



IBM Rational Software Conference 2009  
As Real as It Gets!



# IBM Rational Software Conference 2009 PPM Keynote

**Rational.** software

**PPM01**

# 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



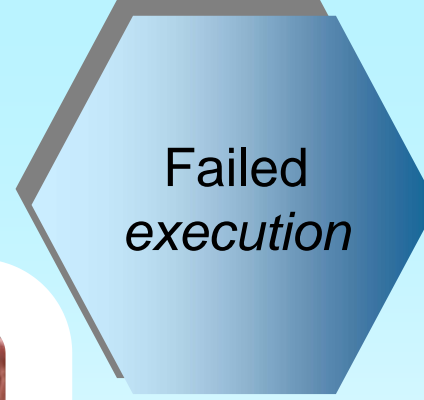
***The successful businesses of the future will be those that use software as a competitive advantage***

# 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*



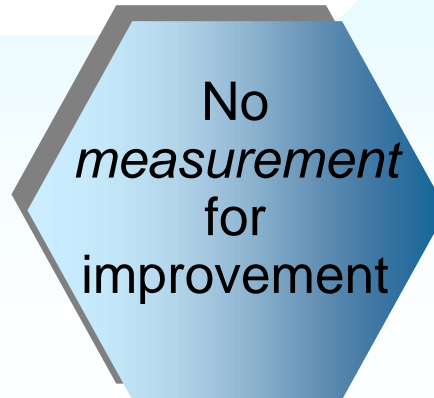
Failed *execution*



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

-- The Product Portfolio Management Benchmark Report, Aberdeen Group

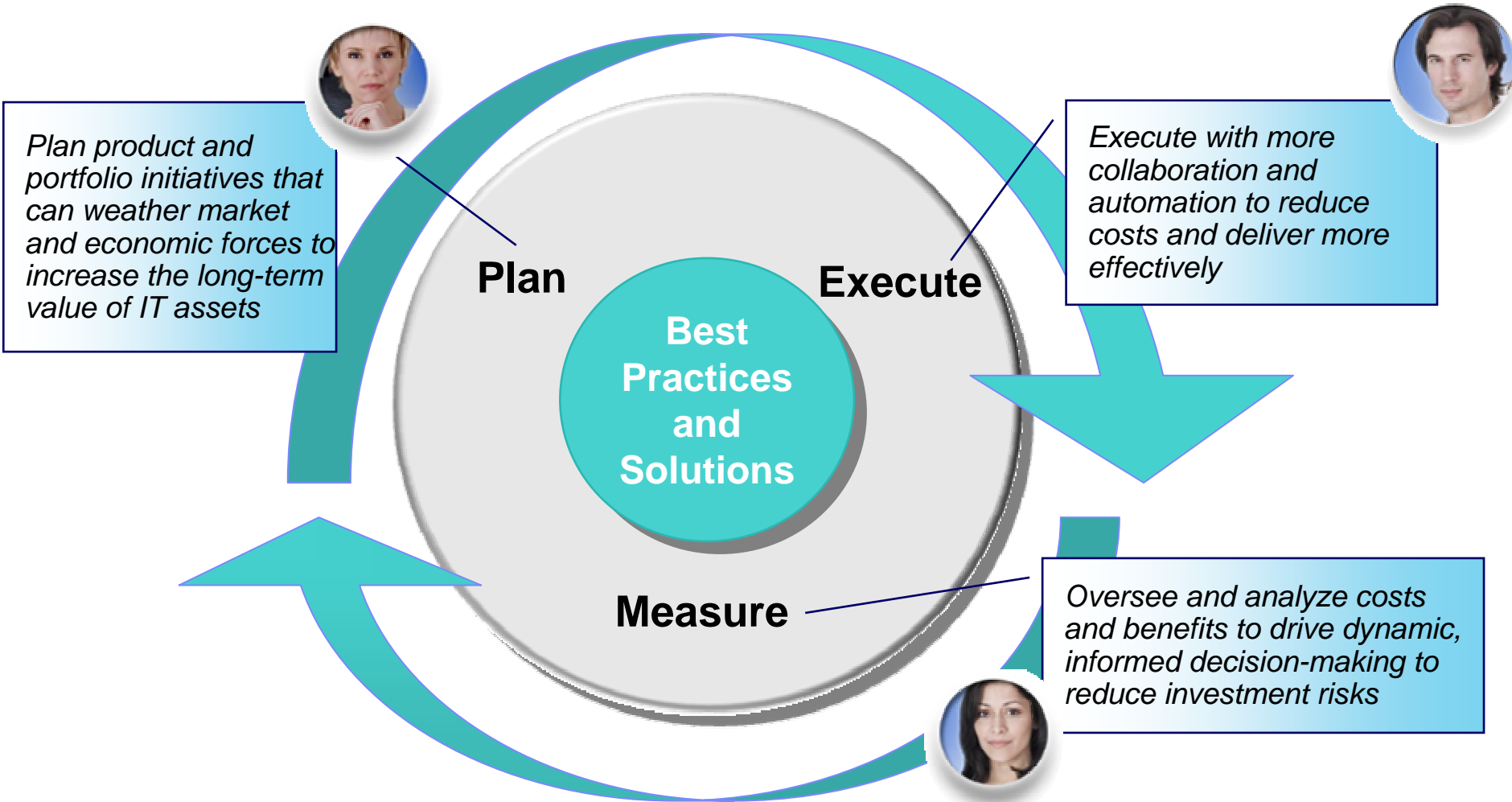
**“Effective measurement identifies all facets for success”**  
-- Project Measurement by Steve Neuendorf



