

IBM Rational Software Development Conference 2008

WHERE TEAMS ARE **R-HEROES**



The Rational 2.0 Product Roadmap

Powered by Jazz - Highlighting Collaborative Application
Lifecycle Management

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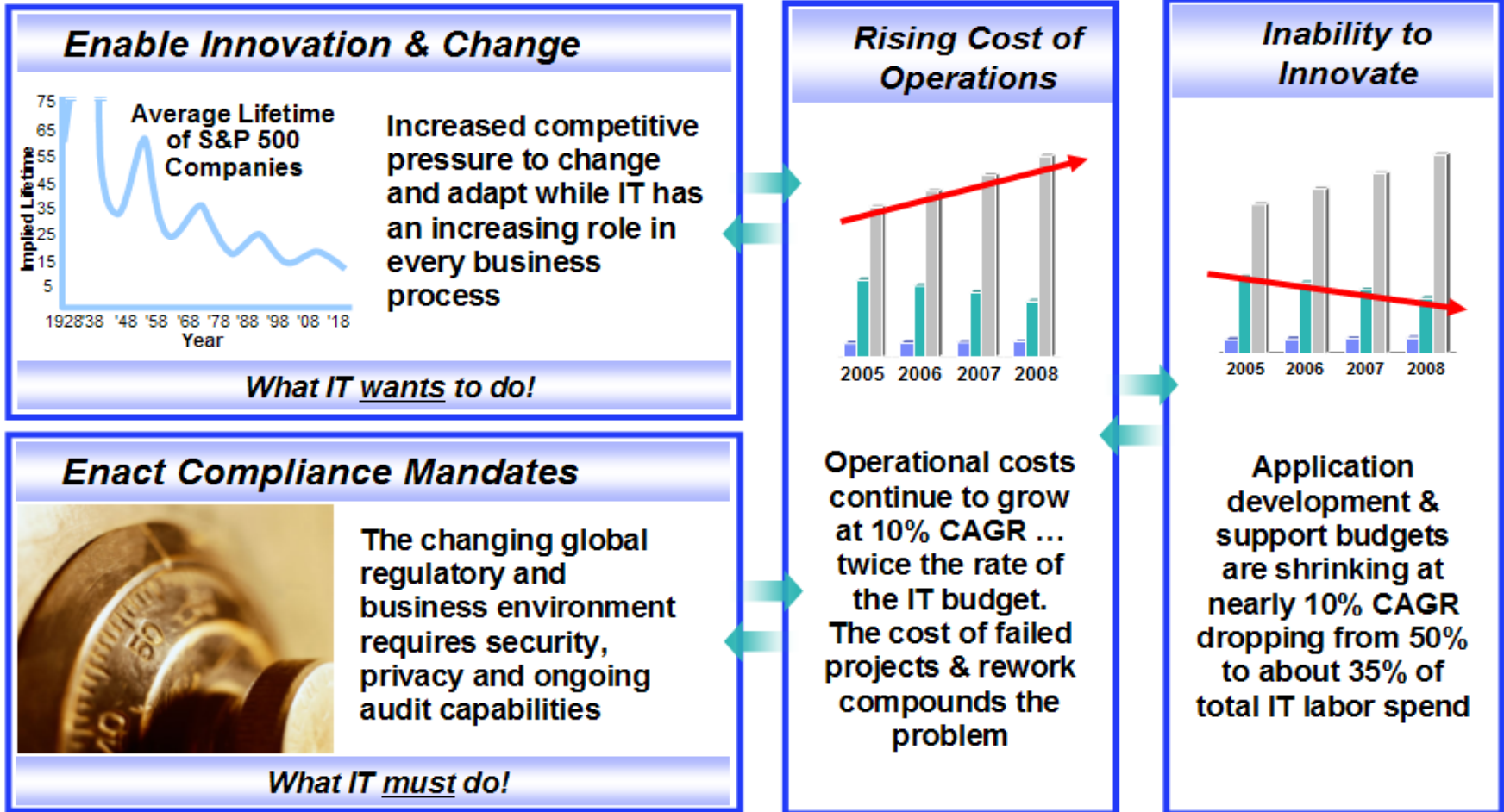
Agenda

- **Today's challenges in software delivery**
- **How the Rational solution can help overcome these challenges**
- **A technology review—what is 'under the hood' at Rational**

