



IBM Innovate 2012

The Many Faces of IBM® Rational® Rhapsody®

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IBM Software

Innovate2012

The Premier Event for Software and Systems Innovation



What does it take to build smarter products?

Connect multiple products and services into a **“system of systems”** to deliver unique value



Leverage **systems engineering** to accelerate time to market, improve quality and reduce costs

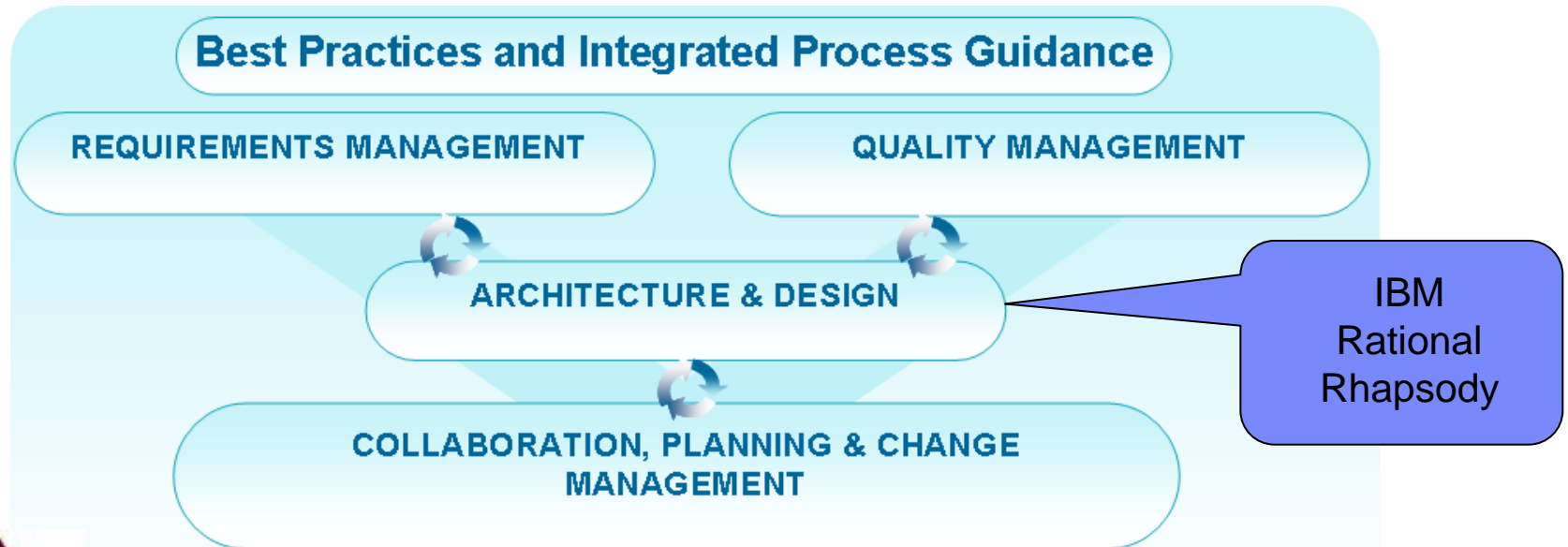


Develop a core competency in **software delivery** to produce products that are differentiated



