

The Future of Application Development Tools: From SOA to SODA and Beyond

Jim Duggan

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Solving The Application Development Dilemma

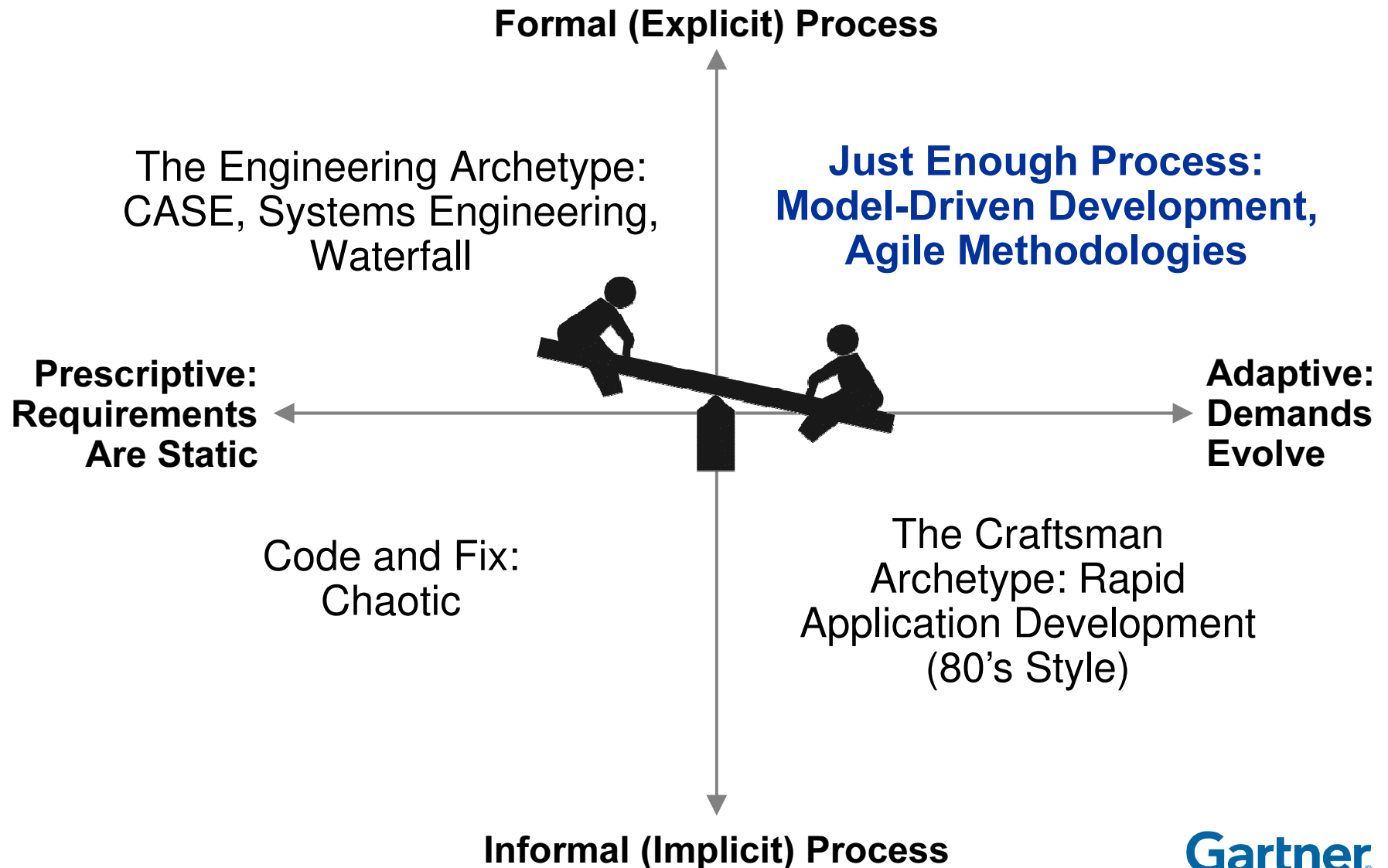


Why Do We Use Development Tools?

- Tools Provide Automation and Abstraction That Drive....
 - **Productivity**
 - **Quality**
 - **Consistency**
 - **Predictability**
 - **Repeatability**
 - **Efficiency**