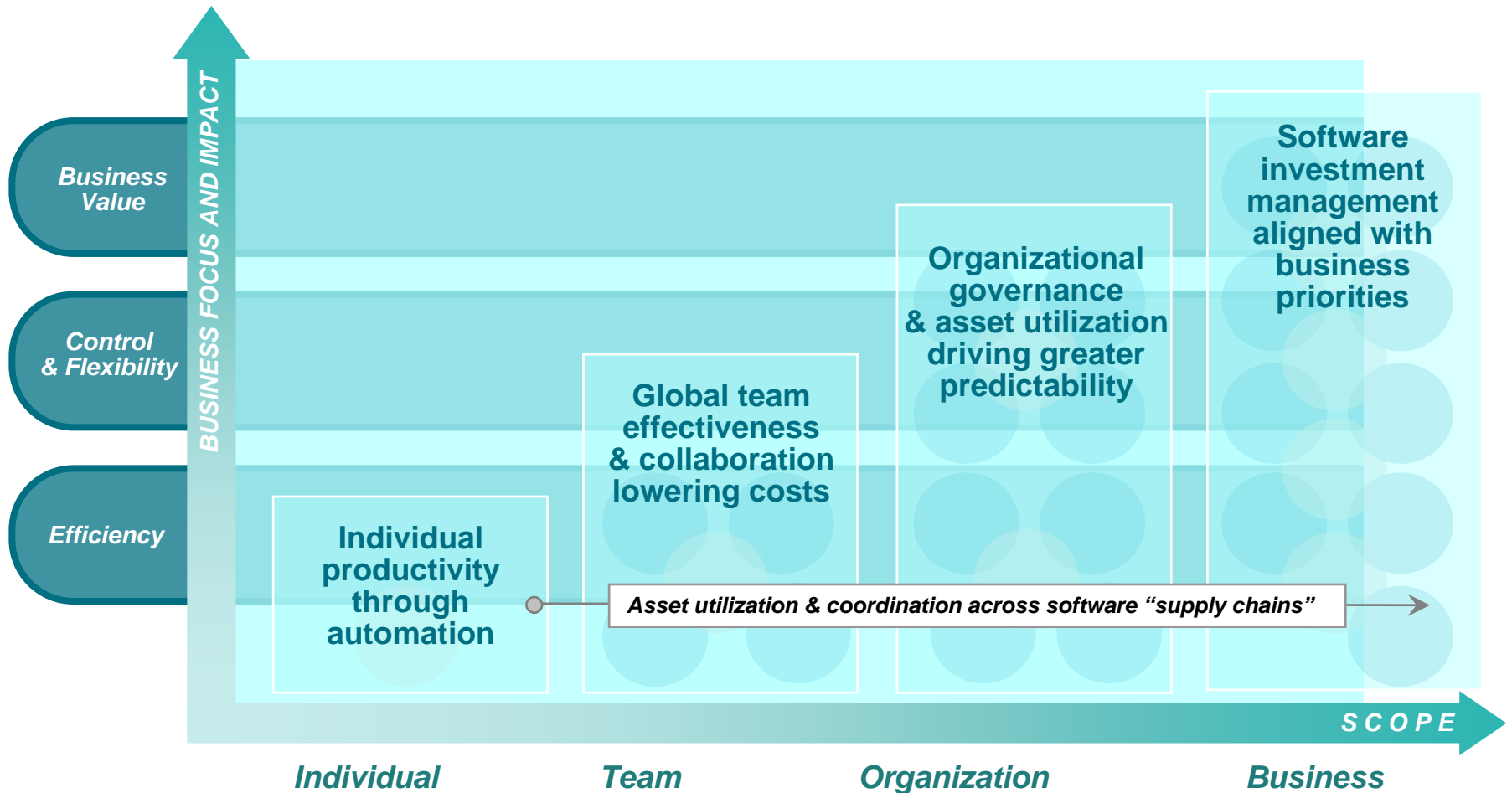


The business landscape facing IT & business leaders

The need to innovate with less



A maturing approach to managing effective software delivery



Measuring the real value of delivering software

Software delivery failure impacts the bottom line

Some real examples from the industry:

- Problems with ERP system
 - ▶ **\$160 Million** loss, 2004
- Cost of data breach soars
 - ▶ **\$256 Million** cost, 2007

Software related downtimes cost the industry nearly **\$300 Billion** annually

“The data breach at a major retailer will cost the company \$100 per lost record, according to database security...”
- **InformationWeek, May 2007**

- Non-compatible software used at different company factories
 - ▶ **\$6.1 Billion** profit hit over the next four years, 2006

