

How to Innovate with Rational



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- How am I going to use your precious time ?
- What does it mean innovation ?
- Which are the innovation principles ?
- Why does Rational support innovation ?

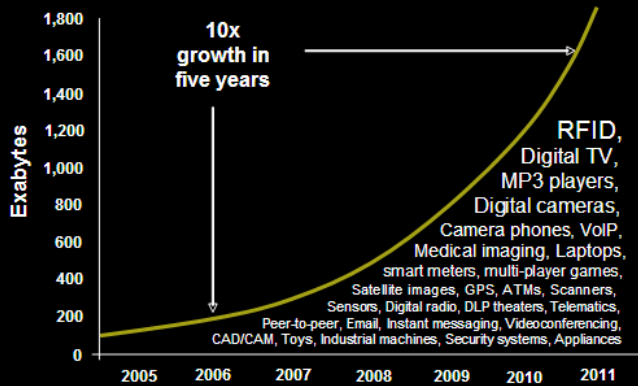


Who am I ?

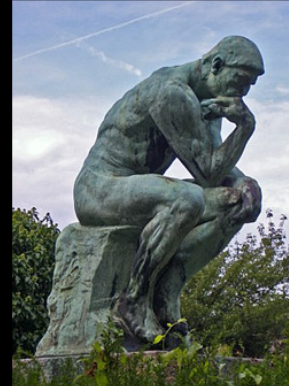


A New Era of Smart

By 2011, the world will be 10 times more instrumented with connected devices **leaping from 500M to 1 Trillion**



IT Innovation: For the Past Decade (2000-2009)
Consumers are king



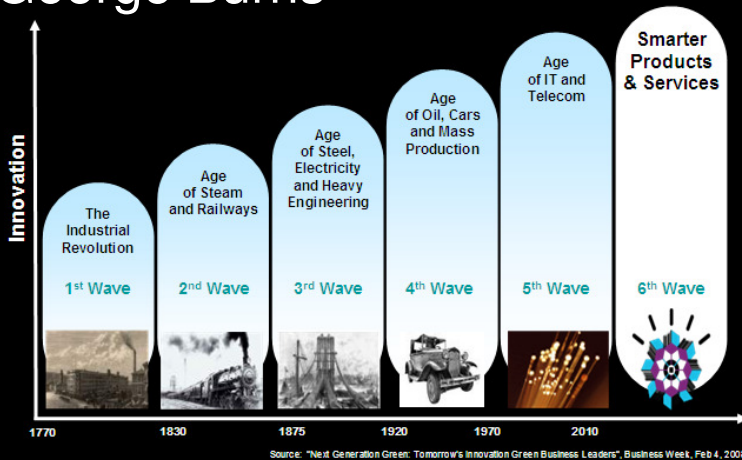
“I look to the future because that's where I'm going to spend the rest of my life.”

Internet of things (2010)
George Burns

Enterprise IT

Consumer IT

Where are we going ? (2011)



The sixth wave (2012)



Business in Motion (2013)



Your development teams
are an untapped source of
innovation that you *must*
unlock!

How would you describe the act of developing software?

Or heuristic?



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What is innovation?



Inventors explore the **art of possible**

Innovation is the introduction of an invention that
create value.