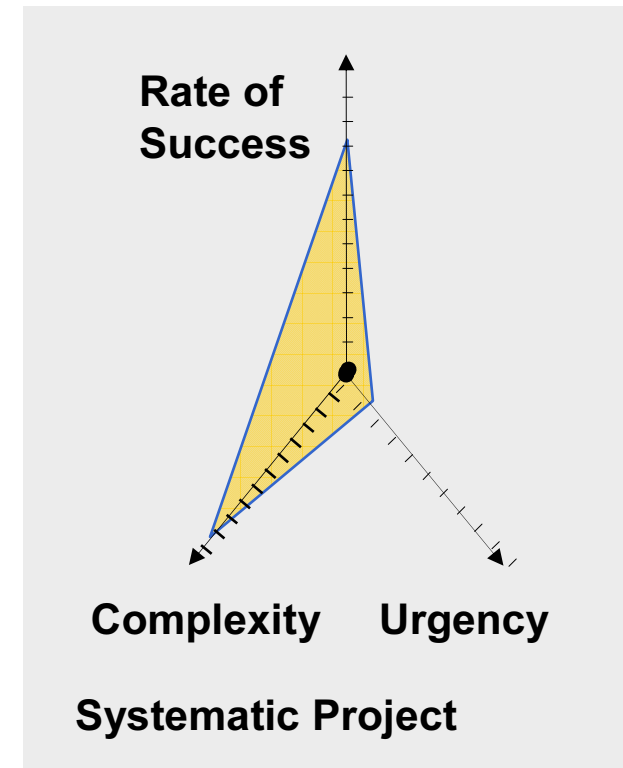
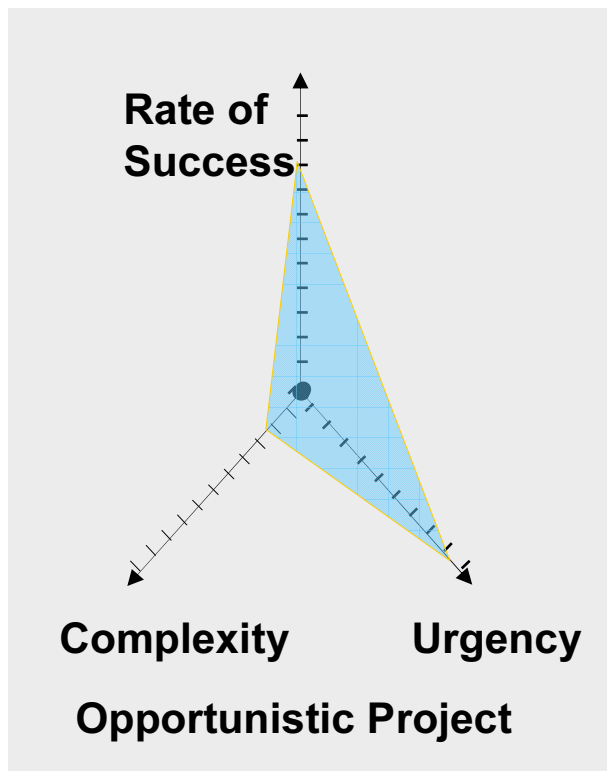


