

# CLM Services Offerings from IBM Rational Lab Services



## Our Mission

*IBM Rational Lab Services is a global organization of over 300 senior expert consultants and architects experienced in deploying Rational Solutions to improve your **Software & System Development and Delivery capabilities.***

*Our unique capabilities **Accelerate your Deployment** of IBM Rational technologies to maximize your ROI.*

*Our team has direct access to experts in our Development Labs across IBM in addition to our own Business partner ecosystem to deliver your Rational solution on any scale.*

- Our **1-2-3 services delivery approach** is based on our proven experience and industry best practices:
  - **1. Assess and Plan** - Tailored solutions to meet specific business needs
  - **2. Adopt** - Expertise to prove and accelerate adoption of business processes and development capabilities
  - **3. Rollout and Scale** - Efficient rollout of your proven solutions across the organization

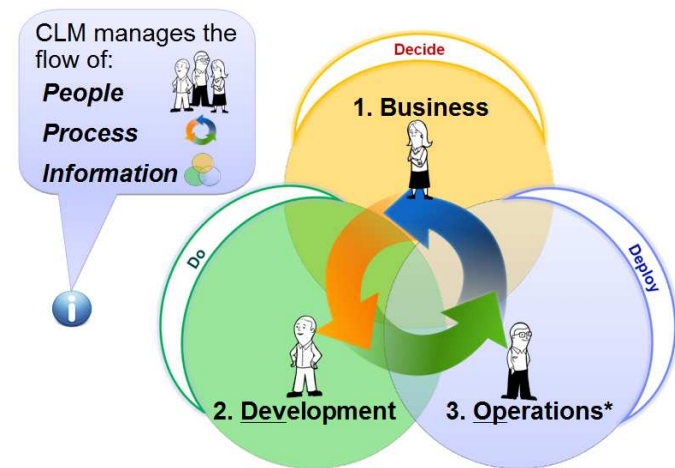


## Collaborative Lifecycle Management (CLM)

*Proven capabilities for accelerating software delivery; reducing the costs of inefficient, multiplatform software delivery.*

### Five Imperatives for Effective Collaborative Lifecycle Management to improve organizational productivity:

1. Maximize product value with **In-Context Collaboration**
2. Accelerate time to delivery with **Real-Time Planning**
3. Improve quality with **Lifecycle Traceability**
4. Achieve predictability with **Development Intelligence**
5. Reduce costs with **Continuous Improvement**



## CLM Services Offerings from Rational Lab Services

1

### ASSESS



#### Assessment and Planning (1-2 weeks\*)

- Understand your strategy, goals and constraints and provide recommendations
- Understand business drivers, current integration capabilities and pain points. Identify and prioritize candidate projects.

2

### ADOPT



#### Quick win Pilot (6-12 weeks\*)

- Prepare your core team
- Define your usage model
- Implement a set of capabilities by taking a project team through the full solution life cycle

3

### ROLLOUT AND SCALE



#### Consulting Services (3-6 months\*)

- Execute the enterprise deployment plan to implement the solution across the organization
- Typical activities include creating centers of excellence, project mentoring, and train-the-trainer workshops

### ONGOING MANAGEMENT AND SUPPORT



#### Accelerated Value Program (AVP)

- Transition to AVP for Proactive, Preventative and Personalized Services

### CLOUD DEPLOYMENT OPTIONS



#### CloudOne Managed Services

- Provides faster time to value and allows you to focus on your business while we maintain your environment

### MOBILE DEPLOYMENT OPTIONS



#### Agile Acceleration for Mobile Development Teams

- Adaption of our product suite and services offerings to enable you to collaborate across all tiers of your development organization, test mobile apps more completely and quickly, and build and deploy across numerous mobile platforms.

## CLM Assessment and Planning



The Assessment and Planning offering will aim to capture sufficient information to make specific recommendations and plans for implementation of your solution. IBM will collaborate with you to understand your current situation, goals and constraints.



- **Intended Audience:**
  - Key leadership from practice areas and stakeholder organizations
  - Key pilot team stakeholders
- **Value Proposition**
  - Confirm and critique business plans for software delivery initiatives with IBM's "expert testimony"
  - Benchmark your software capability improvement plans and targets with industry norms
  - Quantify your "as-is" performance and set "to-be" targets with incremental milestones of improvement
- **Activities**
  - Planning Workshop
  - CLM Assessment Workshop
  - Collaborative discussion on current status, future goals and adoption requirements
- **Deliverables**
  - Capability Improvement Recommendations
  - CLM architecture
  - Adoption Roadmap
- **Resources**
  - Typically 2 IBM Consultants

## CLM Quick Win Pilot



The Quick Win Pilot follows a prescriptive approach which will implement and prove out the optimum usage model for your organization. IBM will review best practices, provide expert advice, and mentoring to your core team based on worldwide industry and client experiences.



