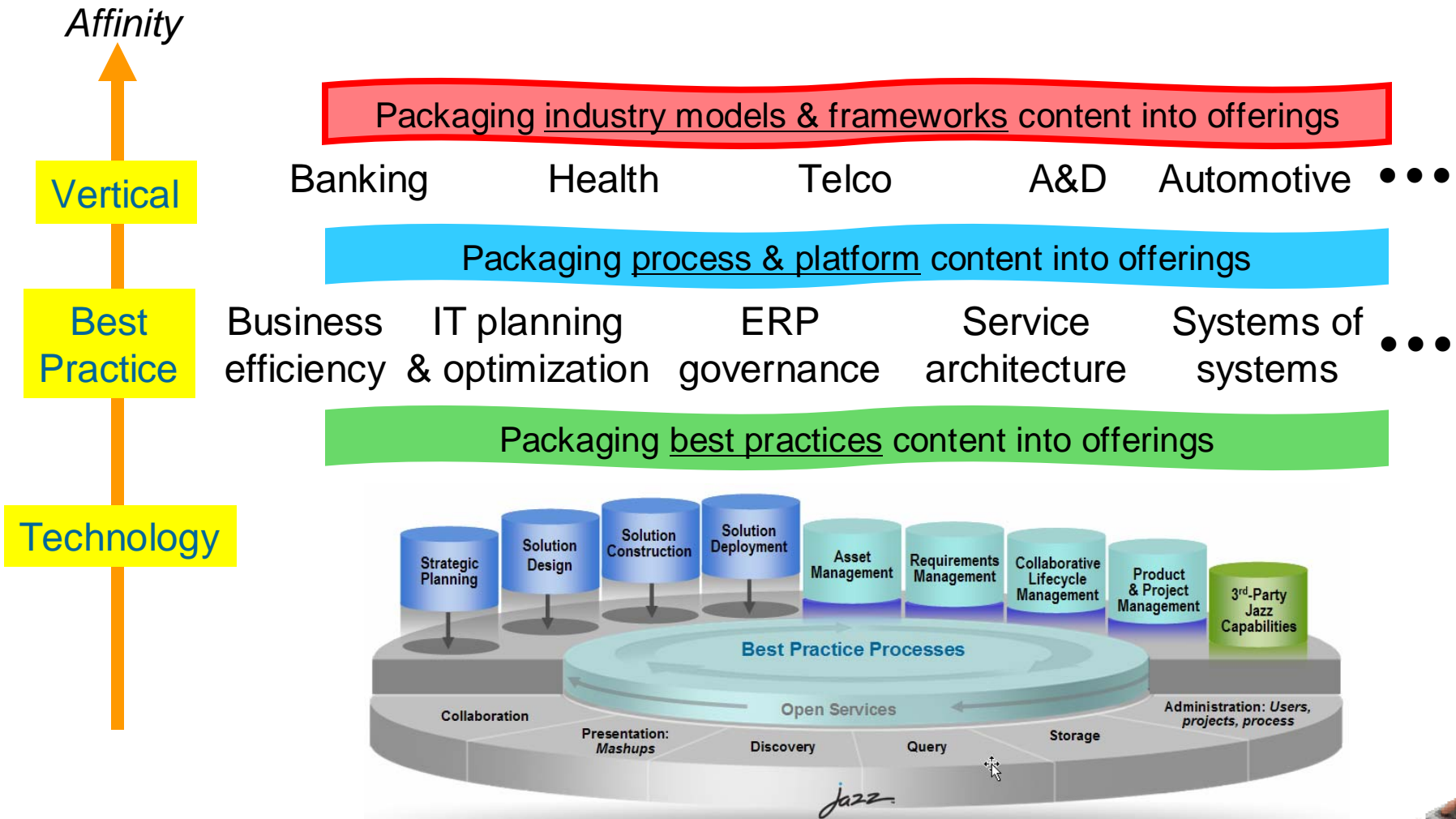


Collaborative Architecture Management provides:

Improved communication, integration and governance across the stakeholder community to align business objectives and strategy with solution implementation and deployment



Higher-level workbenches offer greater customer affinity



Agenda

- Vision for Architecture Management
- Portfolio evolution and roadmap



Evolution of Rational's Enterprise Architecture (EA) solutions

- Principles of the EA Strategic Roadmap
- EA Portfolio
- Rational System Architect Roadmap
- Rational Asset Manager Roadmap