How Did We Get Here: Balancing the "Formality" Seesaw



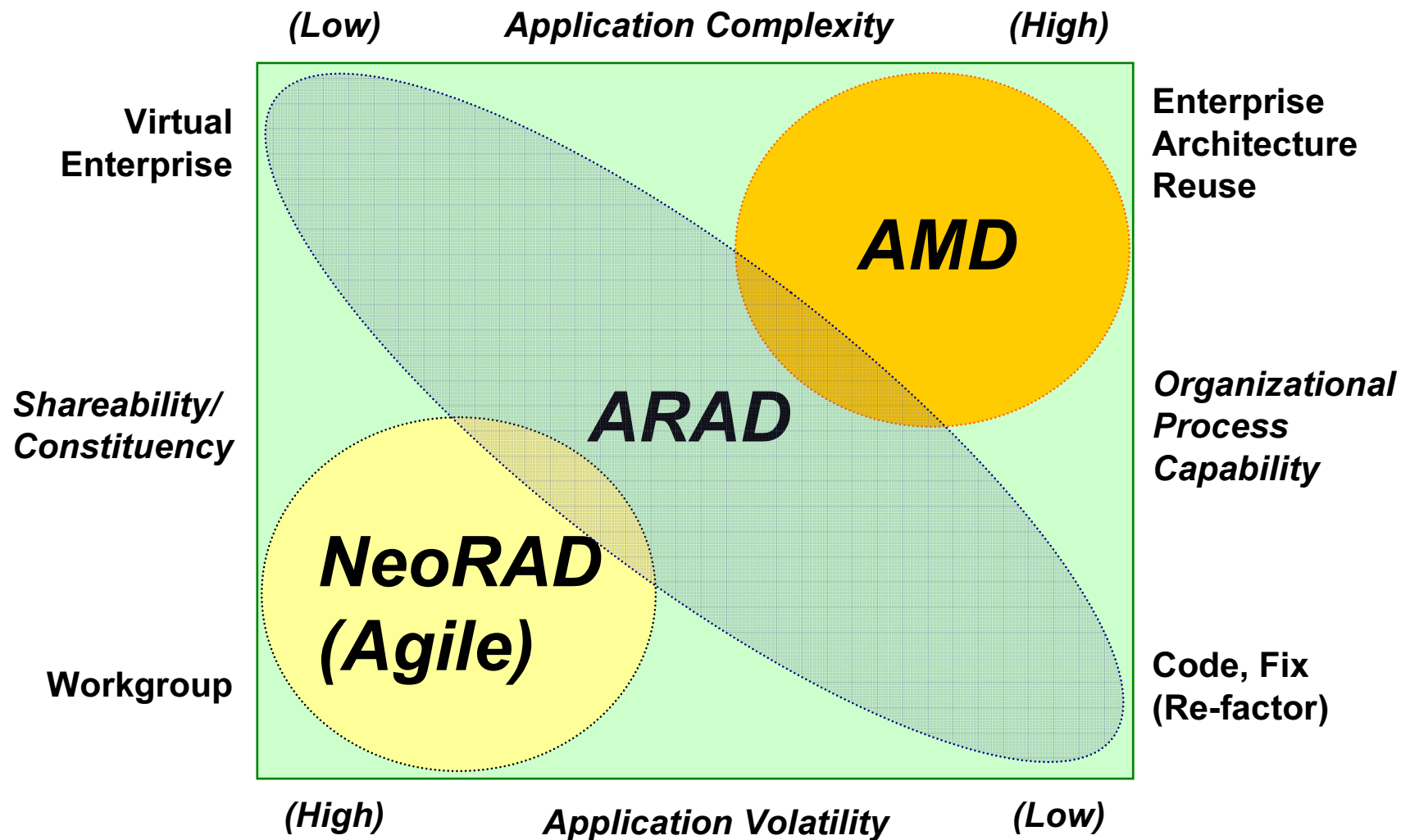
The Right Tool For the Right Job

Opportunist AD Tools Focus on Time To Market and Productivity



Systematic AD Tools Focus on Stability and Flexibility

Three Classes of AD Tools In the SOA Generation



Key

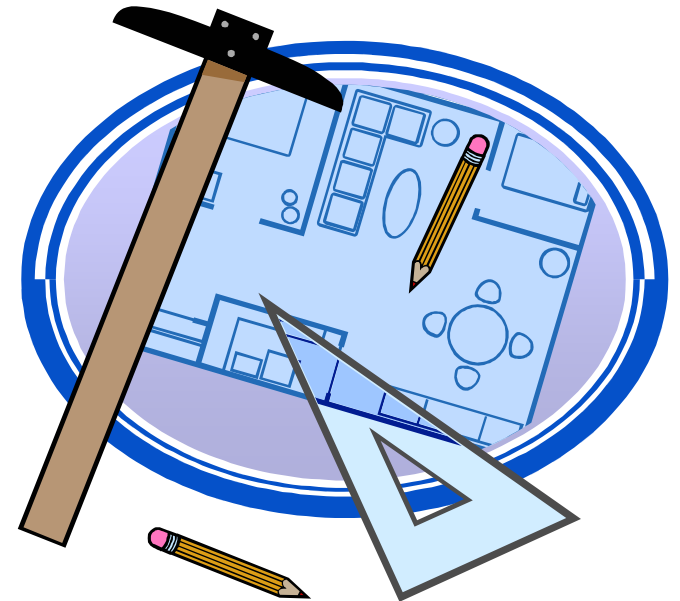
AMD = architected model-driven

ARAD = architected rapid application development

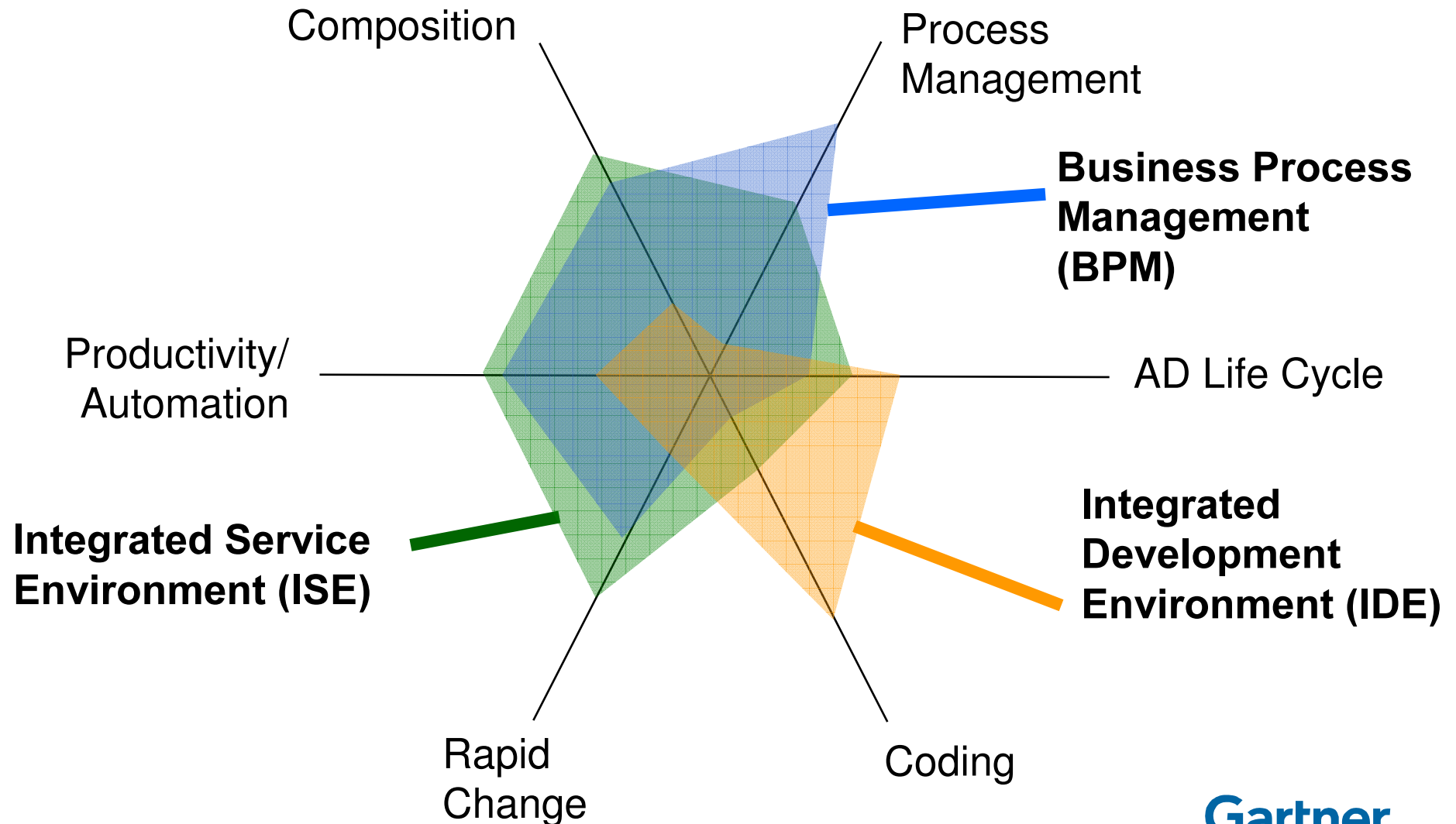
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Expanding Application Access Channels Will Stretch AD Bandwidth Even Further