- **Intended Audience:**
  - Development organization and CIO
- **Value Proposition**
  - Scope out the right amount of change and initiate pilot projects with high impact
  - Quantify pilot project expectations, timeframes and uncertainties
  - Ensure that pilot project is a catalyst for longer-term measured improvements
- **Activities**
  - Mentor your core adoption team
  - Define Usage Model, Configure Solution, Migrate your existing data
  - Pilot the CLM solution with your core team
  - Measure outcomes and adjust solution to optimize value
- **Deliverables**
  - Initial implementation of CLM usage model
  - Enabled core team
  - Instantiated CLM environment
  - Repeatable process
- **Resources**
  - Typically 2 IBM Consultants

## CLM Consulting Services



Our IBM experts will collaborate with your team to understand your scaling needs. The rollout will drive incremental enterprise-wide deployment of the solution leading to enhanced productivity, better collaboration and increased product value.



- **Intended Audience:**
  - Your core team and Domain, Program and Project organizations
- **Value Proposition**
  - Accelerate time to value: Reduce project ramp-up times
  - Transform software practitioner duty cycles from 60/40 (productive work/overhead work) to 80/20
  - Transform to quantified economic governance with honest, transparent measurement and collaboration
  - Add expertise that improves the predictability of successful outcomes
- **Activities**
  - Customized adoption planning services supporting implementation of transformational, enterprise solution
  - Organization change leadership, mentoring, asset development and learning continuum
  - Establish distributed core team and social network
- **Deliverables**
  - Prescribed strategy for adoption, migration, on-boarding, measuring and learning
  - Repeatable Adoption Framework
  - Scaling Architecture Recommendations
- **Resources**
  - 2+\* IBM Consultants



## CLM Services Offerings from Rational Lab Services

*A comprehensive suite of capabilities for your CLM initiatives*

Helping you address your CLM challenges:

- **Assess and Plan** - Determine requirements, constraints, usage model and success criteria; define high level solution architecture; and plan for integration needs
- **Adopt** - Pilot, mentor, measure & adjust
- **Rollout and Scale** - Incrementally scale your solution across the organization





## IBM Software Accelerated Value Program



We provide personalized, proactive and preventative services for customers who are looking for more than standard support.

AVP offers a technical advisory service that assists clients to more efficiently accelerate from software purchase to software ROI

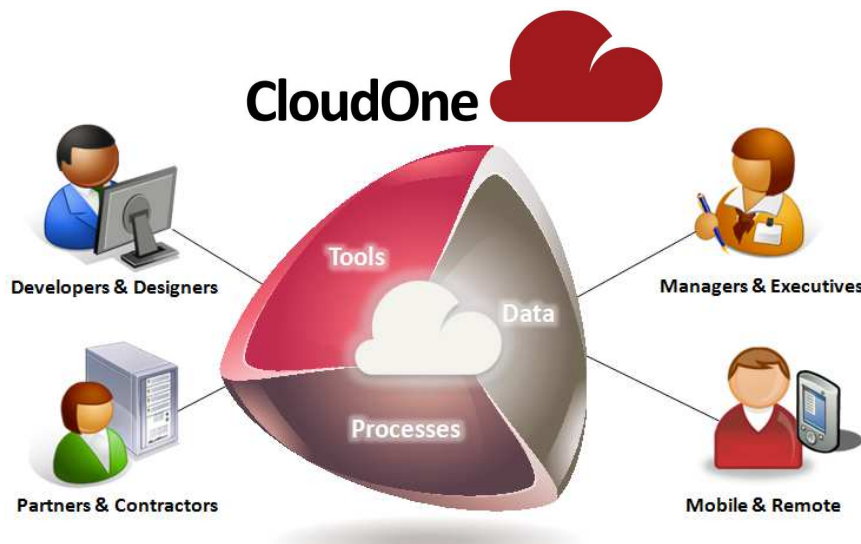
- **Intended Audience:**
  - Your core team
  
- **Value Proposition**
  - Personalized
    - Trusted Advisor, SPoC
    - Virtual Team Member
    - Continuity
  - Proactive
    - Filter Information
    - Advice through Product Lifecycle
    - Knowledge Transfer/Best Practices
  - Preventative
    - Early notifications of potential critical situations
    - Circumvent technical problems
    - Risk mitigation, fix advice and diagnostic coaching
  