Only 34% of software projects are deemed successful

The defining challenges in effective software delivery



*“Only **37%** are satisfied with the speed of software development”*



*“Only **42%** of users are satisfied with quality”*



*“**50%** of outsourced projects are expected to under perform”*

Silos of people, process, and projects

Geographic Barriers

- Poor communication
- Language, culture, time
- Process gaps resulting in rework
- High degree of friction

Organizational Barriers

- Lack of meaningful collaboration
- Weak project governance
- Lack of domain expertise
- Poor LOB oversight
- Security of IP when outsourcing

Infrastructure Barriers

- Incompatible tools / repositories
- Unreliable access artifacts
- Lengthy on-boarding
- Inflexible tooling integration



Envisioning a platform that can transform software delivery

An open technology initiative to transform how people work together to deliver greater value and performance from their software investments



- Robust, extensible and scaleable
- Globally distributed, fluid and dynamic
- Community-based and open at Jazz.net

Collaborate in Context

- Enable team transparency of “who, what, when, why”
- Build team cohesion and presence
- Automate hand-offs – so nothing falls through the cracks



Right-size Governance

- Automate team workflow improving productivity
- Automate data collection eliminating administrative overhead
- Real time reporting and alerts reduces project risk



Day One Productivity

- Dynamic provisioning of projects and teams
- Real-time iteration planning and workload balancing
- Unify teams with tools choice

Real-time integration of people, process and projects across the lifecycle



Customers speak: What's needed to break through

CIO



*"We want to allow anyone working on the project **from the business or sponsors from the board to be able to see exactly where our project is.**"*

Project
Manager



*"Something that gives **both the top down view and the low level view** and links back to configuration, bug tracking, cost tracking."*

Development
Lead



*"Something that **automates my development process** with short iteration cycles so we're able to **quickly fulfill business requests.**"*

Tester



*"Something that **doesn't get in the way** and doesn't add **overhead.**"*

Development
Manager



*"I need to **manage distributed teams across three continents**—and **onboard** new team members and projects **in a day instead of a month.**"*

*"What's needed is a **collaborative application lifecycle management** approach that gets **business and technology to work as a team.**"*

Customers speak: What's needed to break through

CIO



Frictionless governance driving business value

**Project
Manager**



Efficiency through transparency

**Development
Lead**



Process enactment and best practices

Tester



Enhanced productivity through automation

**Development
Manager**



Team collaboration enabling global development and delivery



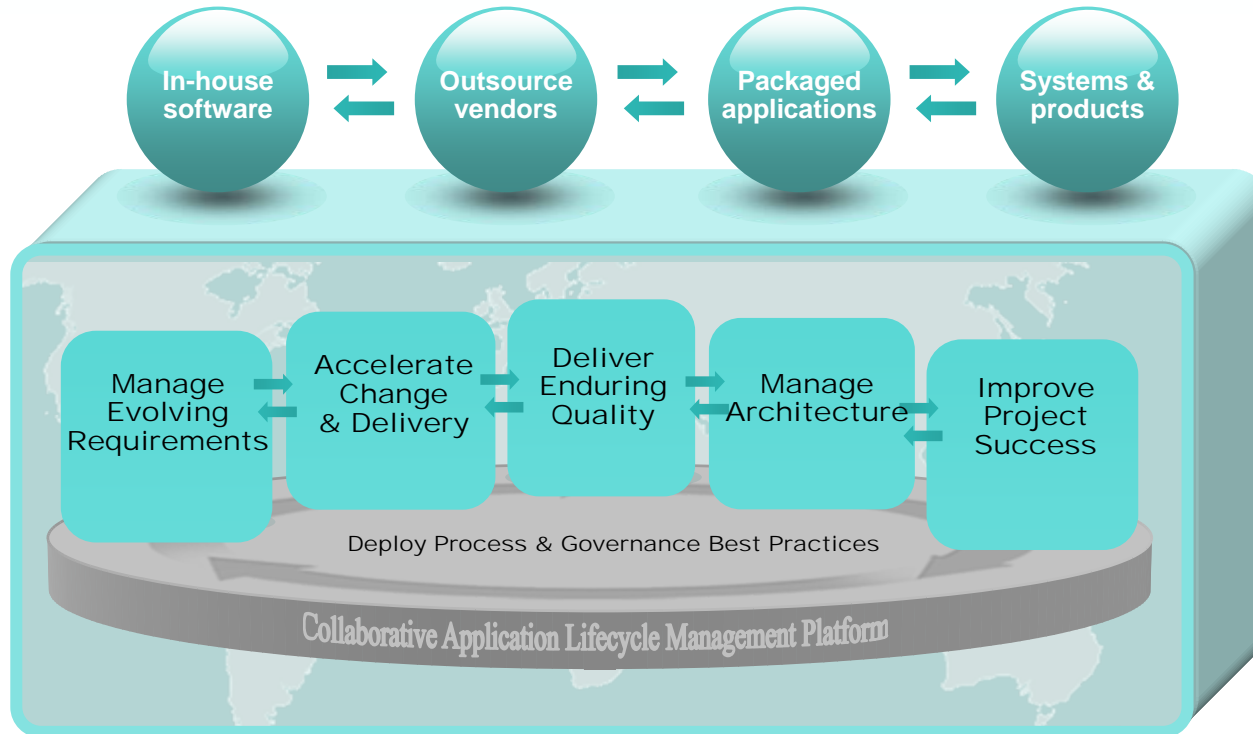
*“What’s needed is a **collaborative application lifecycle management** approach that gets business and technology to work as a team.”*