Value is indicated by adoption

Innovation is the ability to create and
capture economic value from invention



Driverless car

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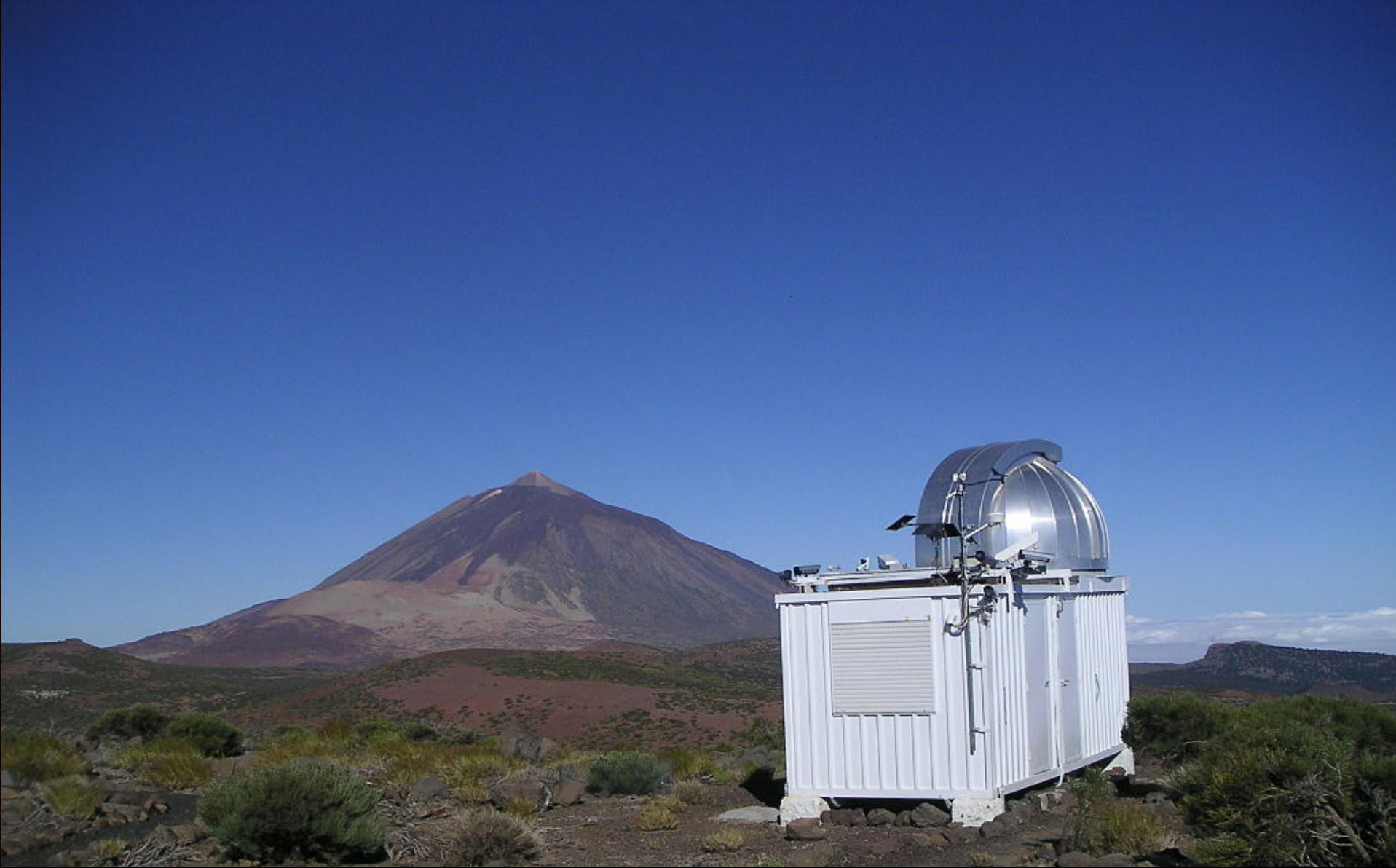
Watson



