



Accelerate delivery to optimize
business outcomes

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IBM Software

Innovate2012

The Premier Event for Software and Systems Innovation



CEOs believe technology-driven business models are key to innovation and growth

“The biggest risk we face is technological. If we fail to anticipate a huge technology step, we might go out of business.”

Industrial Products CEO

“Today’s connected economy is full of ambiguity, and the skills required to navigate that ambiguity are collaboration, creativity, and communication.”

Healthcare CEO



“To innovate, we need to take in insights across industries and knowledge from many different people.”

Electronics CEO

Value creation in every industry is driven by software
Software innovation is becoming synonymous with business innovation



Software-driven Mobile Banking

- Most widely used banking channel by 2020, if not sooner

New Surgical Robotic System

- Powered by 1.4 million lines of code
- 3-6 weeks mitral valve procedure recoveries compared to 3-6 months
- Less invasive, breastbone stays intact

The world we live in is complex for developers!

- Globalization
- Consumerization of technology
- Cloud, mobile, big data, social business
- Increasing complexity, systems of systems



Accelerate delivery or become irrelevant!

Accelerated delivery demands a quid pro quo

Engineering Practitioners

- Design, create, test
- Reuse knowledge, best practices
- Address uncertain things first
- Be adaptive to change

Embrace Measurement



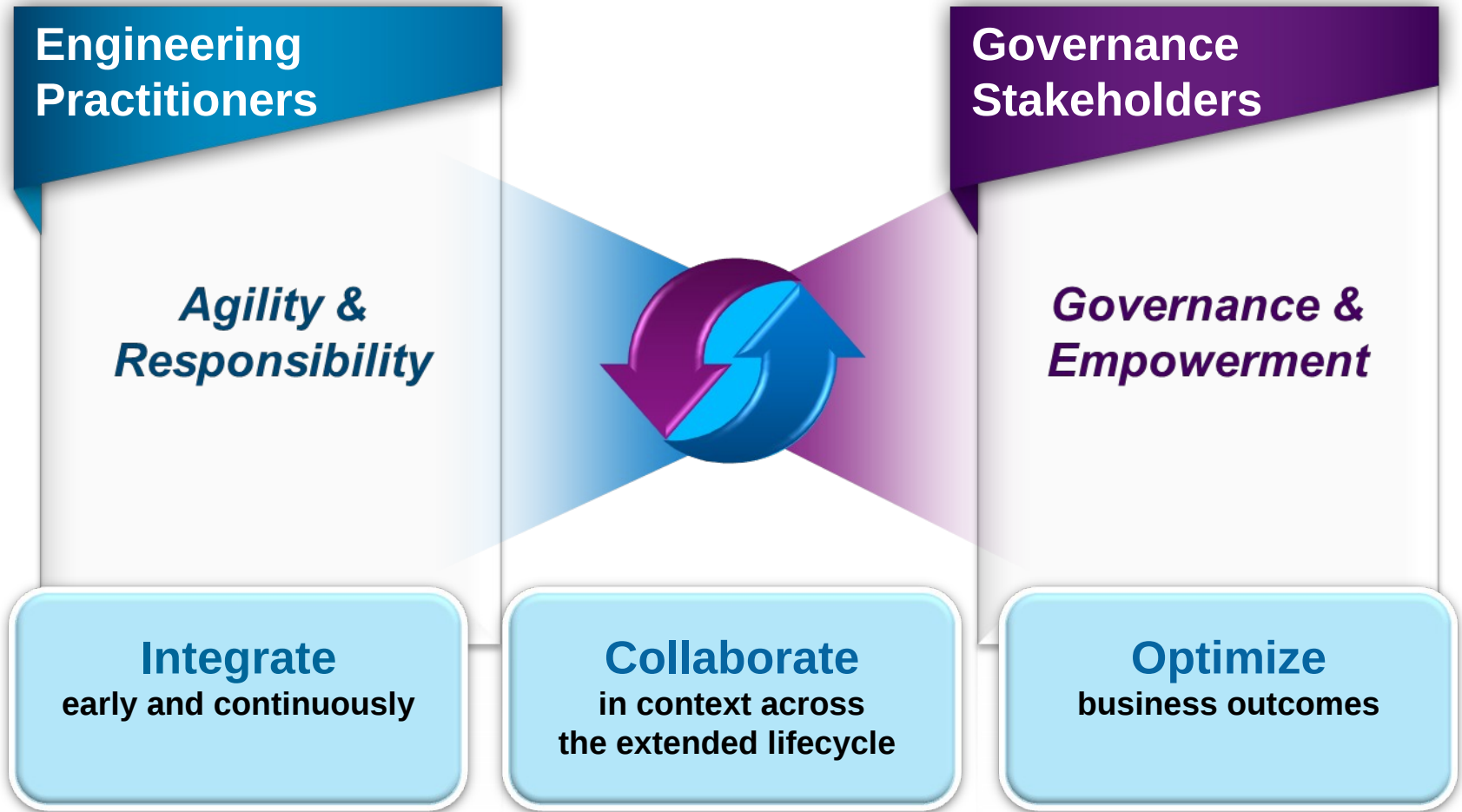
The Speed
Of Trust

Governance Stakeholders

- Achieve predictable outcomes
- Manage risk
- Ensure compliance
- Improve software economics
- Visibility and transparency

Enable Agility

Succeeding in the new development reality



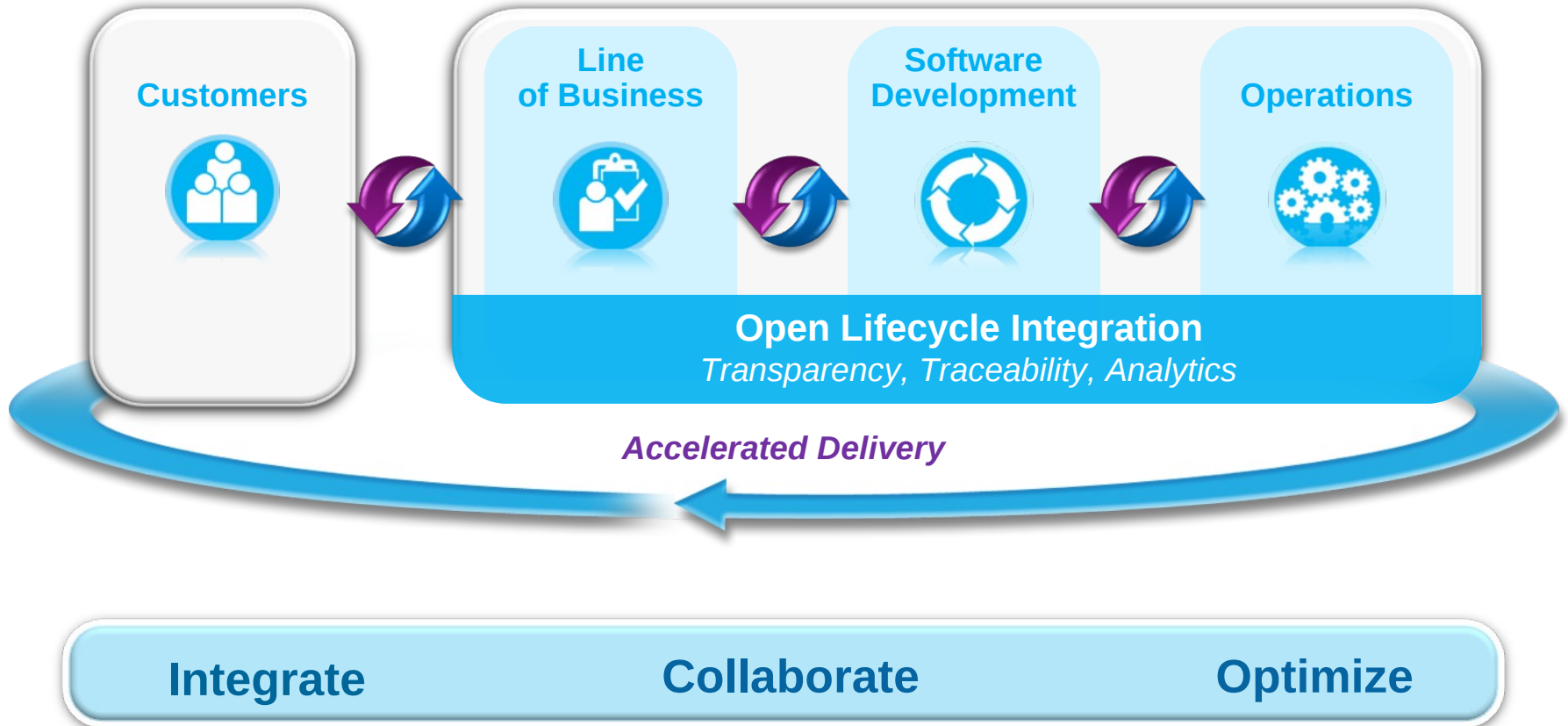
Inhibitors to accelerated delivery for IT organizations