Unify Lifecycle Disciplines across Systems and Software Engineering

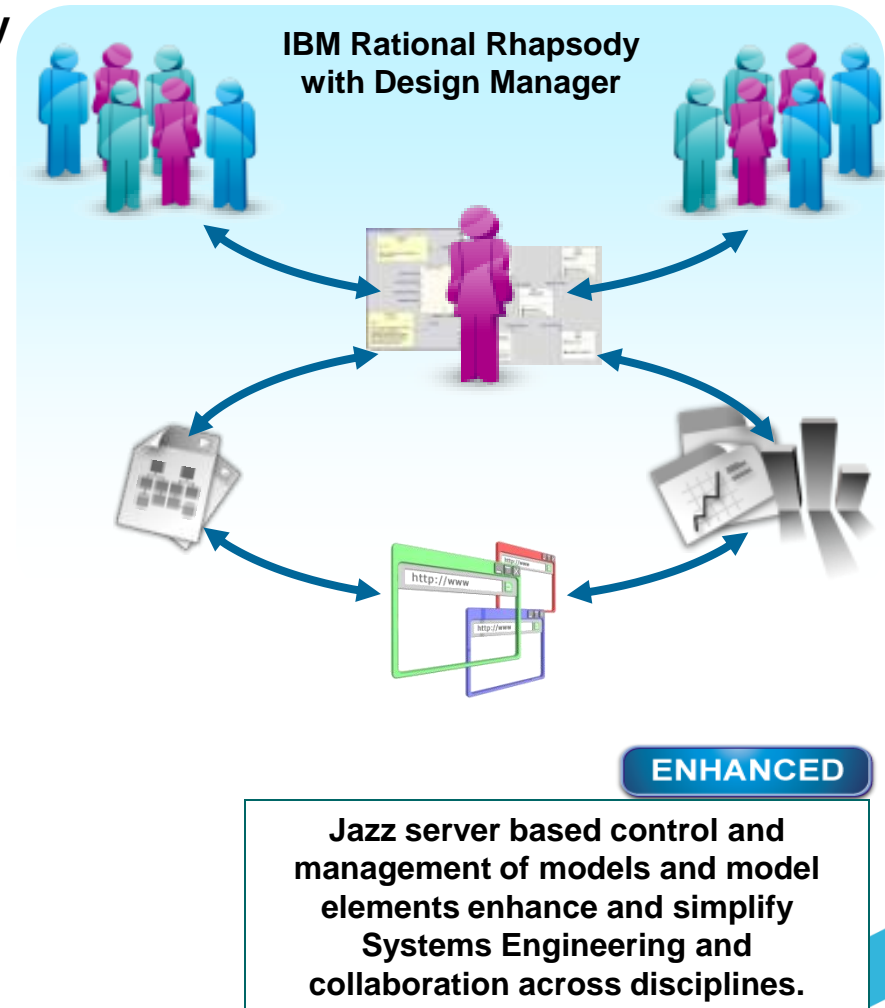
Best Practices, Tools and Services on an open platform



A look ahead – Rhapsody with Design Manager

The future of design is collaborative

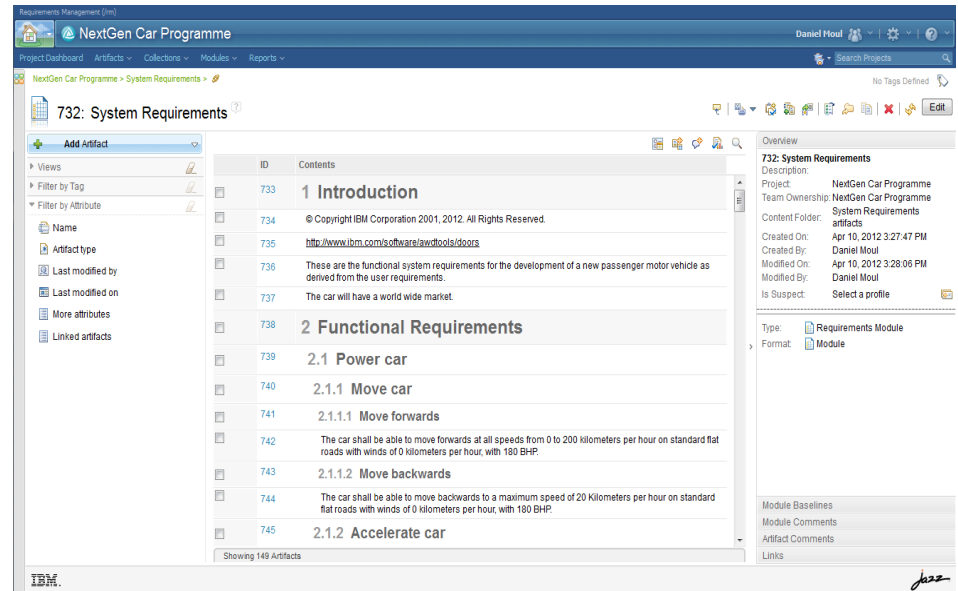
- **Enhanced user experience and productivity** with solution focused guidance
- **Simplified design collaboration** with Jazz-based model management
- **Improved Systems Engineering workflows** based on single source of truth across requirements and designs utilizing OSLC
- **Streamlined safety-critical certification** with back to back testing
- **Rapid automotive development and integration support** with AUTOSAR 3.2 and 4.0
- **Updated DoDAF 2.0 / MODAF 1.2 architecture support** with UPDM 2