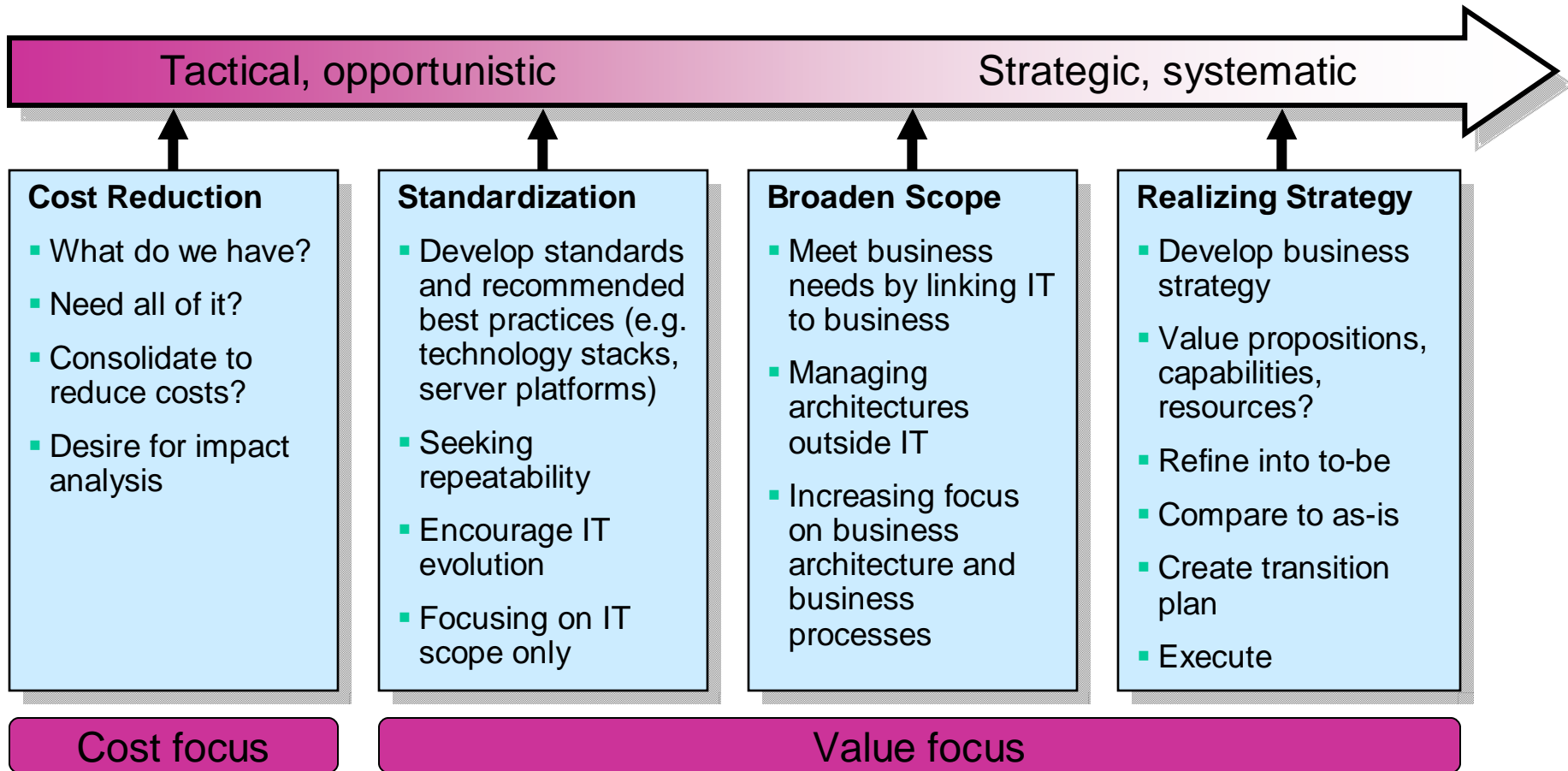


Principles of the EA strategic roadmap

- **Product Family** comprised of **scalable**, Enterprise **Planning, Architecture** and **Management** solutions
- Address **multiple stakeholders** in an organization with **user interfaces** that suit their own needs
 - ▶ Decision makers
 - ▶ Architects
 - ▶ Governance teams
 - ▶ Domain experts
- Provide platform using **Jazz architecture** to leverage integrations and other Rational/SWG technologies
 - ▶ Greater Business Intelligence Reporting, Governance, & Asset Management
- Improve out-of-box **usability** experience for heritage and new users
- Increase acceptability of **roll out** and **install** through **web** deployment