- Mobile Clients
- SOA Services
- Rich Clients
- Web Clients
- Composite Applications
- Emerging Cloud Platforms



ISE versus BPM versus IDE: Which Is Right for You?



ALM Is One Step Toward Holistic IT Planning and Control

Quality Management (test case, data, reviews, approvals)

Requirements Definition and Management

Software Change, Configuration and Release

ALM Bus

(integrate/collaborate across AD mgt tools and w/non-AD workflows)

Productivity Integrations

Multiple AD execution tools

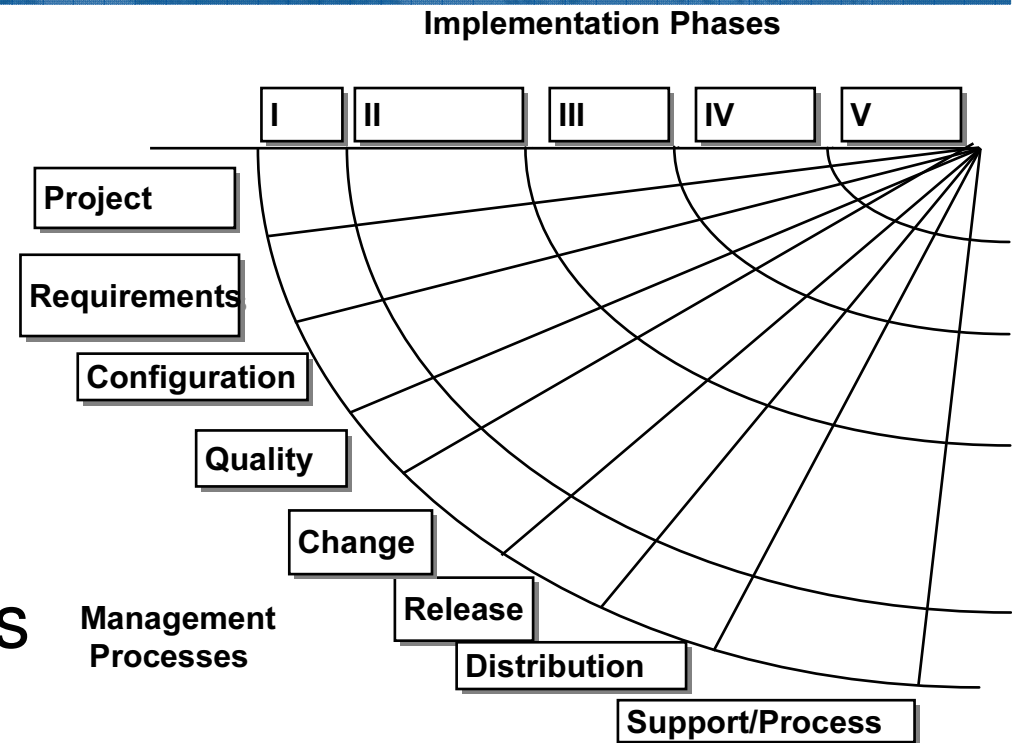
Process Frameworks/ Methodology (plan, manage, measure and report)