INHIBITORS

- 1 Slow feedback between Customers *and* Line of Business
- 2 Ineffective iteration between Line of Business *and* Development
- 3 Inefficient linkage between Development *and* Operations

Accelerated delivery for IT organizations



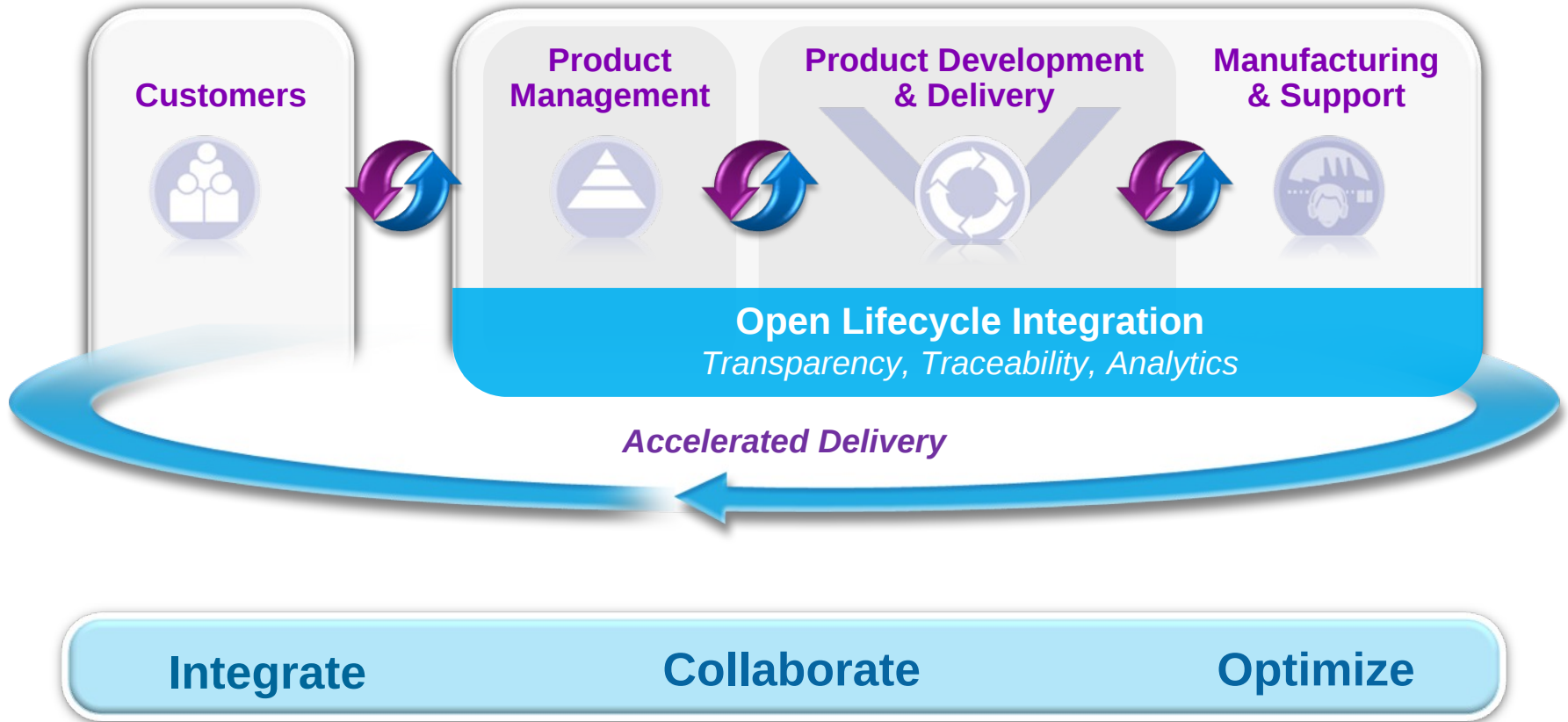
Inhibitors to accelerated delivery for product & systems organizations