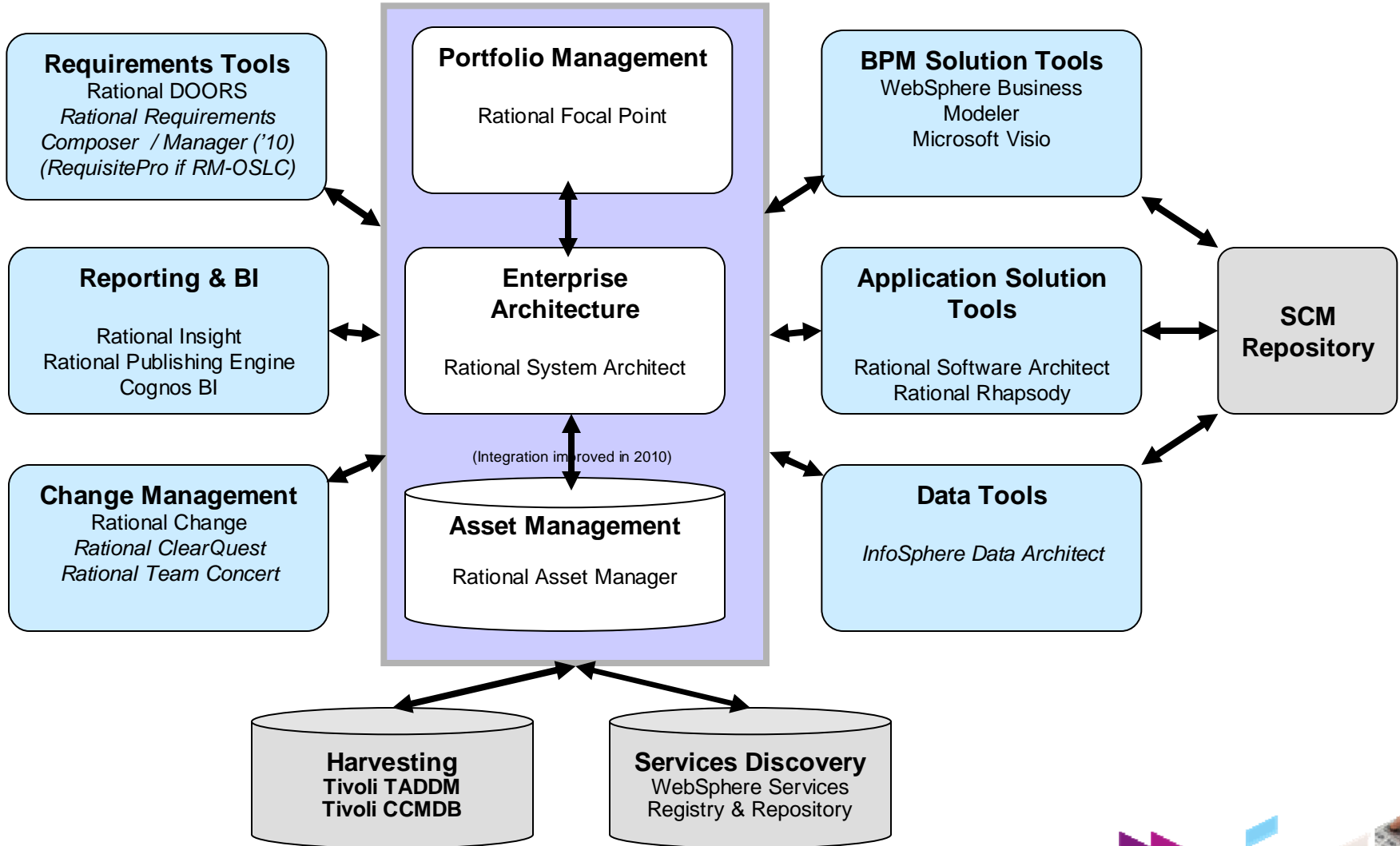
Enterprise Architecture maturity model



Organizations often move through a set of phases as they adopt EA



Strategic planning and EA Management integrations: Today and *future*



Rational System Architect themes and priorities

- **Support Visualization and Modeling of EA**
- **Support Analysis and Decision Support**
- **Provide Usability**
- **Enable Communication**
- **Provide 'How To' Solutions**
- **Focus on Business Solutions**
- **Provide Scalability**
- **Support Jazz**
- **Support Standards**
- **Support Defense Frameworks**
- **Enable Globalization**
- **Provide relevant Integrations**



Phased evolution to Jazz for System Architect

Core SA Features

- New System Architect features

Integrations with IBM Portfolio

- More integrations with IBM portfolio
- Prioritize by market strategy & customer demand

Drive an Enterprise Architecture platform based on IBM/Rational common modelling technology and integration strategy (Jazz Integration Architecture). Design with lifecycle integrations in mind. Leverage lifecycle integrations to differentiate IBM EA solution. Enhance XT platform to cover Jazz capabilities.