No *measurement* for *improvement*

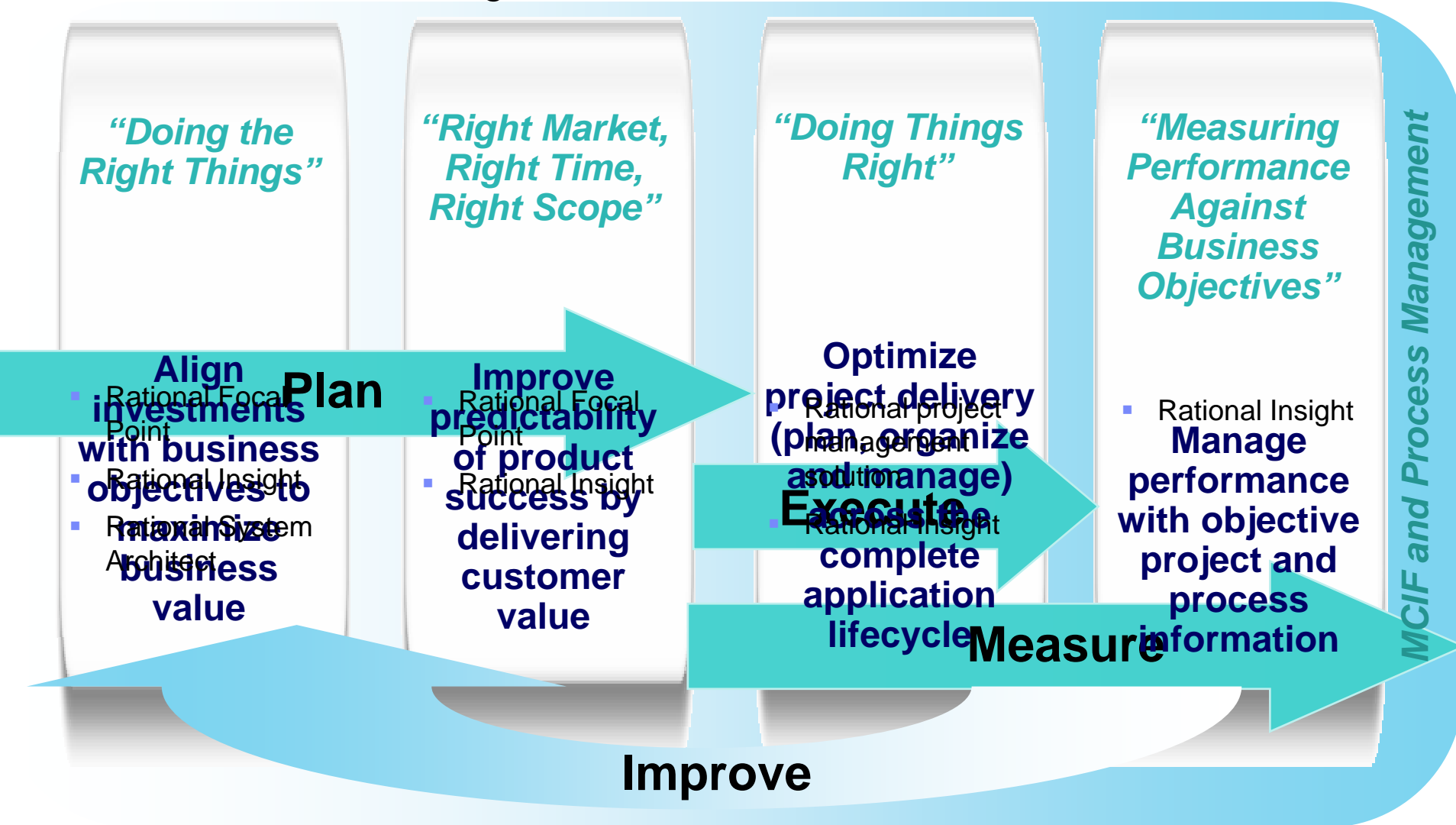
# The winning strategy: plan, execute and measure!

*Integrating oversight and control over the risks that imbalance investments*



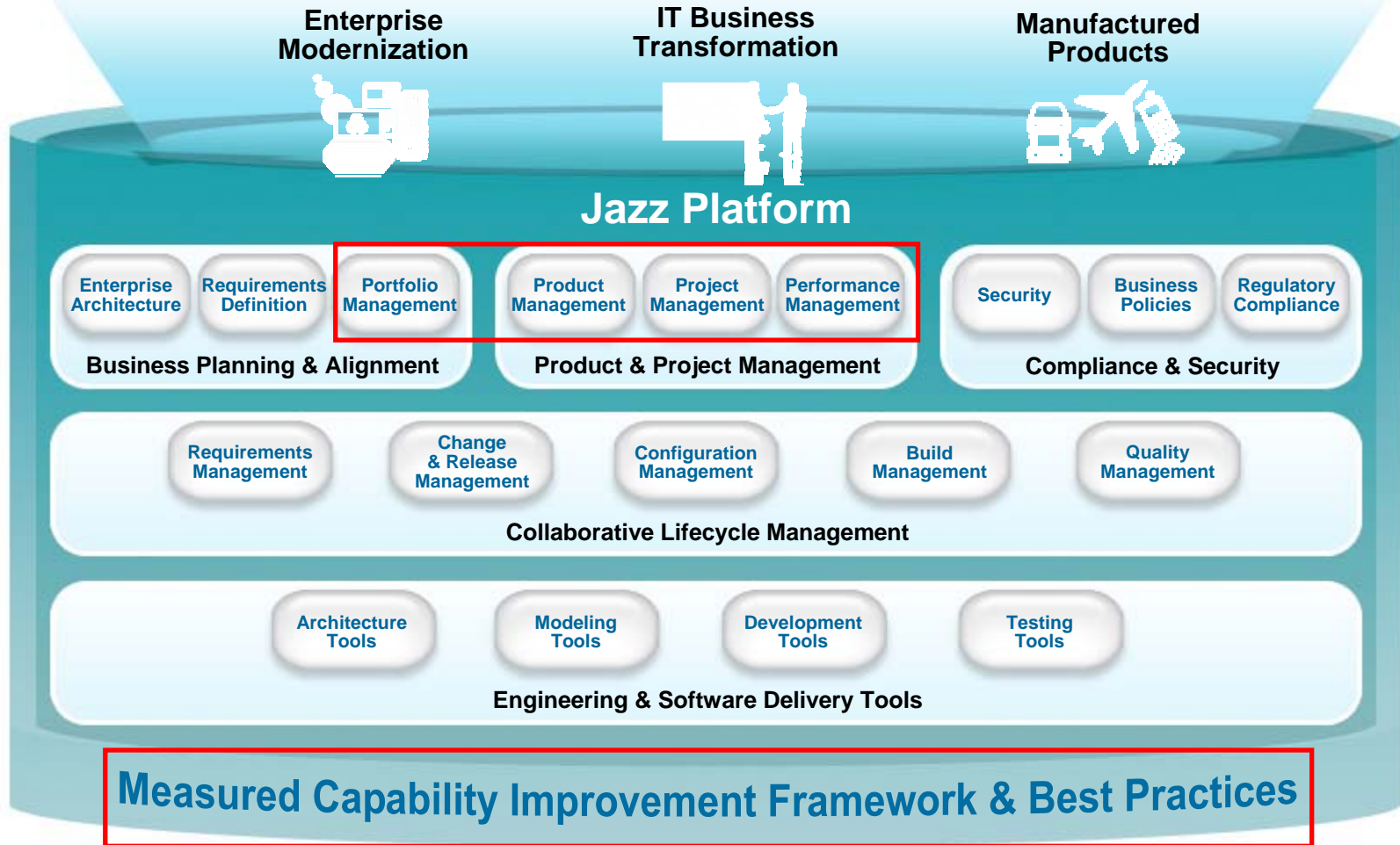
# Keys to optimizing software and systems investments