Sunflower Galaxy



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Agenda



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Ignore common sense

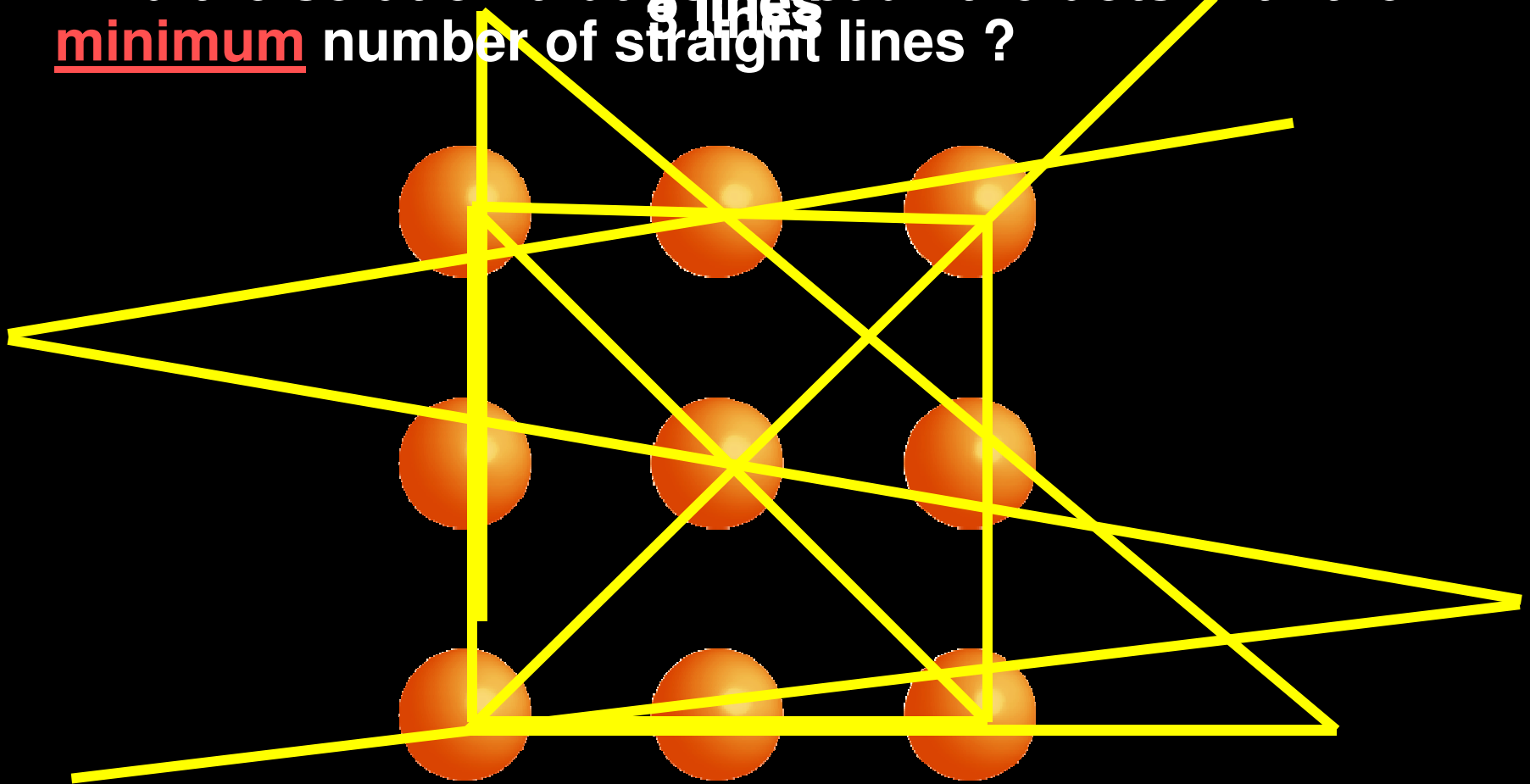


“All progress depends on the unreasonable man”

- **George Bernard Shaw**



Find the solution that connect all the dots with the minimum number of straight lines ?



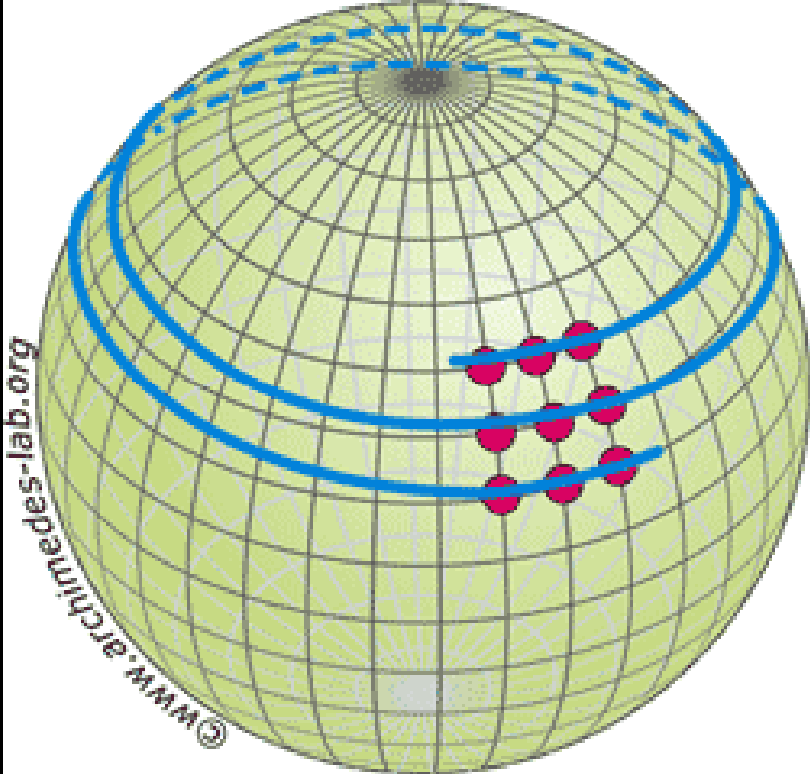
But...how about just one line?