EA Platform Evolution

- Jazz Integration Architecture

Powered by *jazz*



Initial

Near-term

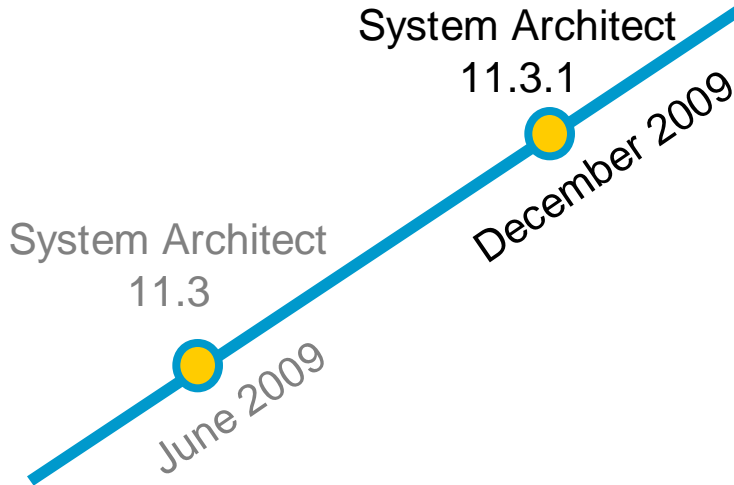
Longer-term



System Architect 11.3.1

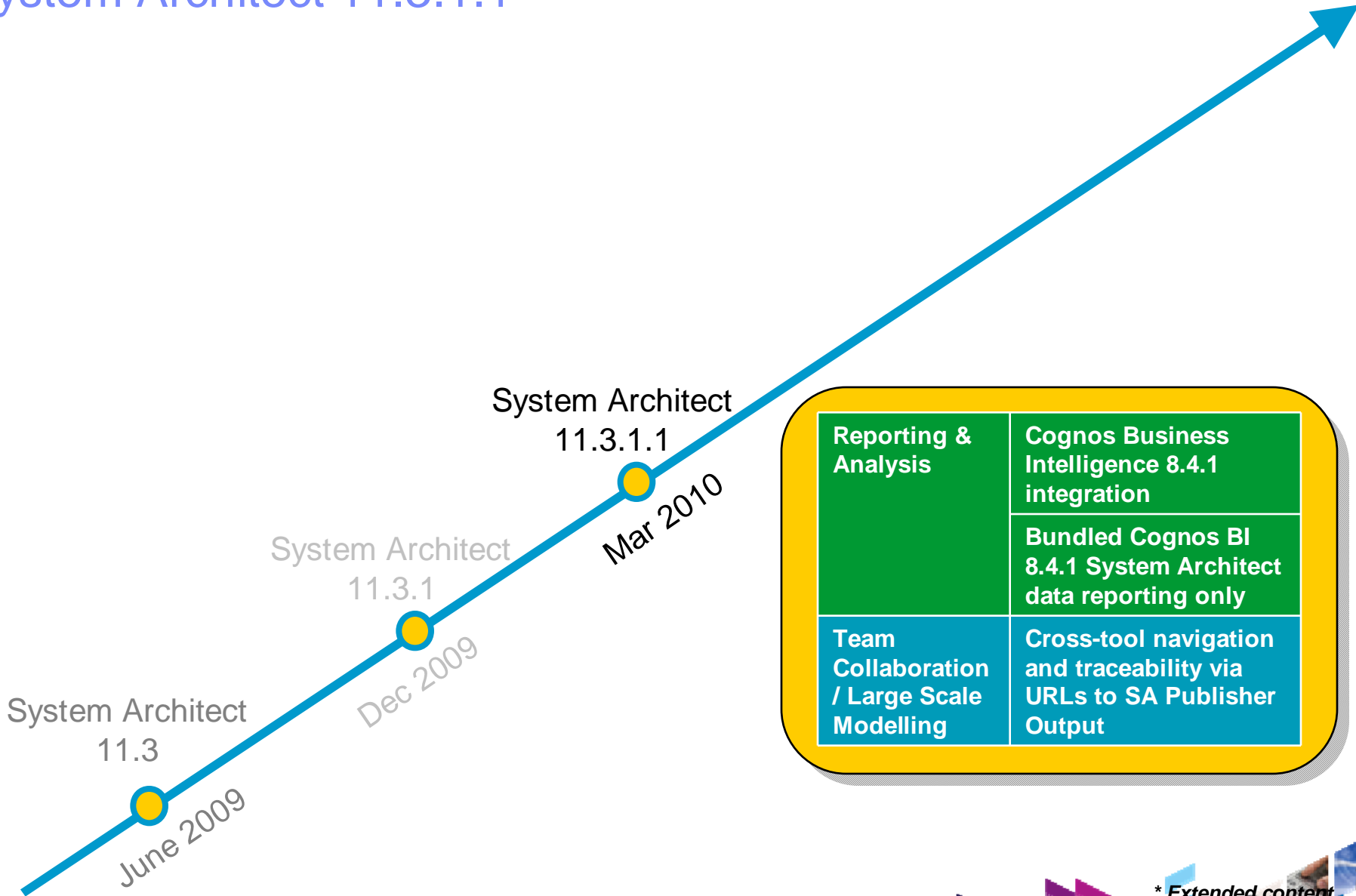
Team Collaboration / Large Scale Modelling	Reportable REST APIs
Usability	Advanced Search
	Partial BiDi support (Arabic/Hebrew for text entry but e.g. no spell checking)