*Modular – Flexible – Integrated*



# The Rational PPM Solutions

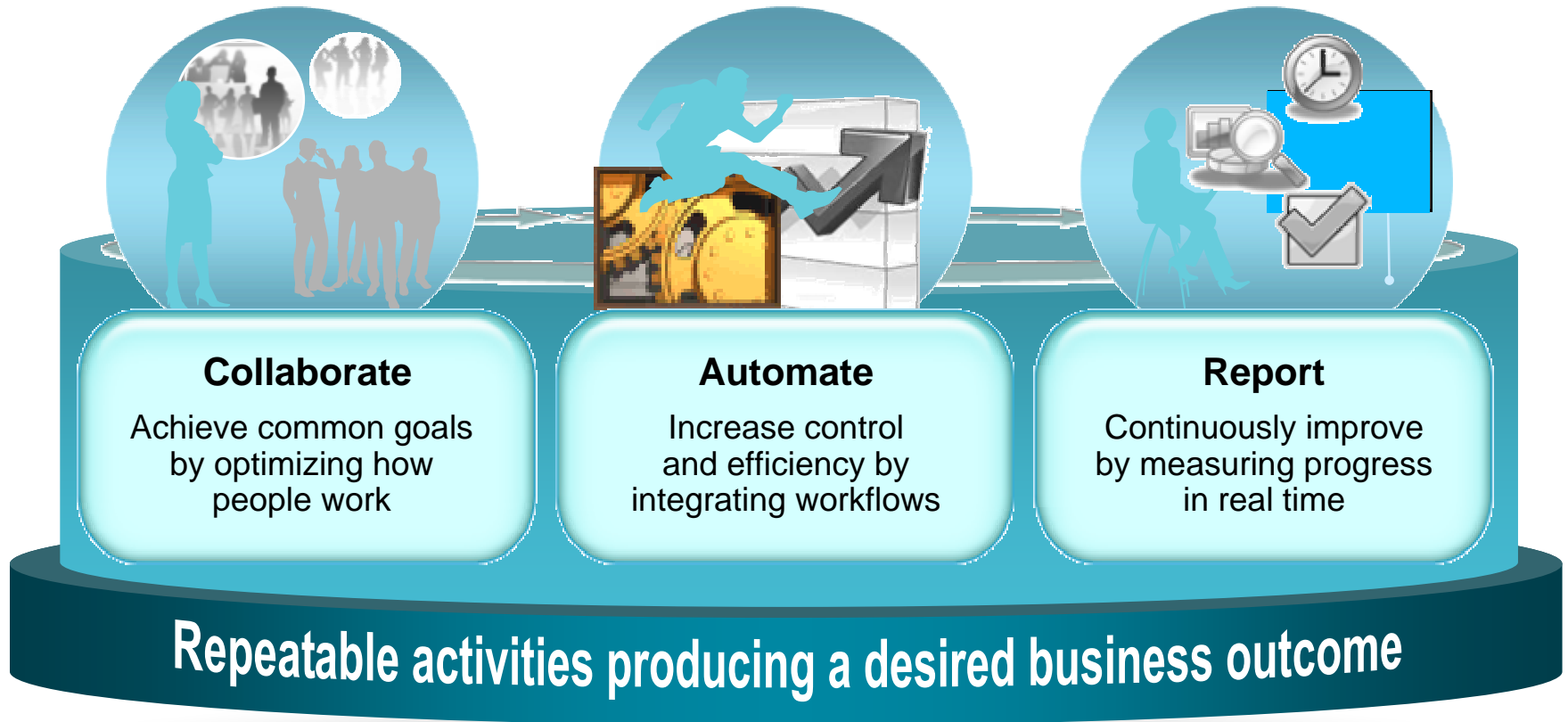
*In the context of the Rational Software Delivery Platform*





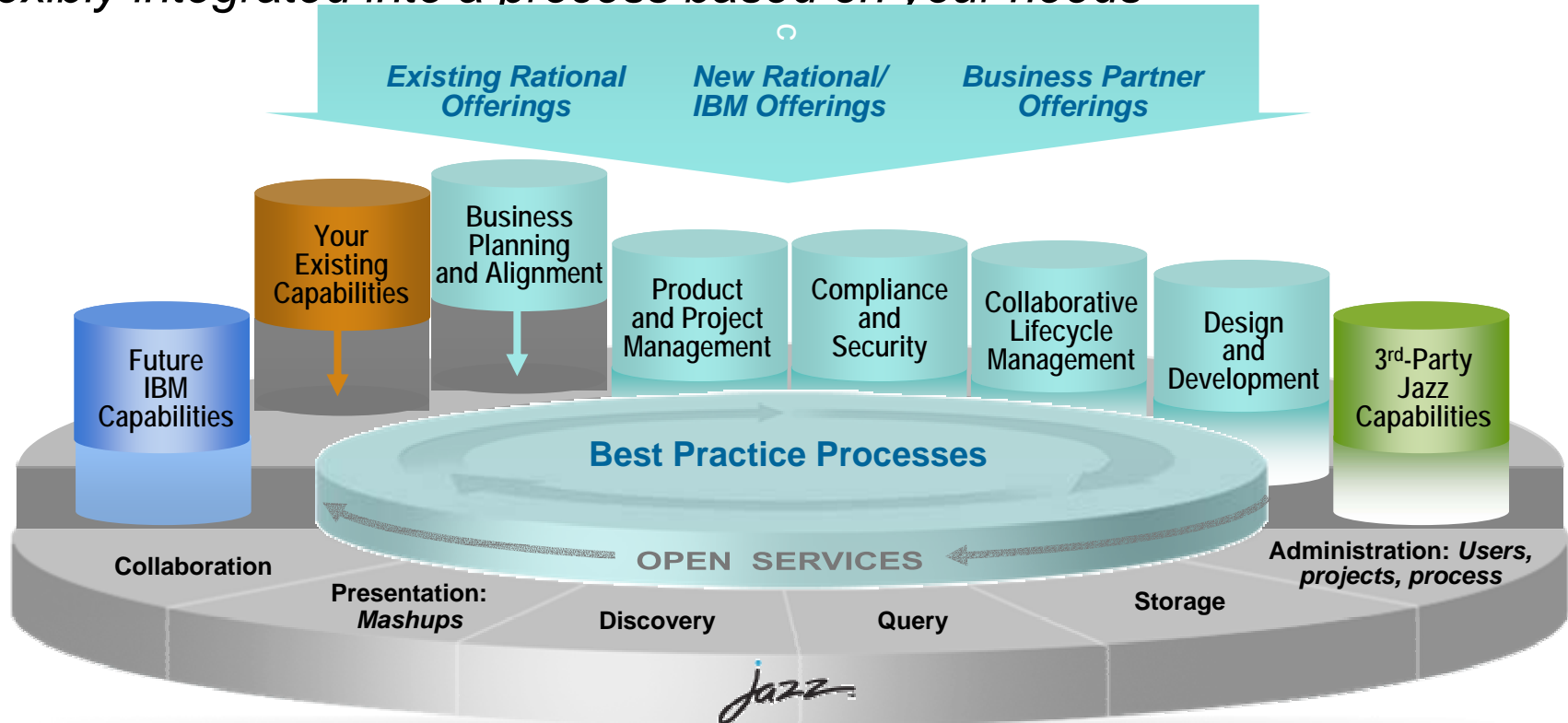
# Why do we need Jazz?