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ALM is a Team's Memory

From Ad Hoc to Coordinated Processes

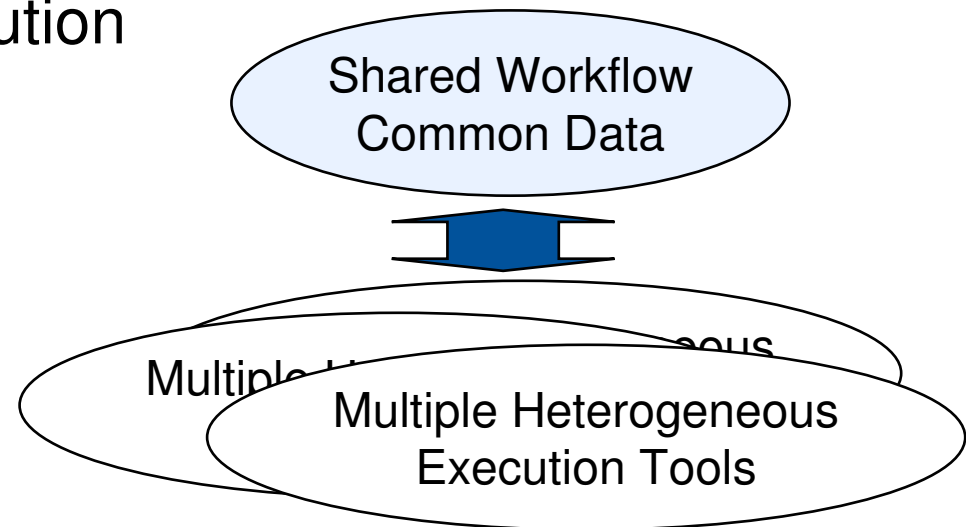
- Unstructured Collaboration
- Traceability
- Methods Support
- Accountability and Separation of Concerns



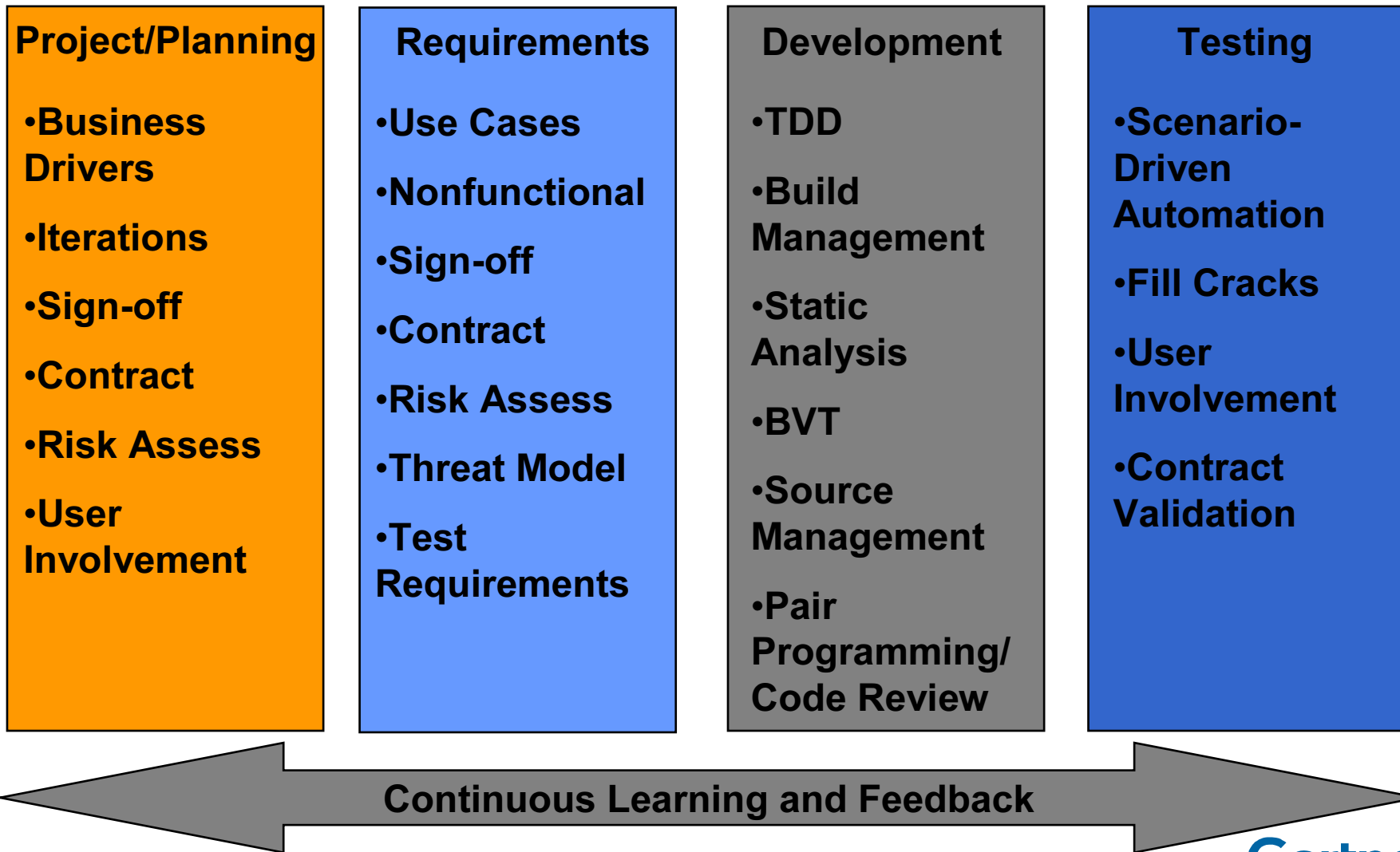
Overcome: Interruptions of flow, physical separation, staff turnover, long projects, multiple teams, differing methodologies and time scales