Reporting & Analysis	Rational Publishing Engine integration
	Rational Insight integration
	Focal Point synchronization with SA
	Heat Map Builder
Modeling & Framework	TOGAF Version 9



* Extended content

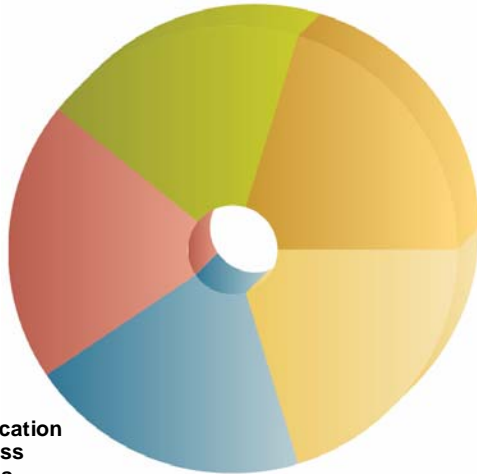
System Architect 11.3.1.1



* Extended content

System Architect 11.3.1.1

Enhanced reporting using bundled Cognos reporting



EA Domain Legend

- Business Unit 1
- Business Unit 2
- Business Unit 3
- Business Unit 4
- Business Unit 5

Report on business status, and build a change plan

Drill down into specific details in the business architecture

Map business functions to supporting roles, locations & technologies

Business Service Name	Description	Stereotype	Is Owned by Organization Unit	Is Governed by Organization Unit	Consumed by Actor
Account Administration		Business Service Depiction	Accounts		Customer Services Representative
Archive Account		Business Service Depiction	Accounts		
Assess Risk		Business Service Depiction	Finance		Sales Manager, Customer Services Representative
Campaign launch control		Business Service Depiction	Marketing		Marketing Manager
Campaign Management		Business Service Depiction	Marketing		Marketing Manager

Business service dependency on Technology Components

Name	Identity	WorkspaceId	Description	Name	Identity	WorkspaceId	Description	Hosted at Location
BS1	1	1		1	1	1		

System Architect roadmap - Highlights

System Architect – 2010 Q3

Methods & Frameworks

- DoDAF 2.0
- BPMN 2.0 (“Descriptive” subset)

Reporting & Analysis

- PowerPoint Integration

Harvesting / Integrations

- Rational Asset Manager
- Tivoli CCMDB/TADDM, SAP

SA XT Enhancements

- Live URLs to SA/XT, Matrix Viewers, URLs (e.g. ref docs), diagram undo, rename, definition reuse picker

“CAM for SA” – 2010 Q4

- Jazz discussion, review & markup for models & reports
- C/ALM integrations
- Browsing of Jazz-based tool resources
- Jazz access to Evans data

System Architect – 2011

Candidates

Methods & Frameworks

- IBM Industry Reference model workflow support (e.g. IFW / IAA)
- Jazz workflow engine support

Reporting & Analysis

- Cloud Planner Add-on

Harvesting / Integrations

- InfoSphere Data Architect, CBM
- InfoSphere Business Glossary
- WebSphere Business Modeler