INHIBITORS

- 1 Poor end-to-end customer requirements visibility
- 2 Diverse perspectives among engineering disciplines
- 3 Complex network of stakeholders and actors

Accelerated delivery for product and systems organizations





Brian Wells

*Vice President of Corporate Engineering
Raytheon*

Attaining accelerated delivery **NOW**

High impact client initiatives for IT organizations

- Elaborate user experience earlier in lifecycle
- Link requirements management to test
- Make integration, test and deployment continuous
- Scale agile to enterprise with governance and metrics

Attaining accelerated delivery *NOW*

High impact client initiatives for product and systems organizations

- Implement cross-discipline systems engineering
- Implement model-based systems engineering
- Integrate tools and data for lifecycle traceability

Avea cuts deployment time from four hours to ten minutes

The company eliminates separate, disparate tools by standardizing on IBM Rational software

The need:

Avea wanted to improve its time to market and increase software quality by implementing a standard set of integrated development tools for the entire organization.

The Solution:

Avea standardized on IBM® Rational® Requirements Composer and IBM Rational Team Concert™ software, helping eliminate the issues caused by separate, disparate development tools.

The Benefits:

- Decreased versioning and deployment problems by approximately 30 percent
- Reduced deployment time for middleware services from four hours to ten minutes
- Helped the company deliver higher quality software more quickly

“Rational products give us an end-to-end solution, because Rational has dedicated solutions for specific domains in the software development lifecycle.”

—Tansu Dasli, middleware development manager, Avea

Solution components:

- IBM® Rational® Requirements Composer
- IBM Rational Team Concert™



IBM client successes



30 – 35%

production
increase

*with no
additional staff*



77%

quality issue
reduction

*by leveraging
agile testing*



100%

on-time
deliveries

*with 25% increase
in team satisfaction*

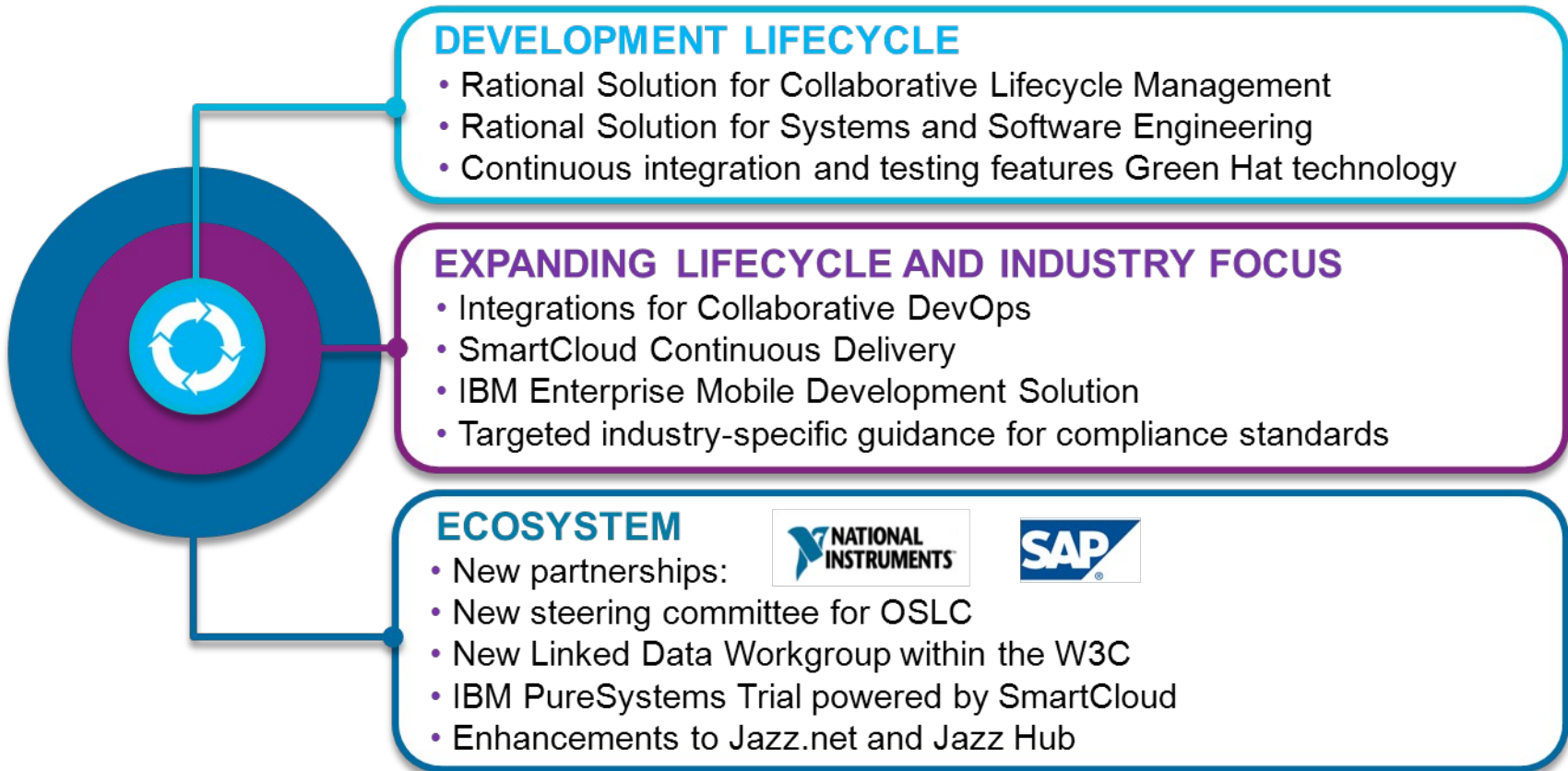


40%

reduced
time-to-market

*for signaling
systems products*

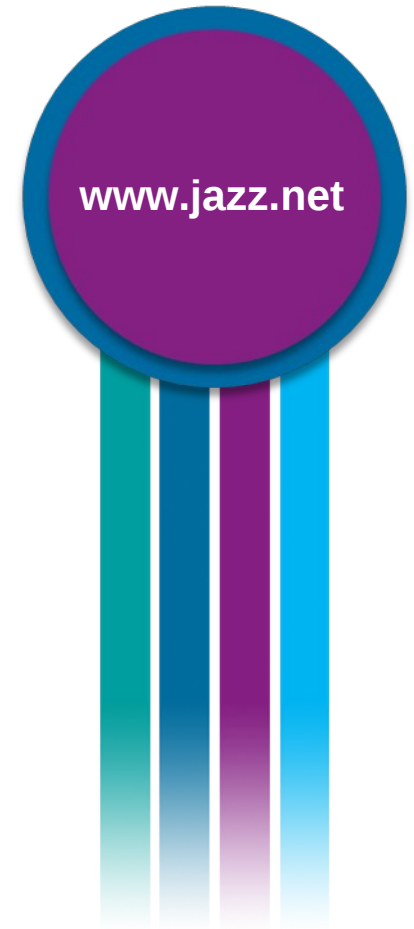
New capabilities from IBM to enable agility with governance



Community drives everything

Community directs our vision, development, and this conference

- Jazz.net – now more than 100K members
- developerWorks – more than 4M visitors per month
- OSLC - active and growing, now transforming through a new governance model and guided by a steering committee constructed by community members
- W3C – working group chartered on Linked Data, underpinnings of Internet style integration
- Over 500 IBM Rational authorized business and technology partners





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