Application Life Cycle Management (ALM) Aligns With PPM and With Operations

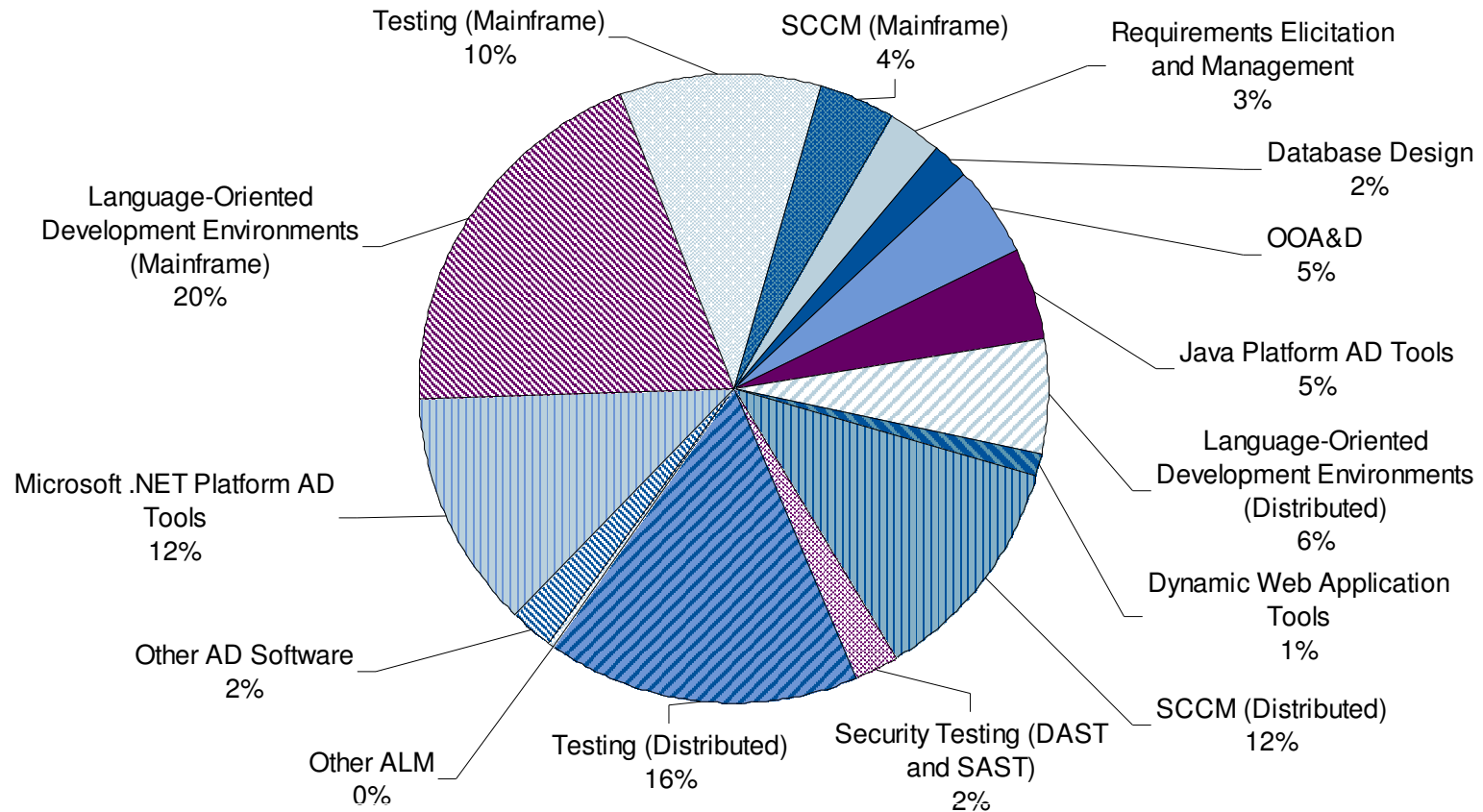
1. Management transparency and visibility
 - Plan, measure, control and report
2. Effective execution of challenging processes
 - Geographic distribution
 - Multienterprise
 - Multi-life cycle
 - Heterogeneous architectures and toolsets
 - Faster delivery of larger releases
3. Delivering better results to the business
 - Satisfied needs, on time, on budget