- **Activities**
  - Customized coverage on product families
  - AVP Support Portal, Knowledge Sharing Calls
  
- **Resources**
  - % FTE of Trusted Advisor
  - Executive Sponsor

# CloudOne Managed Services



For customers interested in cloud hosting options, we provide managed services which provide faster time to value and allows you to focus on your business while we maintain your environment

- **Intended Audience:**
  - Your core team
- **Value Proposition**
  - We manage and serve up the tools as you use them
  - SaaS licenses month to month and hosting pay as you go. Peak concurrent usage
  - When you need more, we can supply them one license at a time *[through software-as-a-service licensing]*
  - Scales up (and down) real-time as your needs change.
  - We apply patches, perform upgrades, handle issues so that you can focus on building great software and products
  - Clouds are backed up, restorable and disaster resilient
- **Activities**
  - On-boarding call with CloudOne
  - Setup and Configuration of Virtual Private Cloud
- **Resources**
  - 1 CloudOne Consultant



## Agile Acceleration for Mobile Development Teams



We adapt our suite of product and service offerings to meet the special needs of mobile development teams. We enable you to collaborate across all tiers of your development organization, test mobile apps more completely and quickly, and build and deploy across numerous mobile platforms.



- **Intended Audience:**
  - Your mobile development teams and the backend services teams with which they interact
- **Value Proposition**
  - Deliver your mobile apps to your customers, sooner
  - Act more quickly on customer feedback
  - Deliver apps that more effectively meet customer needs
  - Reduce your development and test costs
  - Increase the alignment between the Line of Business and Development
- **Activities**
  - Identify the best opportunities for adding business value by improving mobile development team capabilities
  - Deliver product solutions to meet the needs of your mobile development teams in the CLM, Test, and/or Continuous Integration and Deployment spaces
  - Mentor your mobile development team members to effectively use the provided solutions
- **Deliverables**
  - Deliverables vary by the domain and the type of offering. Domains addressed include CLM for Mobile, Testing for Mobile, and Continuous Integration and Deployment for Mobile. Offering types include Assessment and Planning services, Quick Win Pilots, and comprehensive consulting engagements
- **Resources**
  - 2+\* IBM Consultants

## IBM Rational Lab Services Client Stories

| CLM



### *US Government Client used CLM to enable Agile Architecture Management and accelerate cross platform interoperability assessments*

<b>Need</b>	Govern and analyze integrations for their portfolio of capabilities and systems
<b>Solution</b>	Collaborative Lifecycle Management and Agile Practices
<b>Implementation</b>	Rational consultants deployed and configured the technical solution and mentored the client's core team and stakeholders in collaborative architecture management and agile practices. Within two months, the team was able to lead the mentoring of their government stakeholders. Following the initial success, the extended team independently managed all aspects of the solution for the program and extended its use to two additional government programs during the first year.
<b>Value</b>	<p><u>Accelerated</u> architecture modeling production <u>by 8-12 months</u> by leveraging high value automation for extracting key data from internal policies and standards - <u>saving over \$300K in resources.</u></p> <p><u>Improved efficiency</u> of architecture production, management and governance <u>by 30%</u> through an Agile process supported by Rational tools</p>
<b>Feedback</b>	<i>"Improved effectiveness of impact analysis on decision makers by 30% using lifecycle tracing and business intelligence reporting ..."</i>

## IBM Rational Lab Services Client Stories

| CLM



### *Healthcare Organization leveraging Collaborative Lifecycle Management to reduce rework*

<b>Need</b>	Reduce costs and increase efficiency and repeatability throughout the software delivery lifecycle
<b>Solution</b>	Customized solution which enables users in various roles and workloads to collaborate more easily. Intended to serve as a "blueprint" platform for future projects.
<b>Implementation</b>	Rational Lab Services helped client implement a suite of Rational tools. Simulation of GUI to conduct sub-GUI database and log checks. Middleware simulation to conduct message-based testing.
<b>Value</b>	<u>Reduces rework</u> by improving collaboration throughout the software delivery lifecycle. <u>Improves efficiency and consistency</u> , better demonstrating compliance. Helps <u>eliminate bottlenecks</u> and enables teams to stay focused on delivering greater value for customers.
<b>Feedback</b>	"...Reduced friction and increased focus on delivering value to customers in each delivery stream, reduce rework by improving end-to-end collaboration and planning consistency, and reduce our compliance efforts by automating key process tasks and deliverables."



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