Web Platform

- Web diagramming

More Content TBD

System Architect – 2012

Web Platform

- Web-based EA tooling

More Content TBD

2010

2011

2012

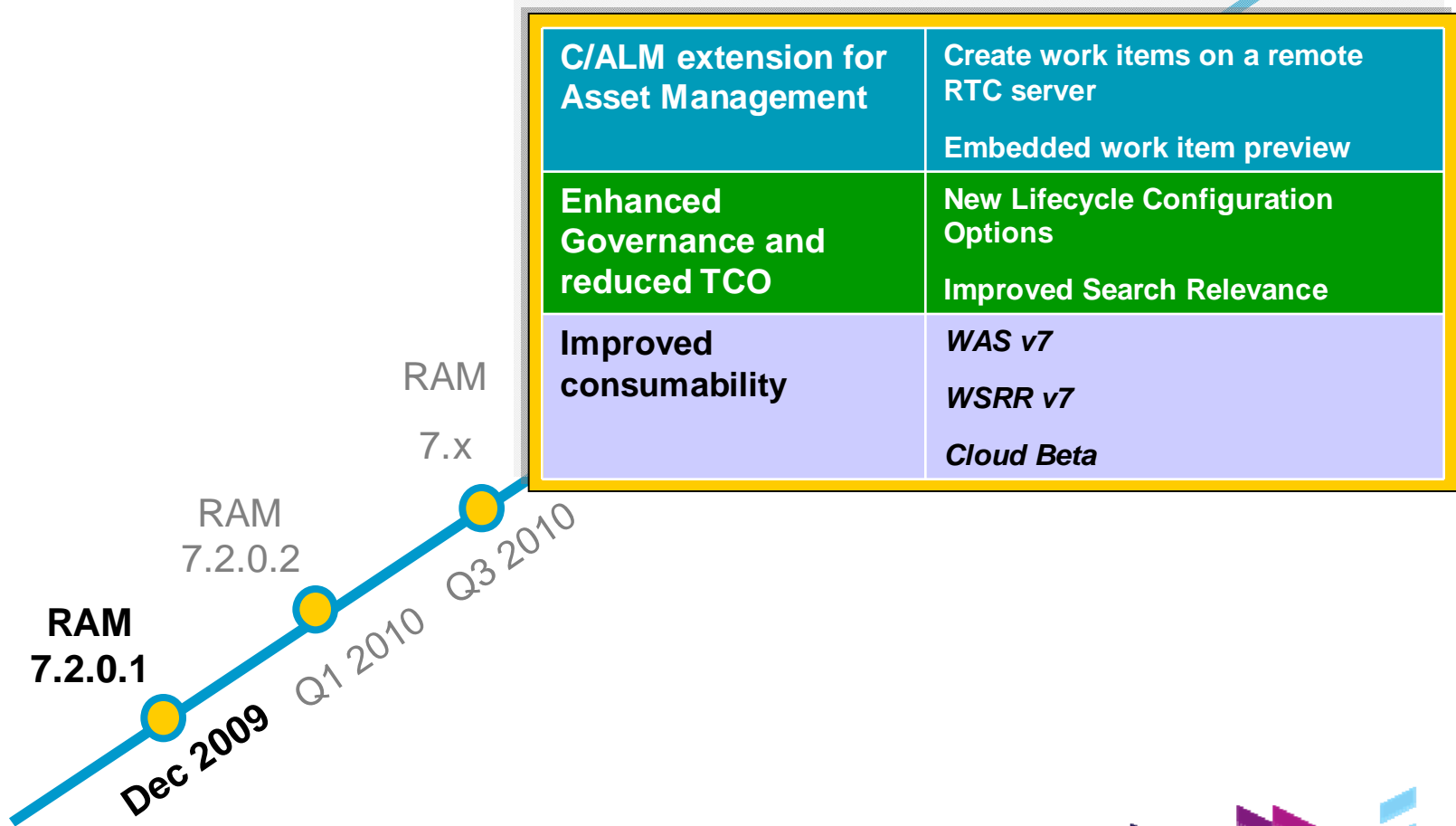


Rational Asset Manager themes and priorities

- **Enterprise Scalability and Security**
 - ▶ Rock solid look and feel
 - ▶ Scaling up with vertical clustering, scaling out with horizontal clustering
- **Part of the Jazz Product Family**
 - ▶ Rational Asset Manager as an extension of a Jazz Team Server
 - ▶ Components should expose data and services through REST APIs consistent with the Open Services for Lifecycle Collaboration (OSLC) initiative
- **Web Access**
 - ▶ Key functionality available through a web UI that provides direct access to the server without having to install a desktop client
 - ▶ Enables better integrations with other products that only have web-based UIs
- **Setup and Maintenance**
 - ▶ Straightforward to install, setup, maintain, and administer
 - ▶ New projects should have quick initial setup and later evolve and restructure
- **Ease of Use**
 - ▶ Easy to use by a broad range of users
 - ▶ Easy to install and have a good "out of the box experience"
 - ▶ UI should be intuitive and polished, with helpful error messages and user assistance where required