IBM Rational Software Delivery Platform

Rational. software

Solutions to help customers achieve greater value and performance from their investments in delivering software



- Enterprise Modernization and Transformation
- Organizational Governance
- Skill Development and Community
- Implementation Services

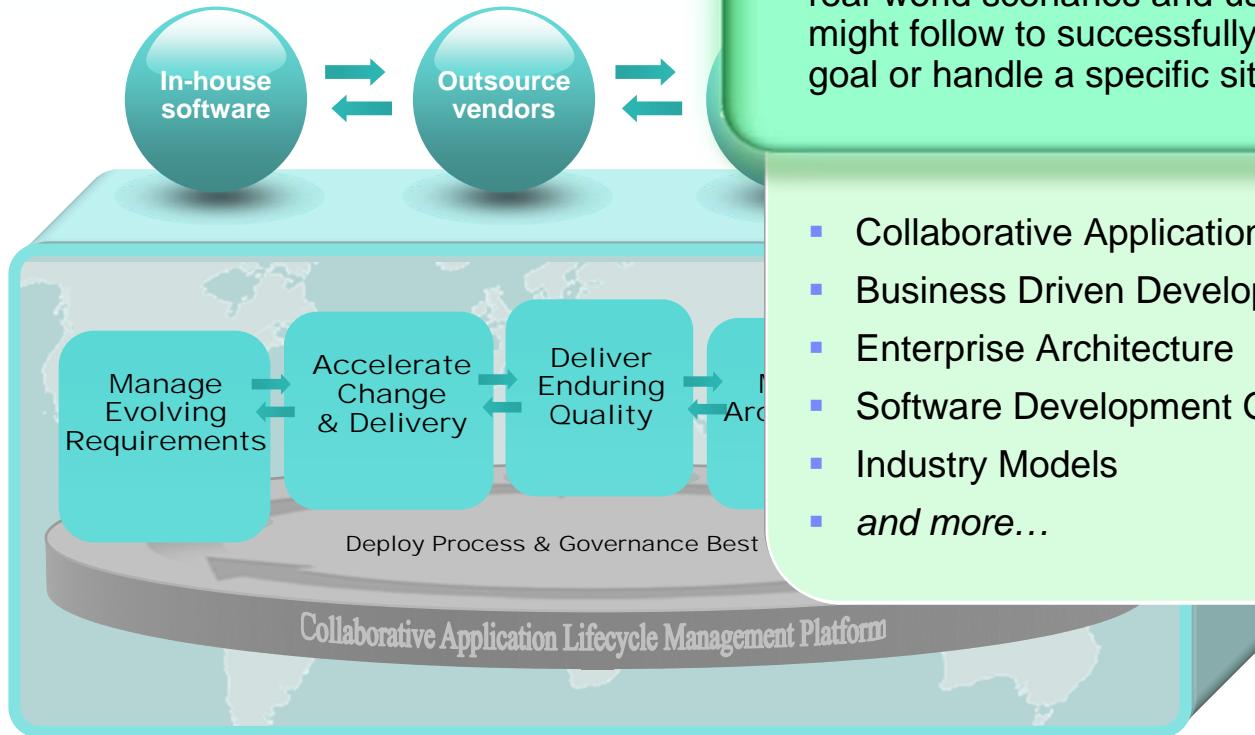
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IBM Rational Software Delivery Platform