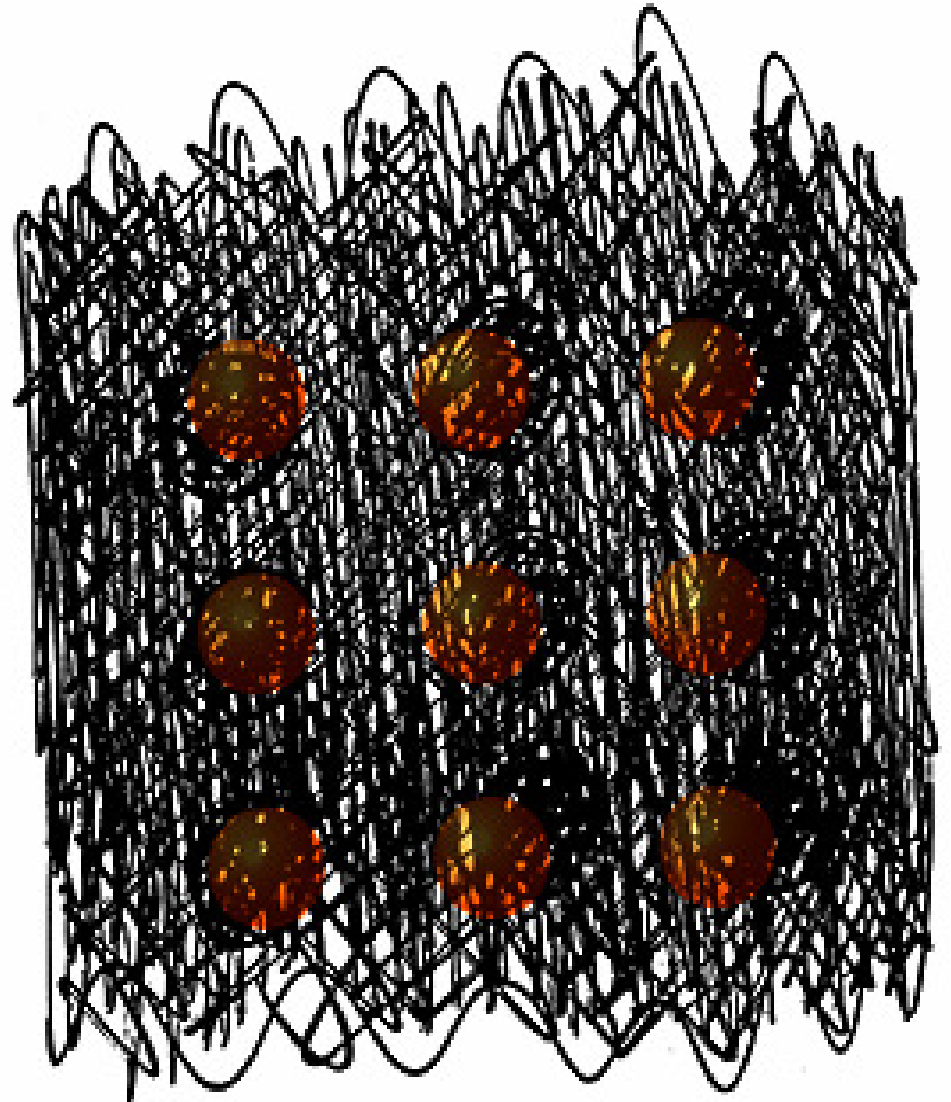
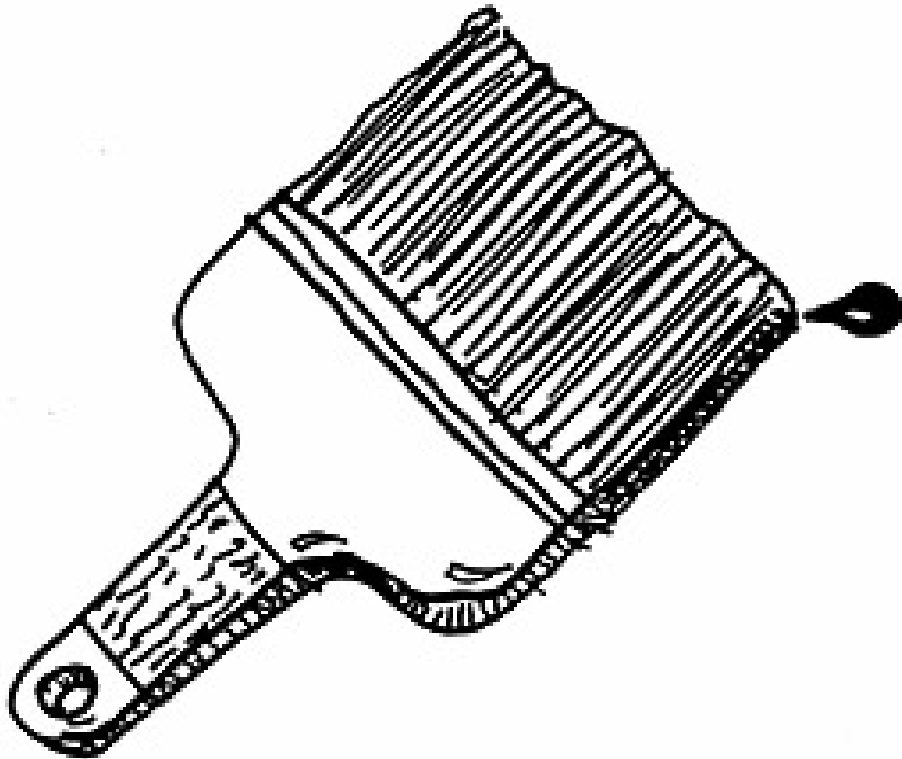
Topological solution