Quality Issues Permeate the Life Cycle



AD Tools SubSector Revenue



Global AD Revenue – 4990 Million Euros

AD Tools Revenue and Forecast

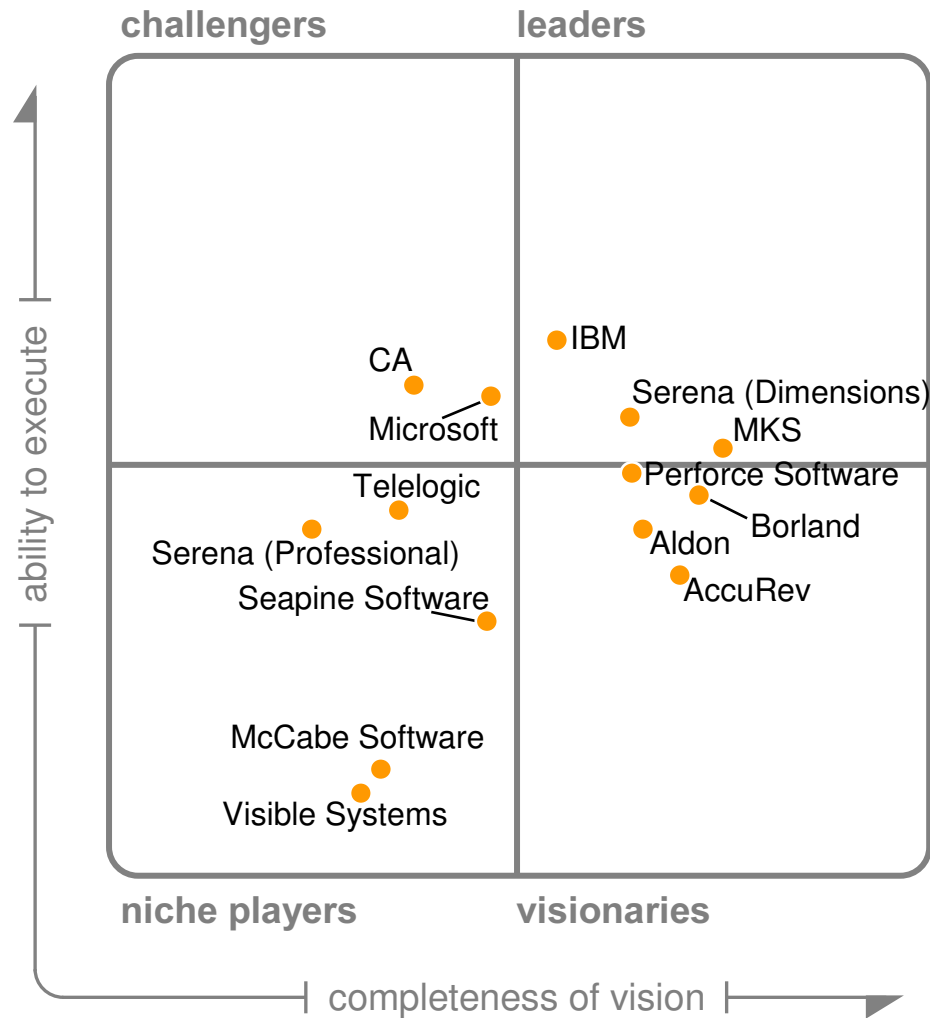
AD Tools Sector	Revenue 2007 \$m			Growth for 2007			CAGR thru 2012
	Worldwide	EMEA	Italy	Worldwide	EMEA	Italy	EMEA
Requirements Elicitation and Management	182	74	4	11.0%	18.6%	12.7%	10.2%
Database Design	147	50	4	1.0%	8.6%	6.6%	1.8%
OOA&D	311	119	9	9.4%	15.2%	11.2%	0.5%
Java Platform AD Tools	329	122	10	-9.5%	-4.9%	-8.3%	-0.2%
Language-Oriented Development Environments (Distributed)	397	144	13	10.4%	15.5%	14.7%	4.2%
Dynamic Web Application Tools	79	26	2	15.9%	14.6%	12.6%	11.5%
SCCM (Distributed)	810	281	22	10.0%	14.6%	15.2%	9.5%
Security Testing (DAST and SAST)	169	26	2	40.5%	140.7%	576.0%	38.5%
Testing (Distributed)	1104	402	33	31.6%	45.2%	46.2%	11.7%
Other ALM	4	2	>1	21.3%	31.2%	29.6%	12.9%
Other AD Software	161	57	3	11.5%	17.7%	0.3%	5.1%
Microsoft .NET Platform AD Tools	841	267	28	18.5%	21.3%	19.8%	12.8%
Language-Oriented Development Environments (Mainframe)	1344	505	49	1.0%	2.8%	1.9%	-3.8%
Testing (Mainframe)	702	251	11	-0.8%	15.8%	9.6%	-0.5%
SCCM (Mainframe)	267	81	6	14.9%	18.2%	19.6%	7.5%
AD Software	6848	2406	199	10.30%	16.5%	14.7%	6.2%