*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...

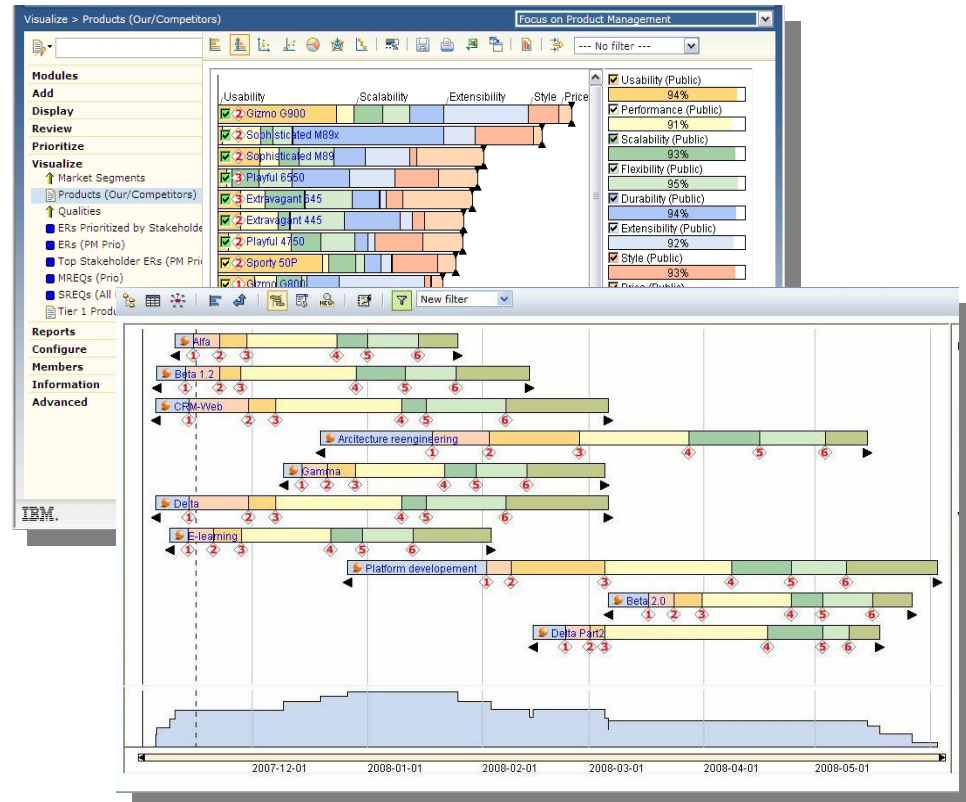
- A scalable, extensible team collaboration platform
- A community at Jazz.net where you can see Jazz-based products being built
- An integration architecture enabling mashups and non-Jazz-based products to participate

# 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



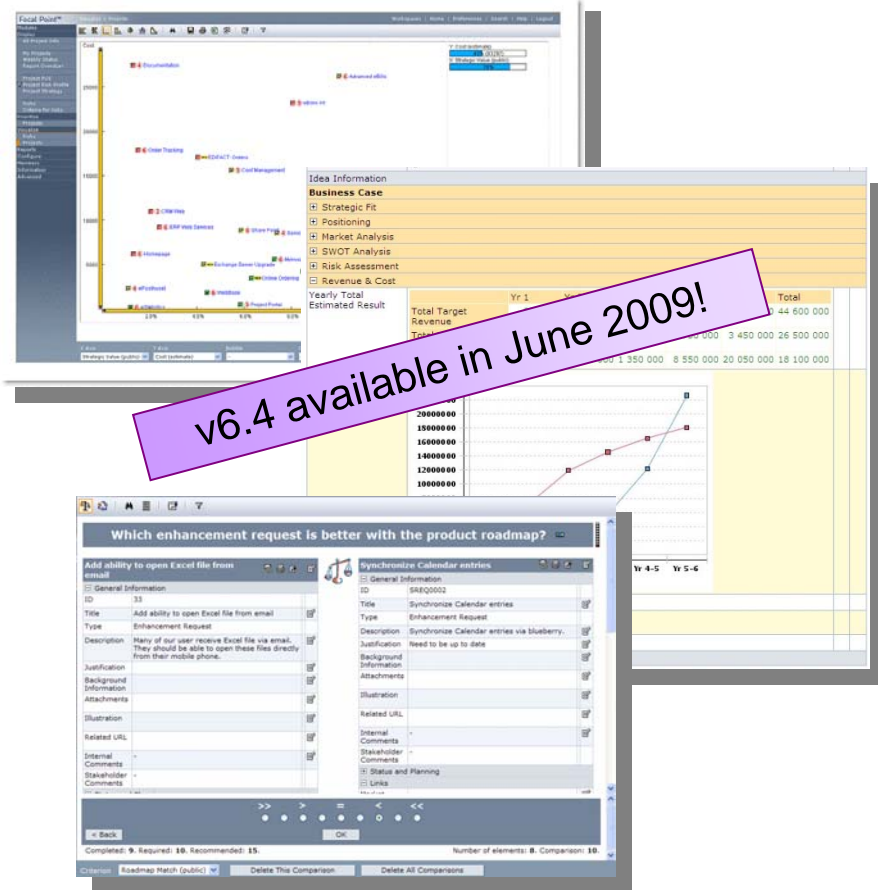
Elicit, analyze, prioritize and plan demands according to business value