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12 years old solution



“There is no reason for any individuals to have a computer in their home”

- Ken Olsen, President, Chairman and Founder of DEC, 1977

“Heavier-than-air flying machines are impossible”

- Lord Kelvin, President, Royal Society, 1895



Don't believe experts, econometrics, market leaders

Traditional wisdom (including yours) gets in the way

Most of us are wrong; most of us know too much



**Past is not a proxy for
the future**



“When the train of history hits a curve, the intellectuals fall off”

- Karl Marx



Black Swan



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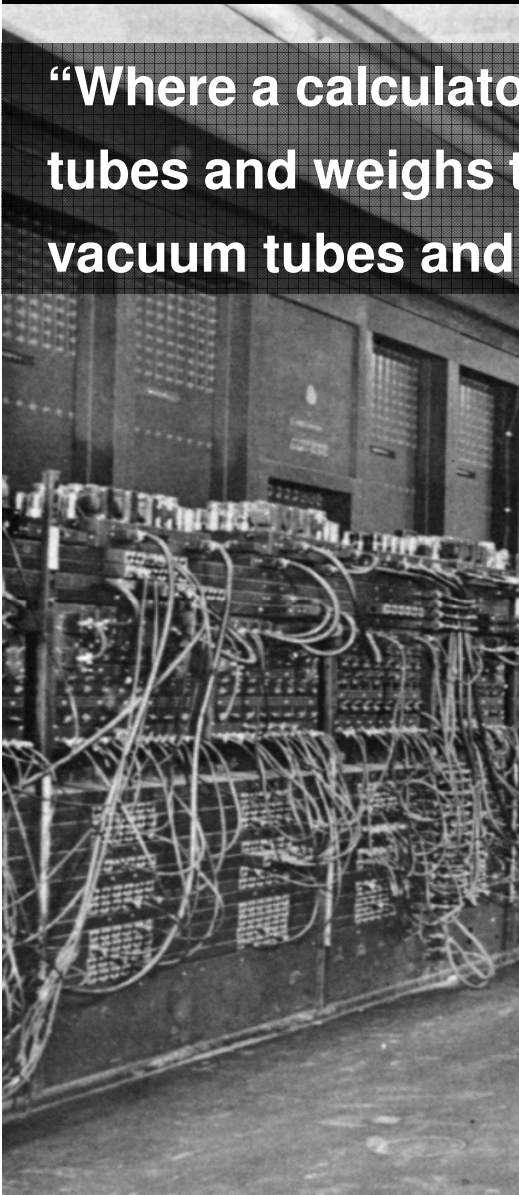


Change the trajectory

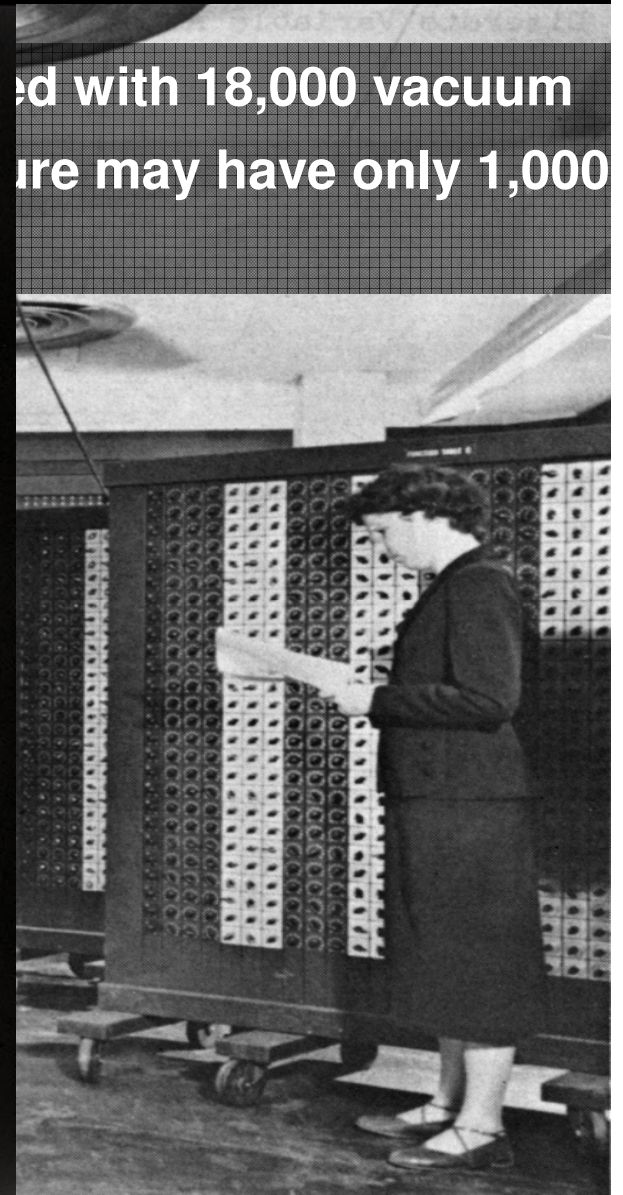


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“Where a calculator
tubes and weighs 1
vacuum tubes and



ed with 18,000 vacuum
re may have only 1,000



Jack Kilby



**Don't believe in
forecasting**



“Prediction is very difficult, especially
about the future”