Where we're going with Rhapsody and Engineering Lifecycle Management

- DOORS Next Generation

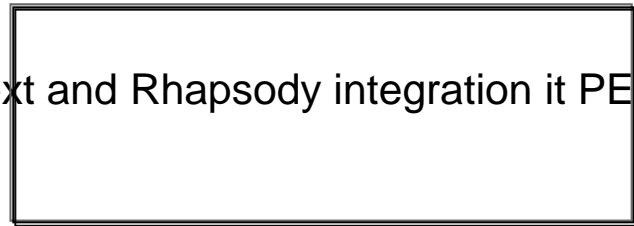
- Shared Jazz server and database
- More flexible requirements organization
- Familiar to DOORS users
- Works with DOORS 9
- Beta available now at Jazz.net



- Integrated with Rhapsody

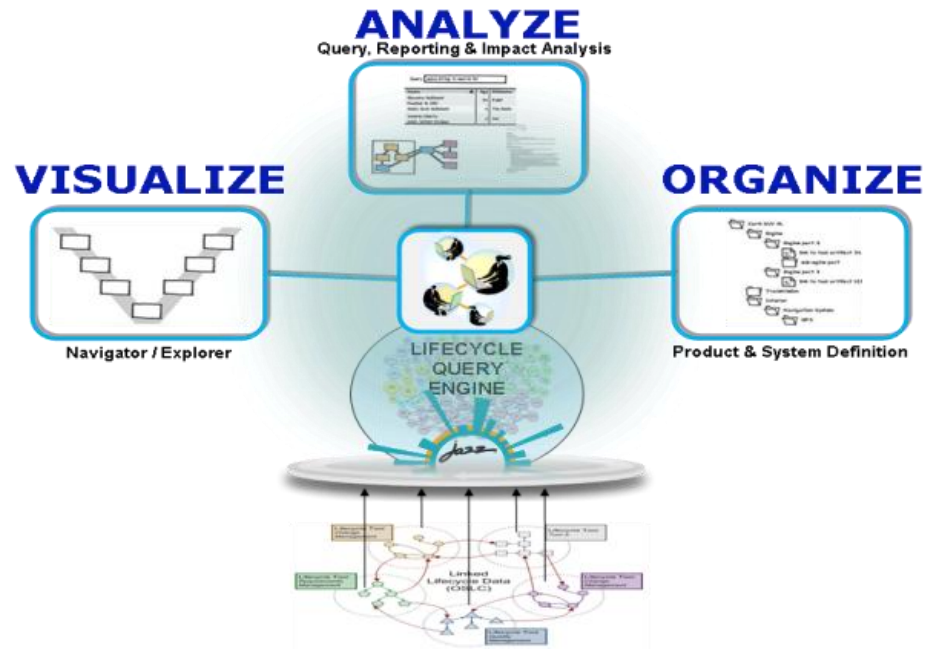
- Single source of truth between requirements and design via OSLC
- Coverage and Impact analysis

See DOORS Next and Rhapsody integration at PED



Where we're going with Rhapsody and Engineering Lifecycle Management

- Increase your innovative capacity
 - Access your product intelligence
- Improve efficiency and productivity
 - Manage complexity of data and relationships
 - Reduce costs
 - Understand impact of change across engineering domains
- Enhance collaboration and visibility
 - Understand interaction and dependencies between development disciplines
- Protect your investments
 - Federated, Linked Data architecture