# 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



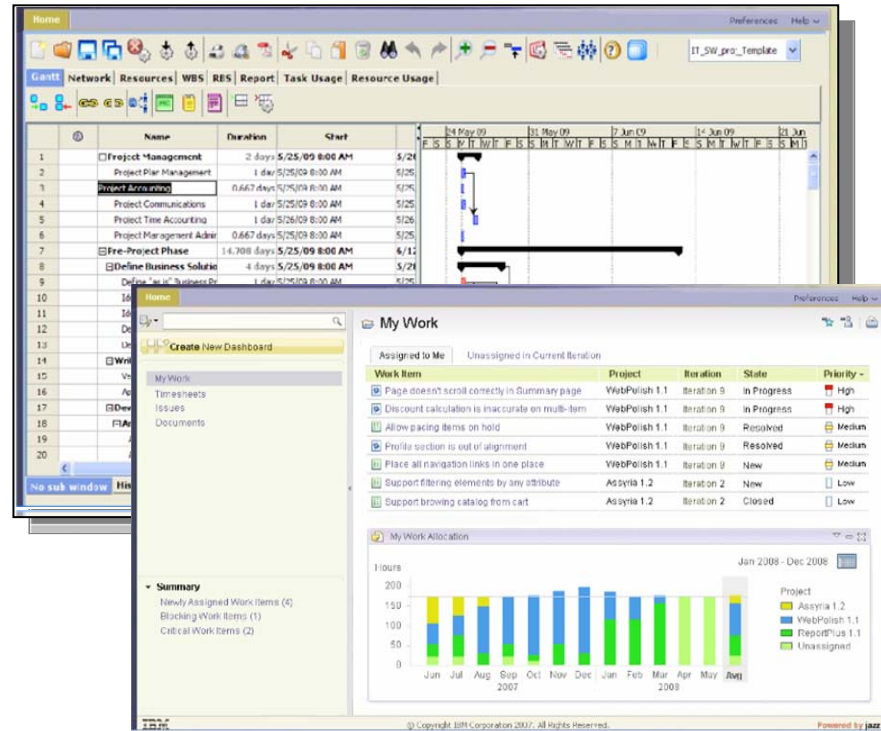
v6.4 available in June 2009!

# 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

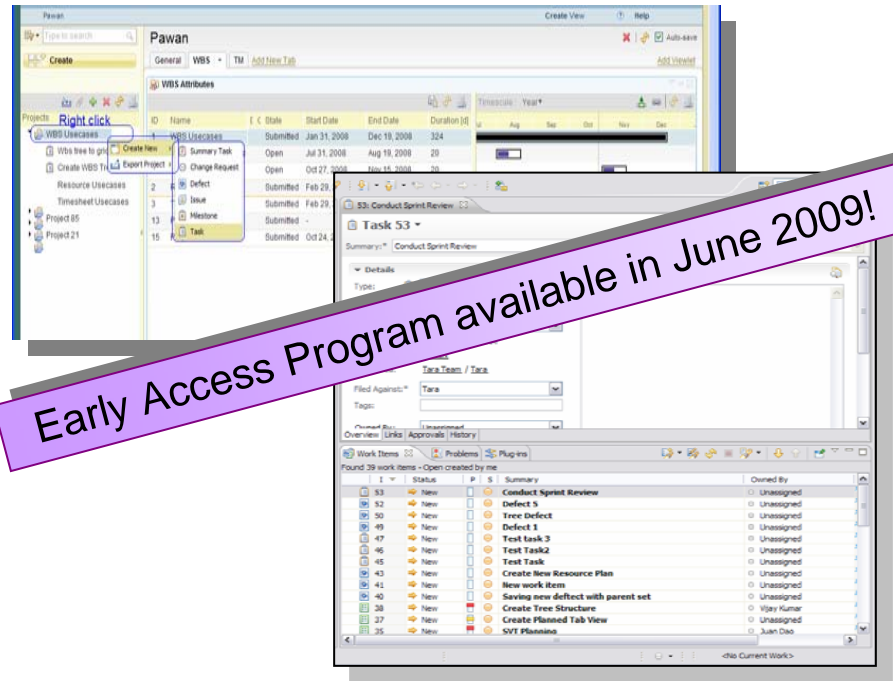
- Collaborate in context
- Right-size governance
- Day one productivity

# 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!

Open and extensible on

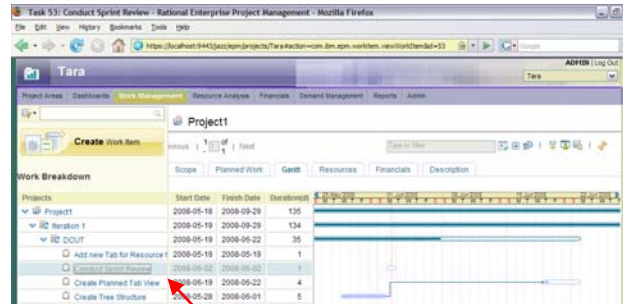
- ✓ Collaborate in context
- ✓ Right-size governance
- ✓ Day one productivity

# IBM Rational project management

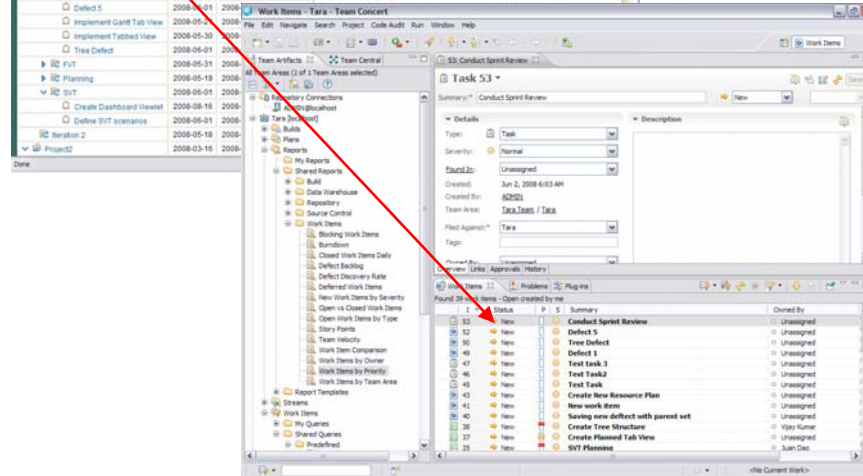
What it means to be “built on Jazz”



- 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

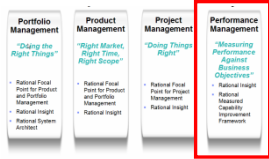
It's the same artifact – regardless of where it is visible in the system!