-Niels Bohr



US mobile subscribers

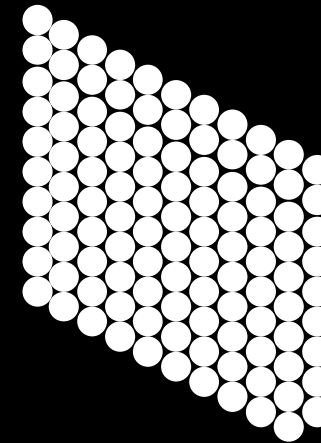


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- 1 M subscribers



1986 forecast for 2000



2000 actual



1980's phone:



1996: Motorola StarTAC
60 millions sold



2007: Iphone
250 millions sold



The law of accelerating return

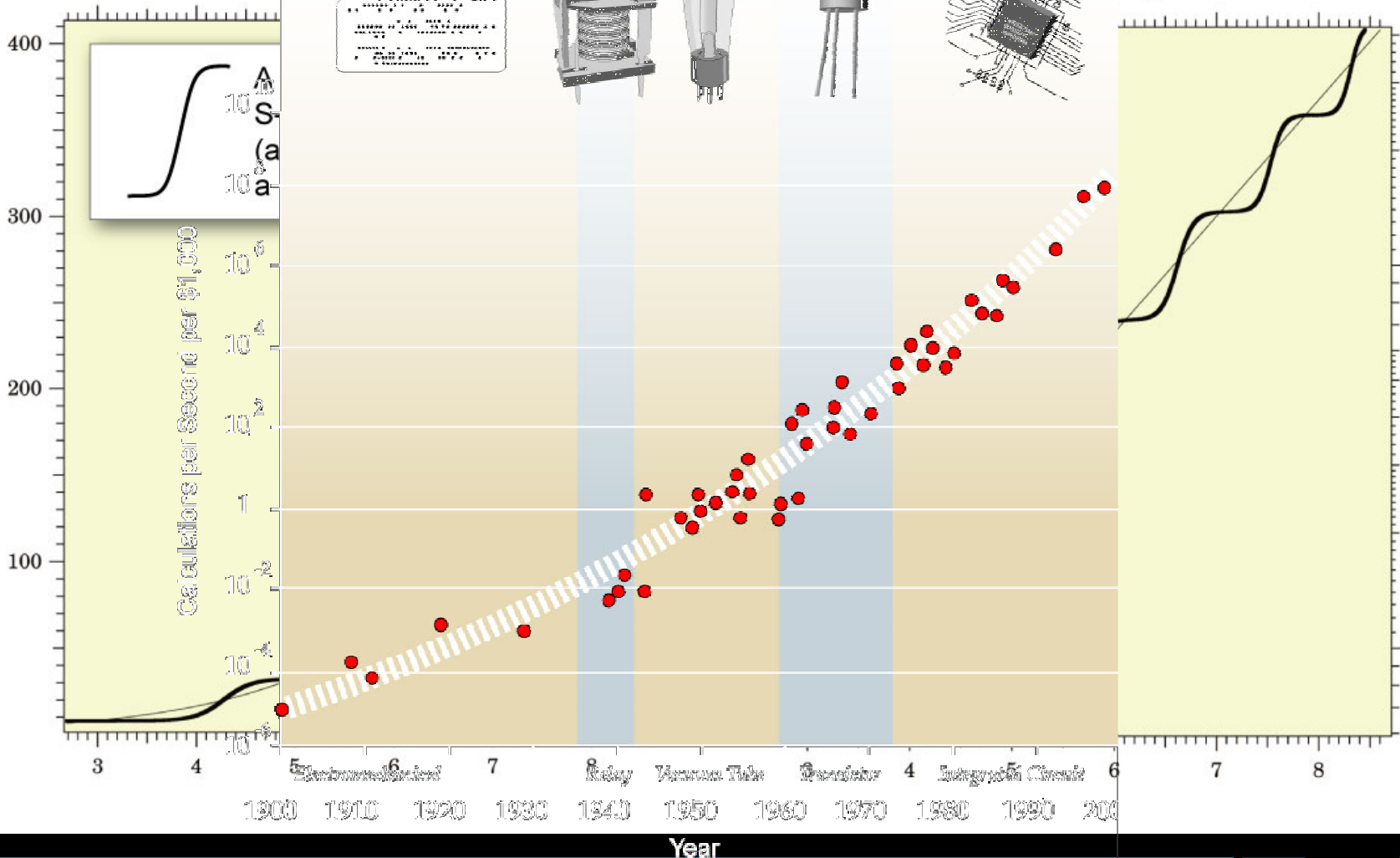
Moore's Law The Fifth Paradigm

An ongoing exponential sequence made up of a cascade of

The same e