Rational Asset Manager timeline 2010

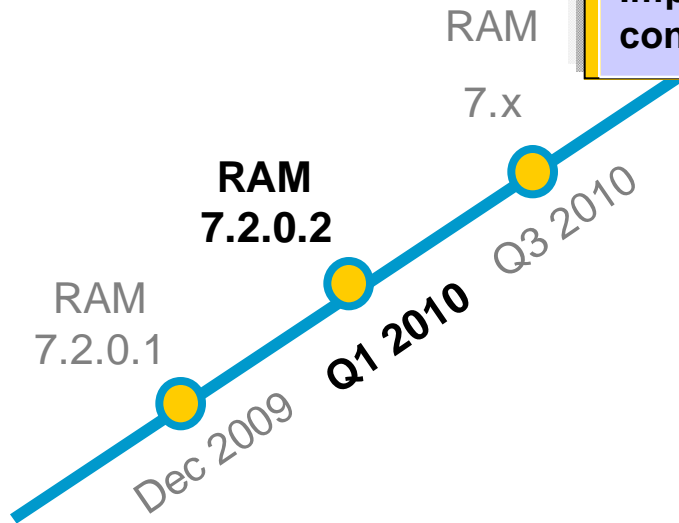


Rational Asset Manager timeline 2010

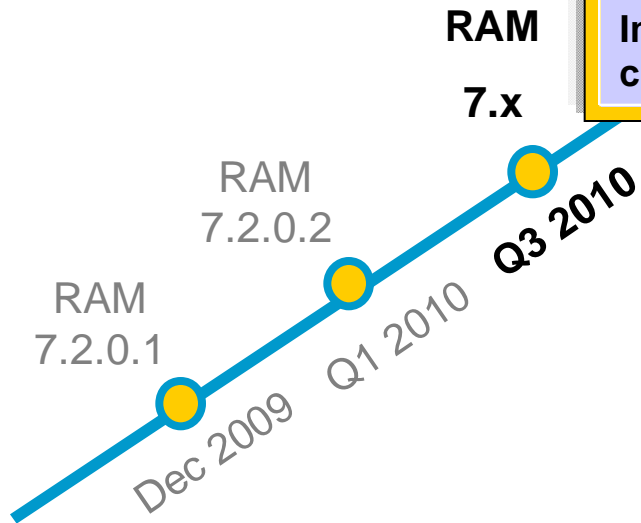


Open Services for Lifecycle Collaboration
 open community. open interfaces. open possibilities.

C/ALM extension for Asset Management	OSLC API for Asset Mgt – build scenario RAM as a project on Jazz.net
Enhanced Governance and reduced TCO	Improved RTC link from attribute/forum New lifecycle policies
Improved consumability	<i>SDS image in Cloud</i> <i>Russian Language</i>



Rational Asset Manager timeline 2010



C/ALM extension for Asset Management	OSLC API for Asset Mgt OSLC common approvals OpenSocial / oAuth RAM gadgets/rendering Support for Insight reporting
Enterprise Architecture	OSLC support for RAM integration with Rational System Architect
Enhanced Governance and reduced TCO	MCIF practices for Asset Management SDS image for/in Cloud
Improved consumability	eWAS v7, IE8, FF 3.6, RHEL 5.5



Open Services for Lifecycle Collaboration
open community. open interfaces. open possibilities.