# IBM Rational Insight

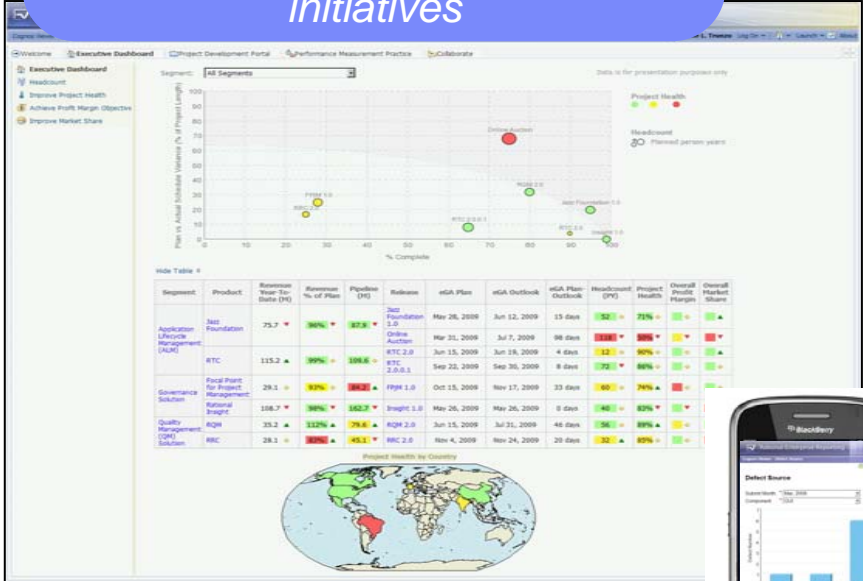
## Improved executive decision-making

- 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)



*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

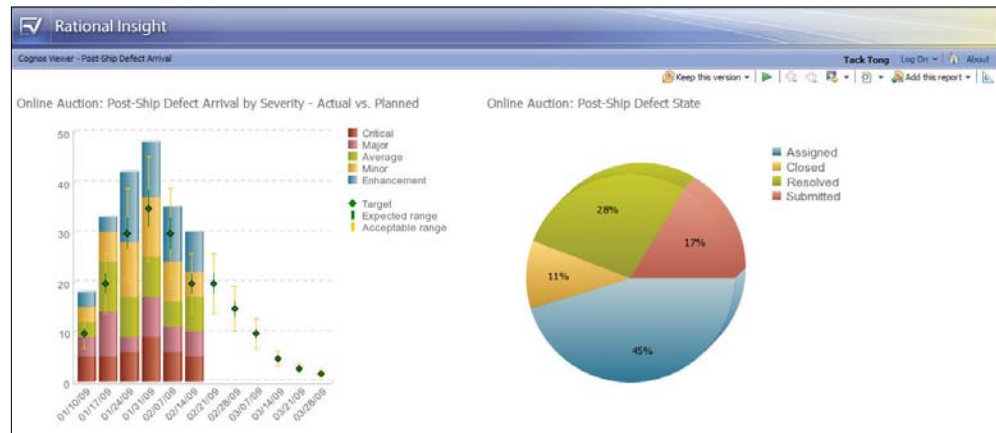


Only 45% of projects that do not measure, deliver products on-time to market  
 - Capers Jones (2009)

**Project Manager**



Gain insight into development projects that span organizational and geographic boundaries

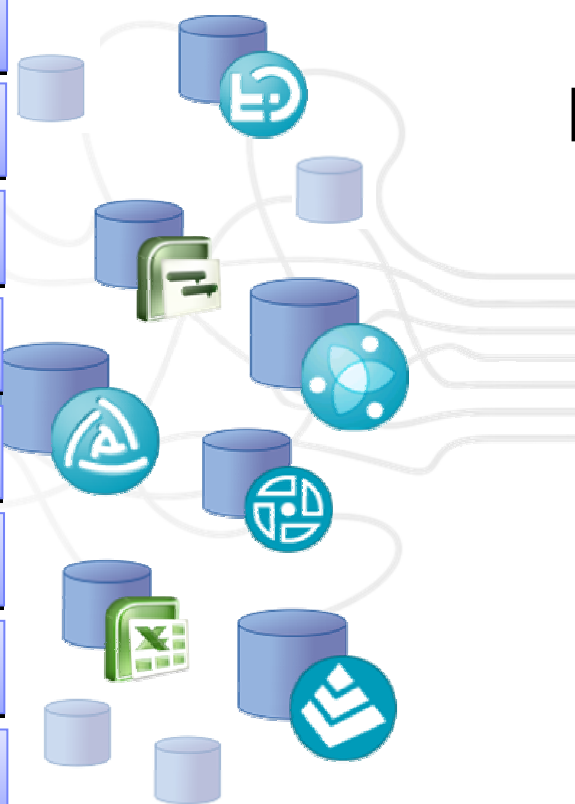


# IBM Rational Insight

*Improved collaboration using disparate tools in the context of business objectives*

Portfolio Management	Product Management	Project Management	Performance Management
"Doing the Right Things"	"Right Market, Right Time, Right Scope"	"Doing Things Right"	"Measuring Performance Against Business Objectives"
<ul style="list-style-type: none"> <li>Rational Road</li> <li>Port for Product</li> <li>Portfolio Management</li> <li>Rational Insight</li> <li>Rational System Architect</li> </ul>	<ul style="list-style-type: none"> <li>Rational Road</li> <li>Port for Product</li> <li>Portfolio Management</li> <li>Rational Insight</li> <li>Rational System Architect</li> </ul>	<ul style="list-style-type: none"> <li>Rational Road</li> <li>Port for Product</li> <li>Portfolio Management</li> <li>Rational Insight</li> <li>Rational System Architect</li> </ul>	<ul style="list-style-type: none"> <li>Rational Insight</li> <li>Rational Modeler</li> <li>Capability Improvement Framework</li> </ul>

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



## Rational Insight

v1.0 shipped in May 2009!