Logarithmic Plot

quence
ic plot



**Don't be afraid of
failures**



“I have not failed. I've just found
10,000 ways that won't work”

-Thomas Alva Edison



Sharing Failure



Reward failure

Plan without planning
(evolve through iterations)

Don't listen to customers too closely

Ignore IRR calculations



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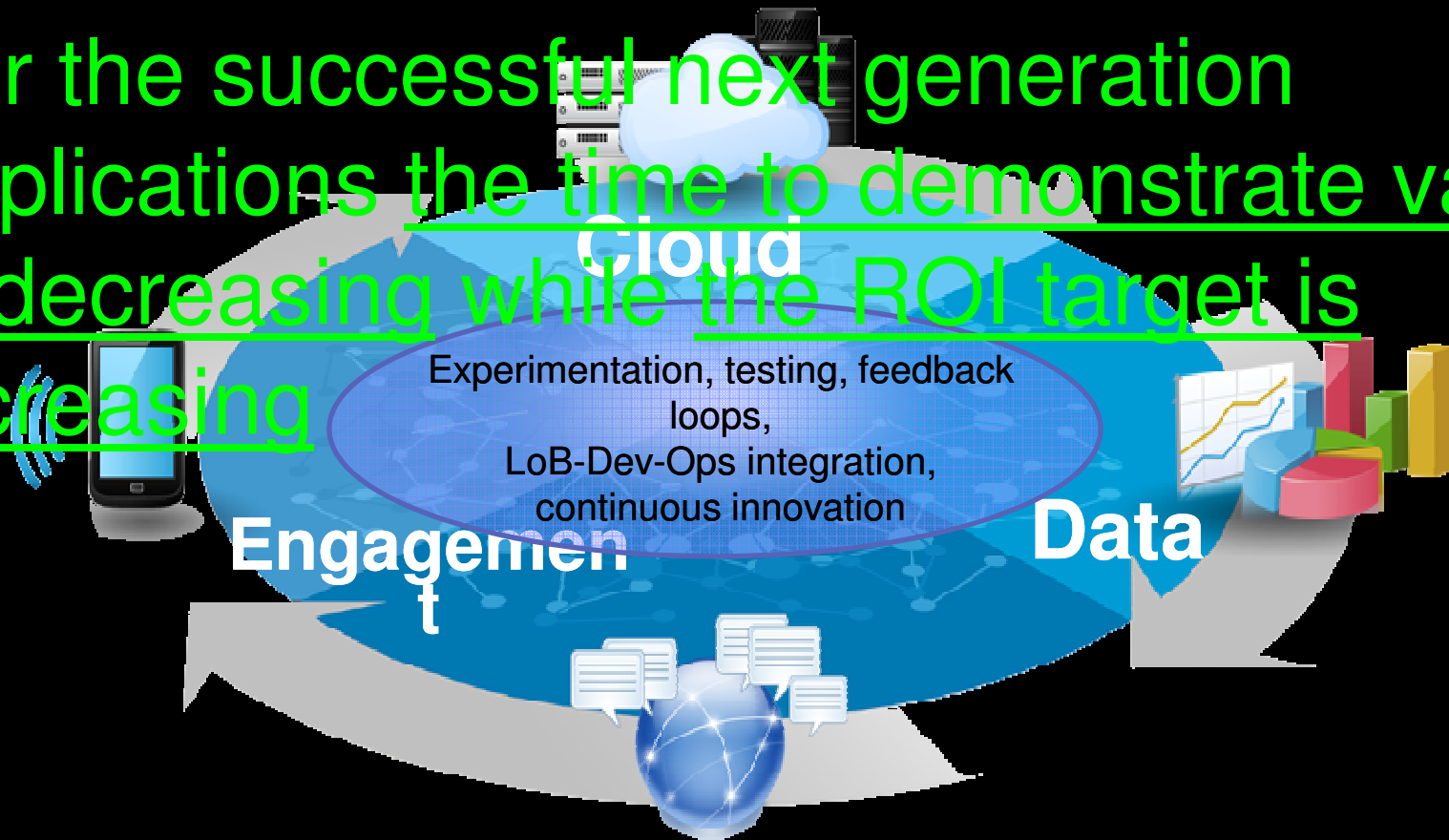
“To improve is to change.
To be perfect is to change often.”