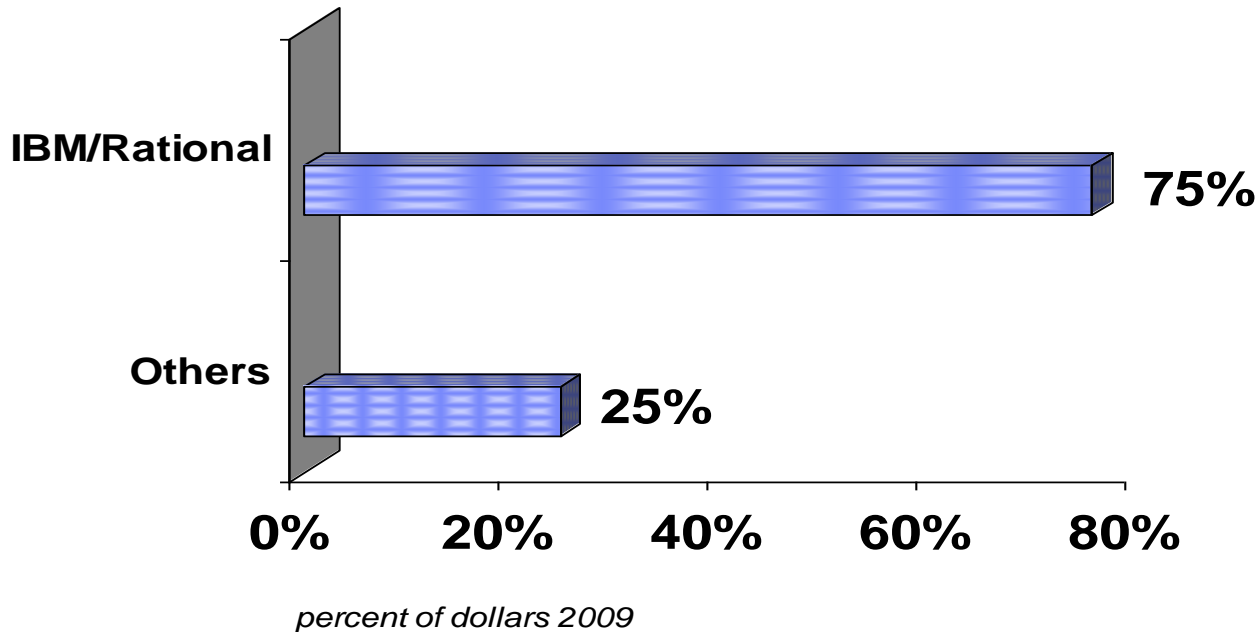
"[Cross-domain] impact analysis is the holy grail that we have been chasing"
 -- Beta participant

Did you know there are many different types of Rhapsody users

- Systems of Systems Engineering – DoDAF, MODAF, NAF, etc
- Systems Engineering – design trades, systems specifications, ICD definitions
- Software Engineering – embedded, real-time, agile
 - Safety Critical – IEC 61508, ISO 26262, DO-178B/C, MISRA C/C++, etc
- Testing – unit, integration, systems
- AUTOSAR – systems and software architecture definition, behavioral modeling
- Extended Team – managers, lead engineers, customers, marketing, suppliers, etc