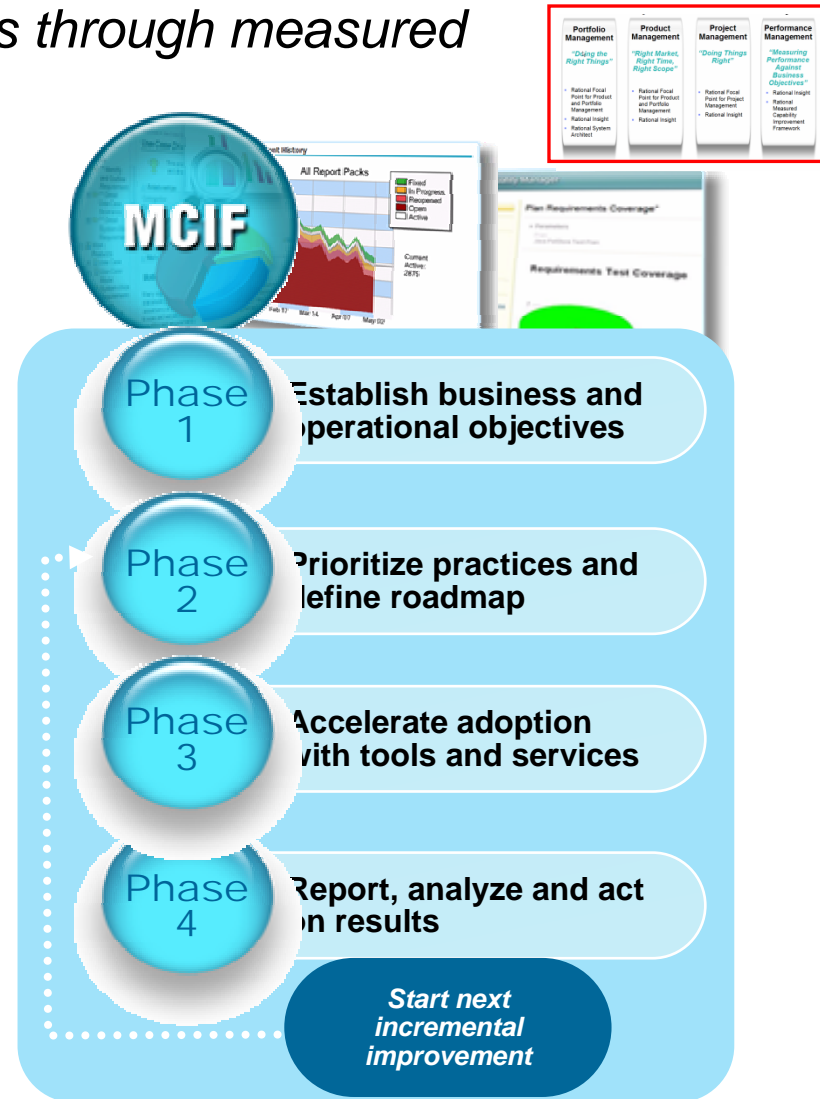
# IBM Measured Capability Improvement Framework

*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

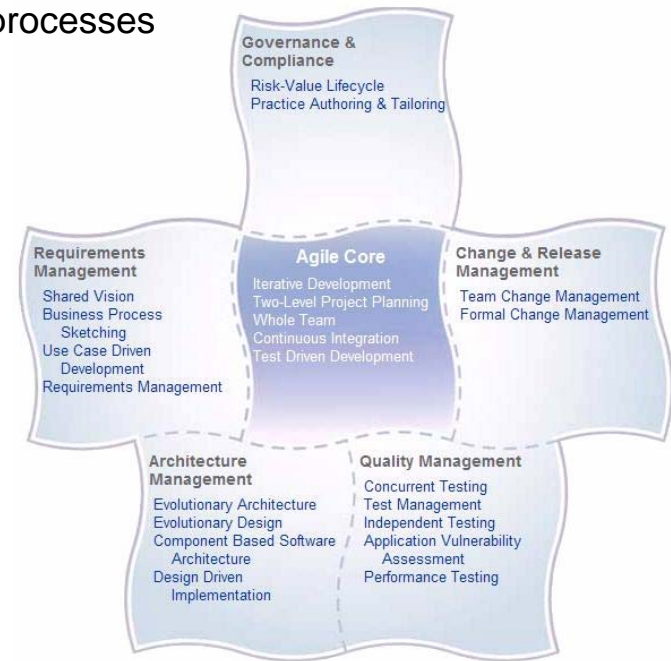
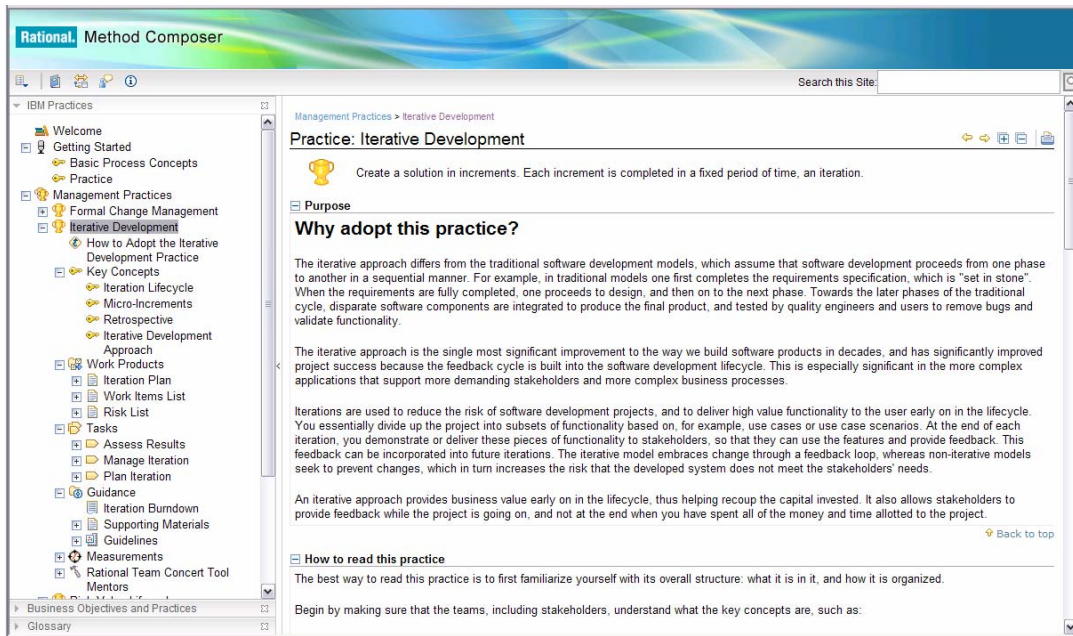
*Confirm results delivered and start on next project*