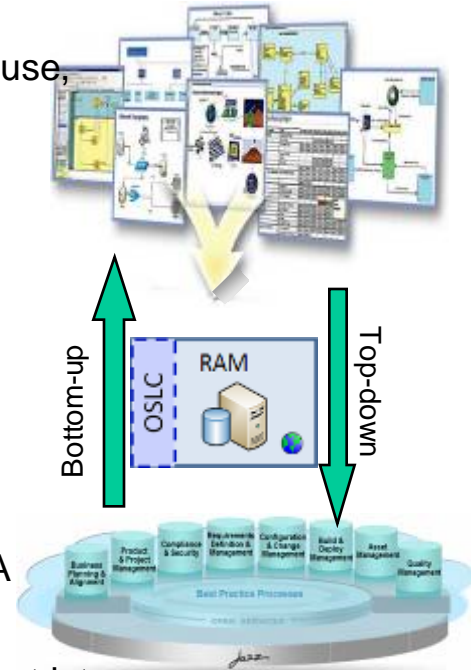


System Architect and RAM integration

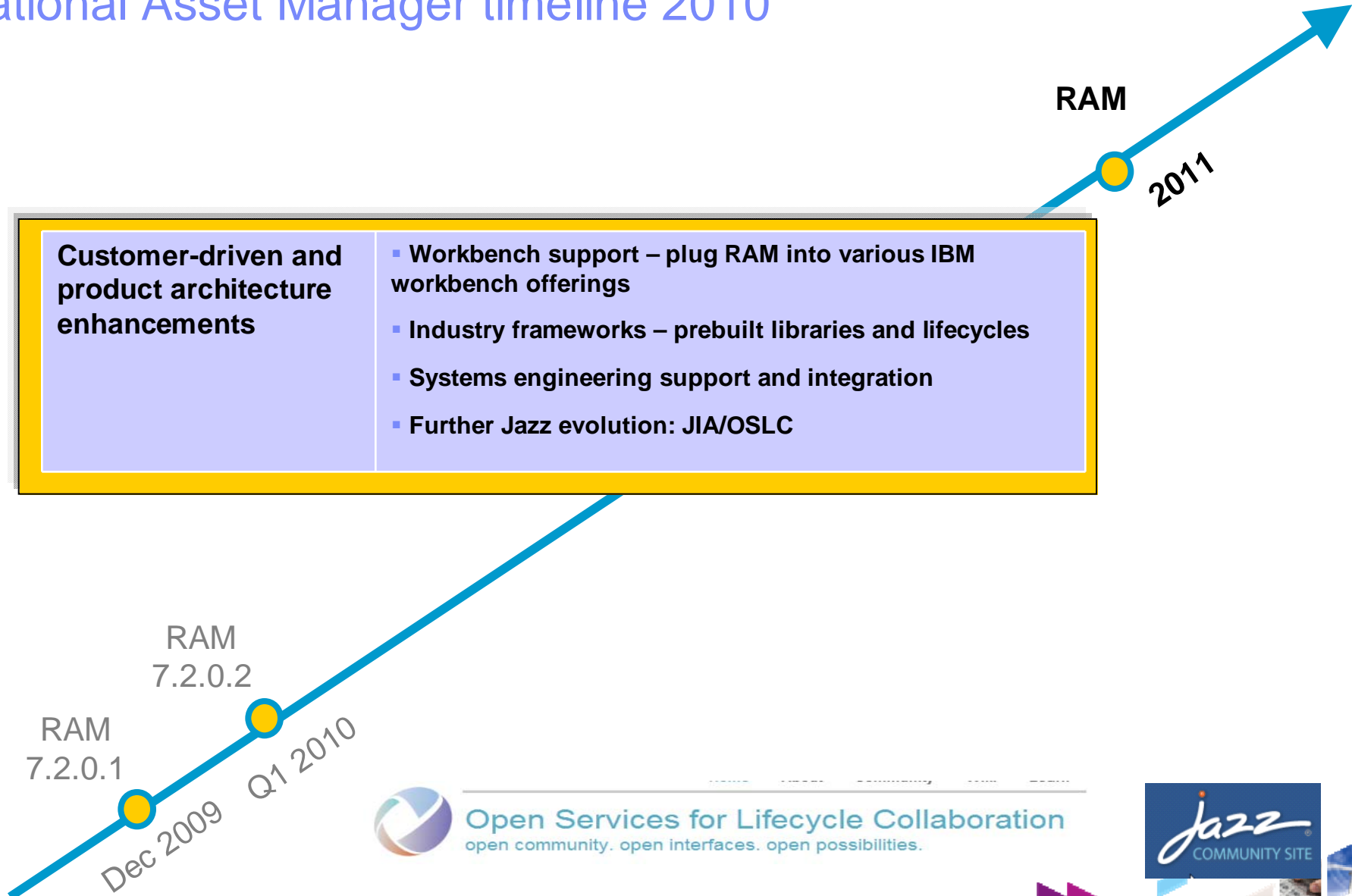
Enterprise Architecture Management

- **Problem:** Without an Asset approach to the EA, it becomes very hard to share, reuse, enforce, and govern the published EA
 - ▶ **SA/RAM enables** a library of the Enterprise Architecture based on the *published/baselined assets* of the enterprise:
 - **Discover** the assets of the enterprise through advanced search
 - **Relate** the solution assets to the enterprise assets
 - **Manage** permissions, communities of users, reporting and metrics
 - **Publish and Consume** assets in context

- **Problem:** Solution Assets propagate with no compliance nor association to the EA Assets, resulting in technical solutions that may not solve business problems
 - ▶ **SA/RAM enables EA Governance** by giving *all* the necessary stakeholders input into the decision making; reviews, approvals, lifecycle, policies, audit trail
 - **Lifecycles** to manage reviews and approvals
 - **Policies** to ensure solution architectures comply with EA
 - **Reporting** and metrics to measure and audit asset use



Rational Asset Manager timeline 2010



Open Services for Lifecycle Collaboration
open community. open interfaces. open possibilities.



Summary of the EA strategic roadmap

- **Product Family** comprised of **scalable**, Enterprise **Planning**, **Architecture** and **Management** solutions
- Address **multiple stakeholders** in an organization with **user interfaces** that suit their own needs
 - ▶ Decision makers
 - ▶ Architects
 - ▶ Governance teams
 - ▶ Domain experts
- Provide platform using **Jazz architecture** to leverage integrations and other Rational/SWG technologies
 - ▶ Greater Business Intelligence Reporting, Governance, & Asset Management
- Improve out-of-box **usability** experience for heritage and new users
- Increase acceptability of **roll out** and **install** through **web** deployment



Questions





www.ibm.com/software/rational

© Copyright IBM Corporation 2010. All rights reserved. The information contained in these materials is provided for informational purposes only, and is provided AS IS without warranty of any kind, express or implied. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, these materials. Nothing contained in these materials is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM software. References in these materials to IBM products, programs, or services do not imply that they will be available in all countries in which IBM operates. Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way. IBM, the IBM logo, Rational, the Rational logo, Telelogic, the Telelogic logo, and other IBM products and services are trademarks of the International Business Machines Corporation, in the United States, other countries or both. Other company, product, or service names may be trademarks or service marks of others.