- **Winston Churchill**

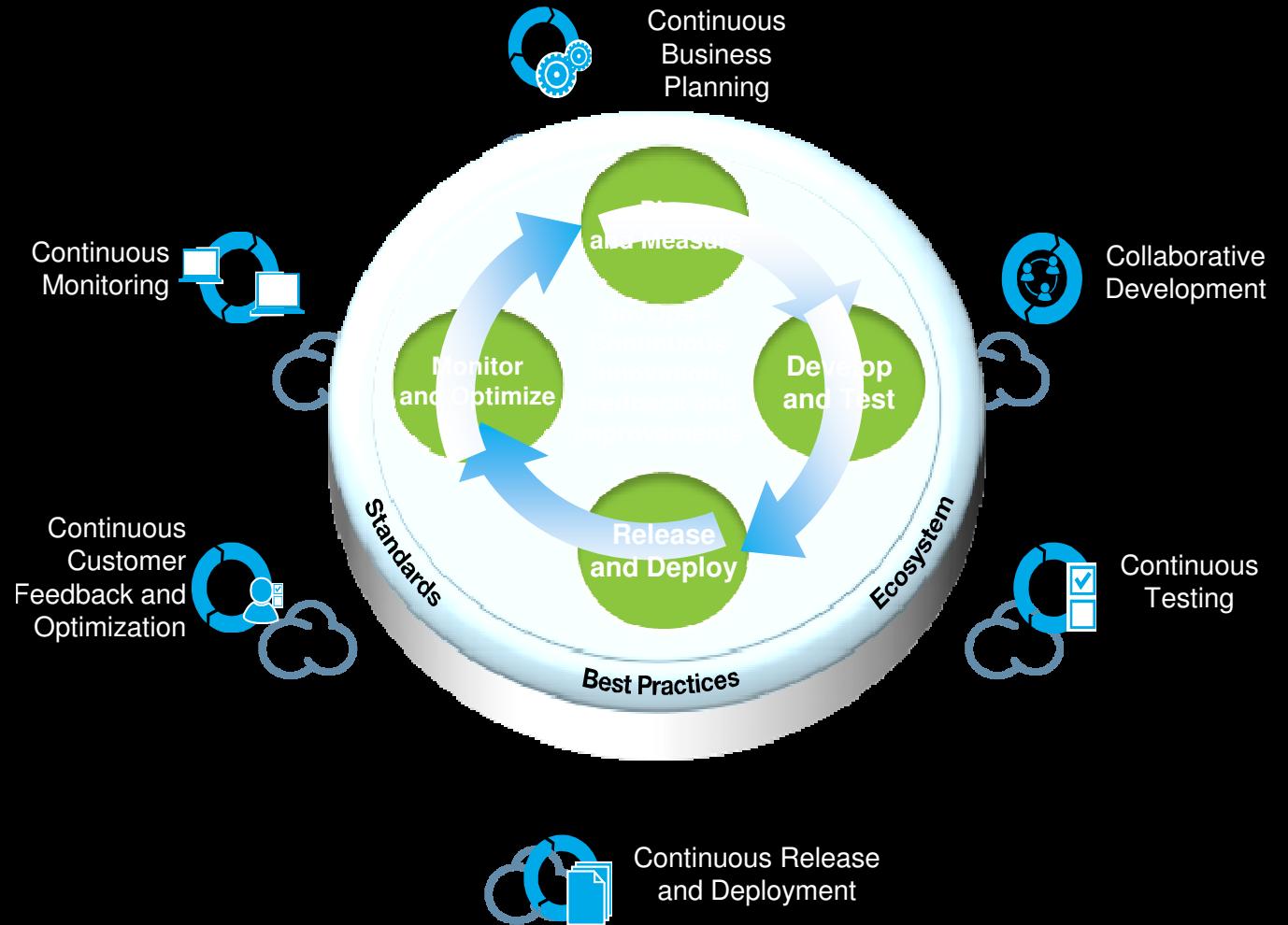


All **this innovation** is enabled by software delivered at speed
Delivering software becomes an enterprise competency

For the successful next generation applications the time to demonstrate value is decreasing while the ROI target is increasing



Rational continuous delivery



Continuous delivery with speed



Customization; higher costs; process competitive advantages

Standardization; lower costs; platform competitive advantages



...technology expands the 'art of the possible.'
"Cynics never do the impossible, achieve the improbable, take on the inadvisable.
Hope is the only path to extraordinary success.. "today's 'unimaginable' is tomorrow's 'conventional wisdom.'





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