MarketScope for Application Quality Management Solutions, 1Q08

	RATING				
	Strong Negative	Caution	Promising	Positive	Strong Positive
AutomatedQA			x		
Borland				x	
Compuware				x	
Empirix				x	
HP					x
IBM					x
Original Software			x		
Seapine Software			x		

As of 25 March 2008

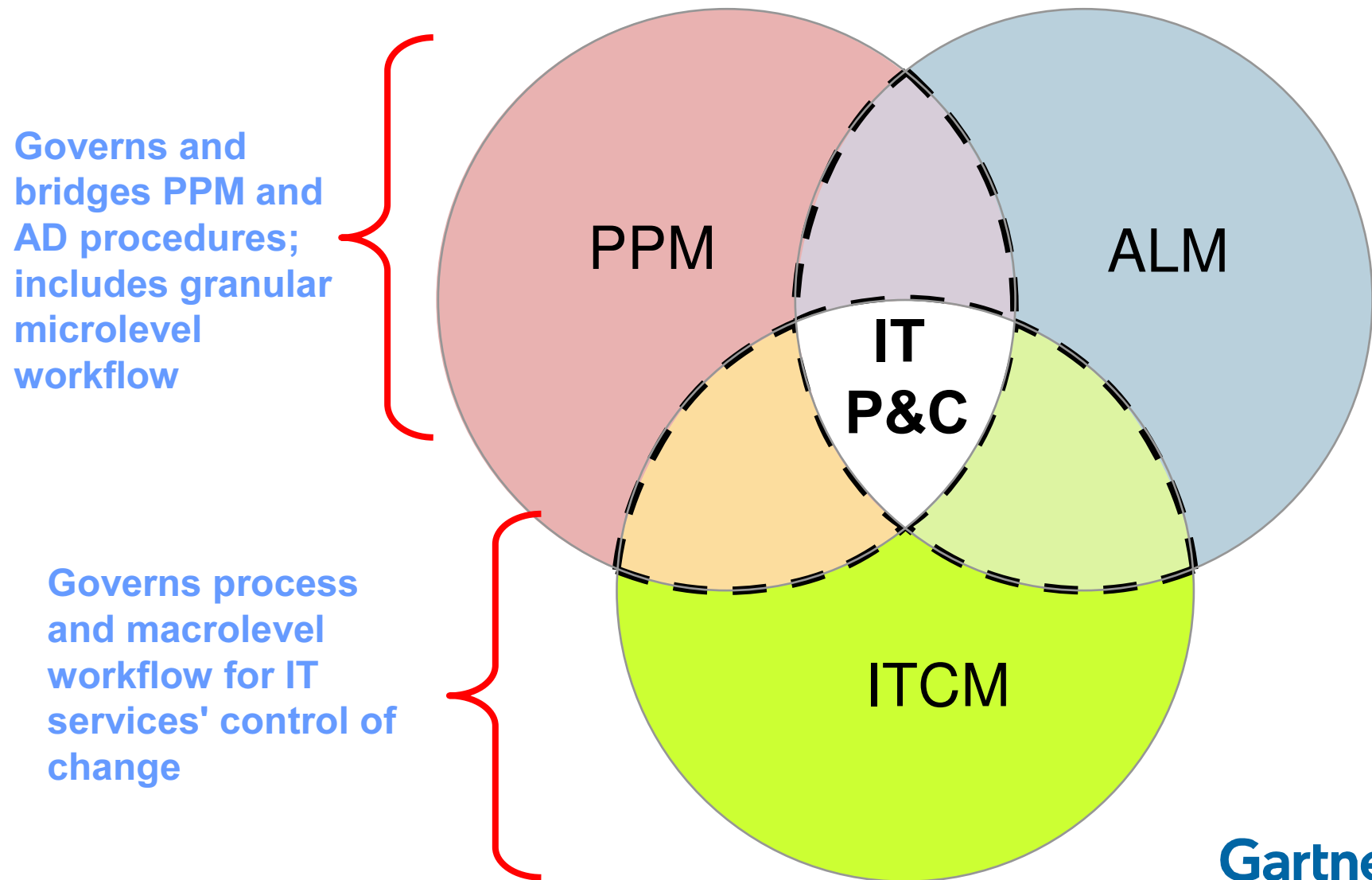
Magic Quadrant Analysis



As of January 2008

(From "XXXXXX xx XXXXXX XXXXXXXXXXXX," XX XXXXXXX 2008)

IT Planning and Control Will Require Significant New Integrations



Recommendations

- Expect runtime code from third parties to play an increasing role in IT deployments.
- Expect non-IT contributions (i.e. business analyst, end-users) to play an increasing role in IT deployments.
- Typical IT solutions will grow more complex and reach a wider audience through a myriad of channels — including the "cloud."
- Governance best practices and methodologies must evolve to address the increasing role that "business process" has in modern IT solutions.
- Java and .NET will continue to dominate mainstream AD efforts but open-source technologies will play an increasing role in both areas.
- Dynamic programming languages will continue to emerge and play a stronger role in many IT solutions.