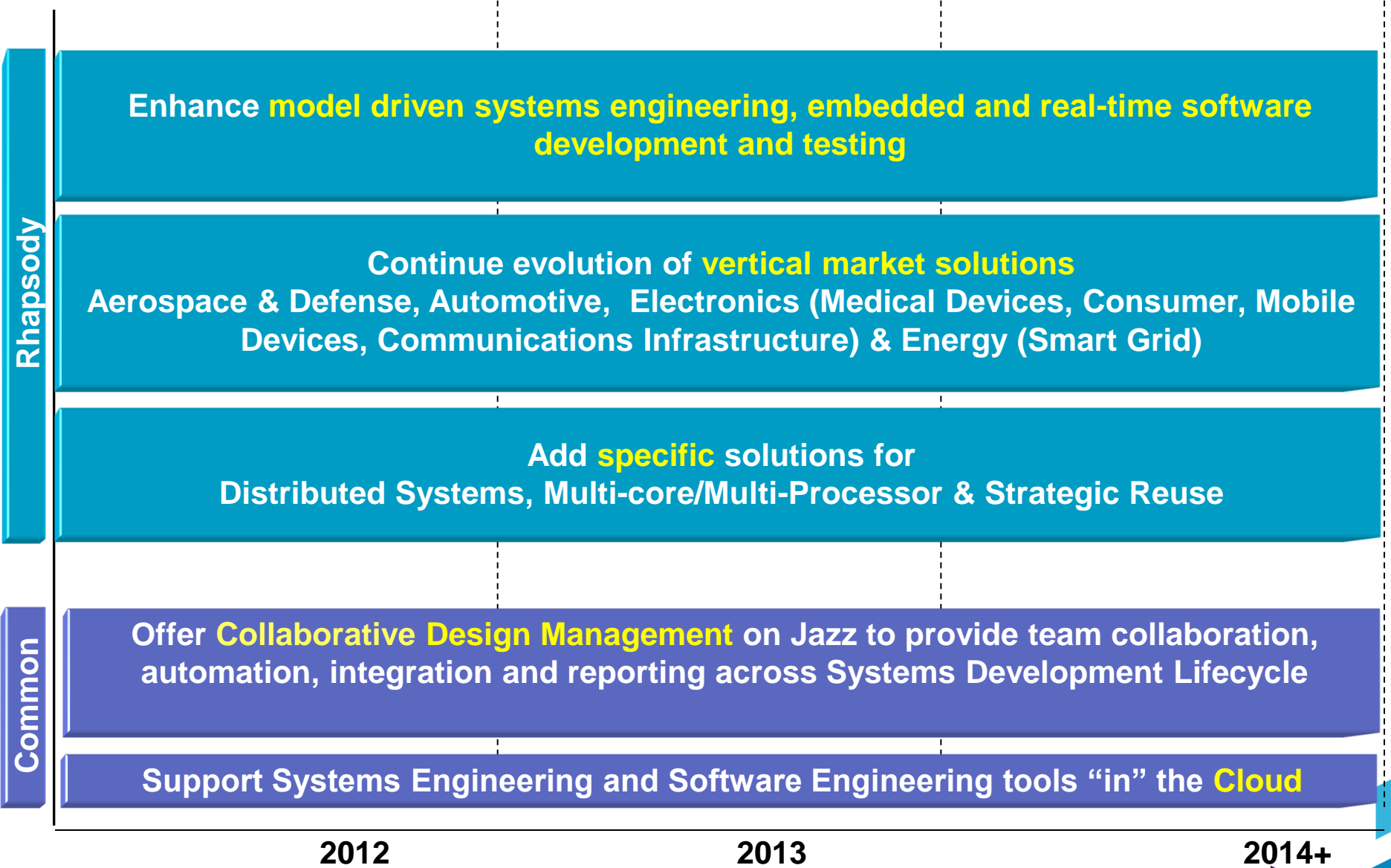
Embedded Market Leadership

- VDC data shows IBM/Rational as the market leader of standard language-based, embedded software / system modeling tools for the 2009 calendar year*.



Source: 2010 Software & System Lifecycle Management Tools Market Intelligence Service, Volume 1: Software & System Modeling Tools – Dec 2010, VDC Research

Rational Rhapsody Roadmap Themes



2012

2013

2014+

QUESTIONS

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Rhapsody has been successfully used by different types of users in different industries

Solution Markets

Observed Pattern of Success

Emerging Pattern

Industry	Rhapsody Growth Opportunities (Size / Growth)				
A&D					
Auto					
Medical Devices					
Network Equipment Providers					
Mobile Devices					
Consumer Electronics					
Industrial Automation					