*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 MDSD
  - 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**

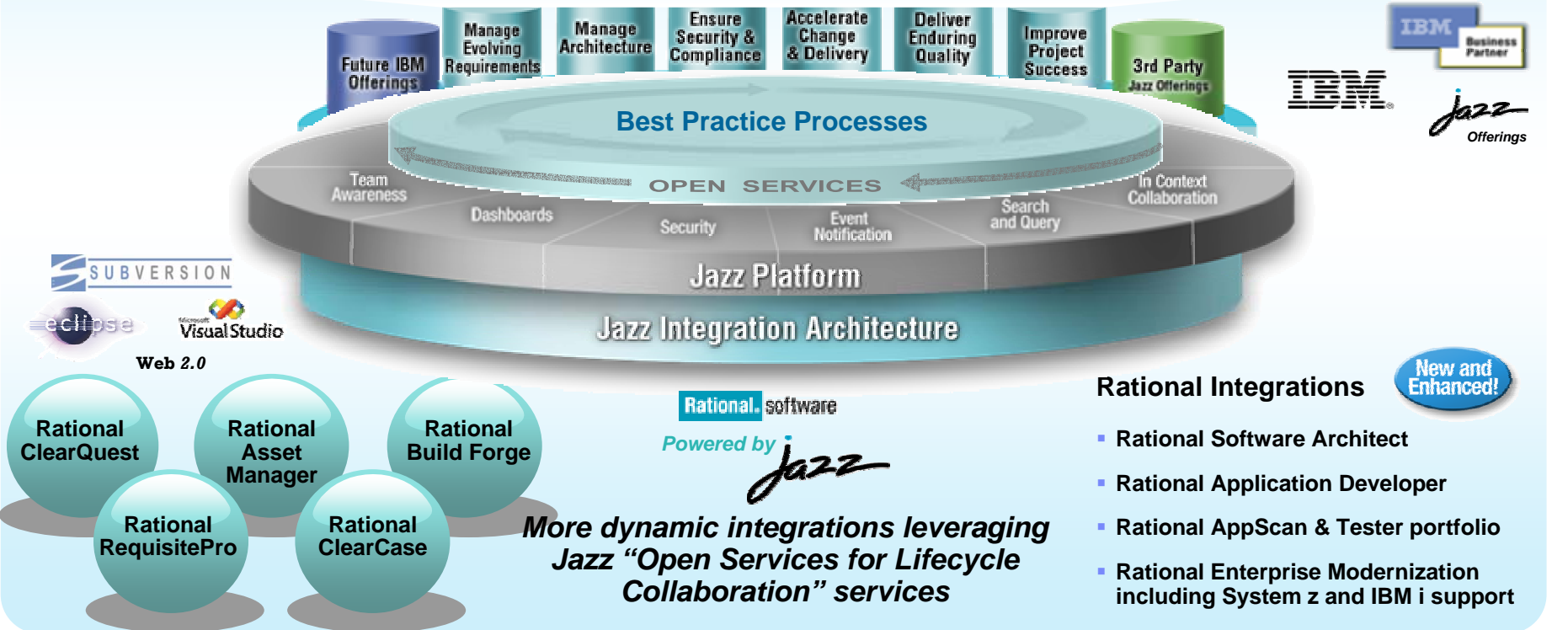


**Fewer defects and build errors through better collaboration and automation**



# The road ahead

## PPM offerings in 2009 and beyond



# Questions



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## IBM Rational User Technologies

**REAL USERS**  
**REAL FEEDBACK**  
**REAL IMPACT**



Check out the **Executive Dashboard** that allows IBM executives to manage product development and delivery.

Based on MCIF and Rational Insight, the Executive Dashboard pulls in live data from a variety of Jazz-based sources, such as Rational Team Concert, Rational Requirements Composer, and Rational Quality Manager.

**This is a chance to share your reality with us through direct and specific feedback!**



**Users First Lounge**  
**Europe 5 - Dolphin Resort**  
**Mon - Fri: 10am - 5pm**

**Sign up now!**

Amazon.com gift certificates for all participants

Sign up at [tinyurl.com/djoj9b](http://tinyurl.com/djoj9b)  
 or in person at **Europe 5**

# 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](#)



beta blogs boardofadvisors  
**designpartners**  
developerworks eclipse  
forums jazznet labadvocates  
podcasts premiumsupport **rsdc** usergroups

# Rational Software Conference Track Resource Guides

[ibm.com/rational/rsdc/resources](http://ibm.com/rational/rsdc/resources)

- We have created a special Rational Software Conference Track Resource Guide on the web – full of materials you can use and share with your team
  - ▶ Product demos from track sessions
  - ▶ Related webcasts, tutorials, and white papers
  - ▶ “Tell your boss” resources
  - ▶ Communities for post-event networking
  - ▶ Links to Rational Software Conference session presentations

The screenshot shows the IBM Rational Software Conference 2009 website. The main content area is titled "Rational Software Conference 2009" and includes a banner with the text "This is as real as it gets". Below the banner, there are several sections: "It's all about business outcomes", "Rational Software Conference 2009 Innovation 2009" (with a grid of topics like Requirements Definition and Management, Enterprise Architecture Management, Modeling Architecture and Construction, Change and Release Management, Enterprise Modernization, Quality Management and Compliance, Process, Project and Portfolio Management, Real World Implementation, Software Lifecycle, and IBM Rational Software Delivery Platform), "Modeling, Architecture and Construction", and "On-demand Webcast: Better Collaborative strategies using Asset lifecycle management". The right sidebar contains promotional offers like "Tell your boss" and "Become a fan".

## And don't miss these exciting sessions!

- For IBM Rational Focal Point for Product and Portfolio Management
  - ▶ *PPM05 – Marcus Silwer*
- For IBM Rational Project Management
  - ▶ *PPM04 – Arthur Ryman*
- For IBM Rational Insight
  - ▶ *PPM07 – Eric Larsen*
- For IBM Measured Capability Improvement Framework
  - ▶ *PPM06 – Per Kroll and Eric Larsen*
- For IBM Rational Method Composer
  - ▶ *PPM23 – David Trent*
- Stop by the Rational Labs to see a complete demo of IBM Rational Project Management, *hosted by Rajesh Thakkar!*
- Come and speak 1x1 with senior members of the PPM team at the Jazz Corner in the Solution Center