Rational. software

*Solution
performance*



Rational uses *Green Threads* to help improve integration with IBM tools across the lifecycle

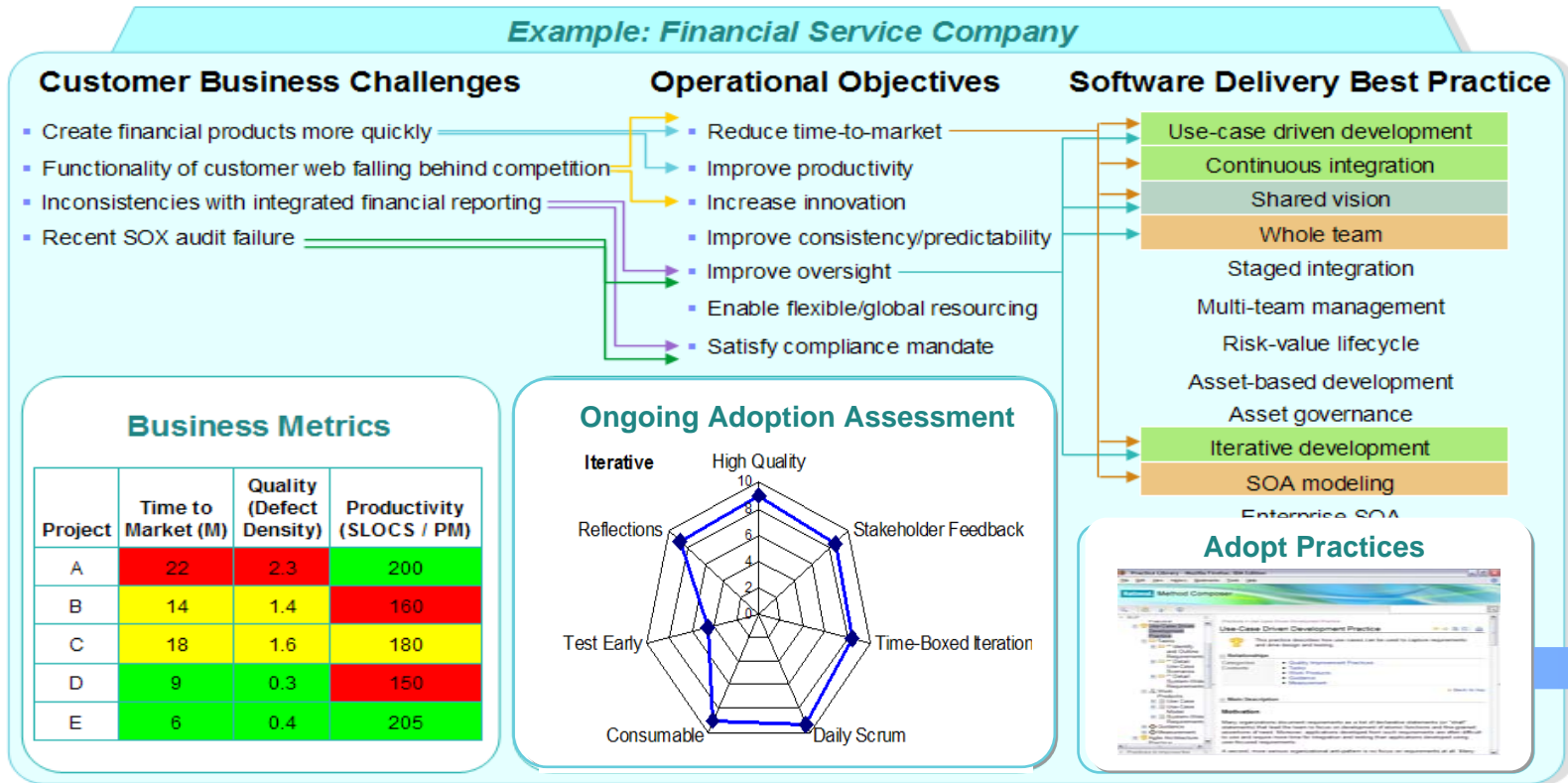
Green Threads are end-to-end workflows based on real-world scenarios and usage that an organization might follow to successfully accomplish a particular goal or handle a specific situation or event.

- Collaborative Application Lifecycle Management
- Business Driven Development
- Enterprise Architecture
- Software Development Governance
- Industry Models
- *and more...*



Mapping business value to software delivery best practices

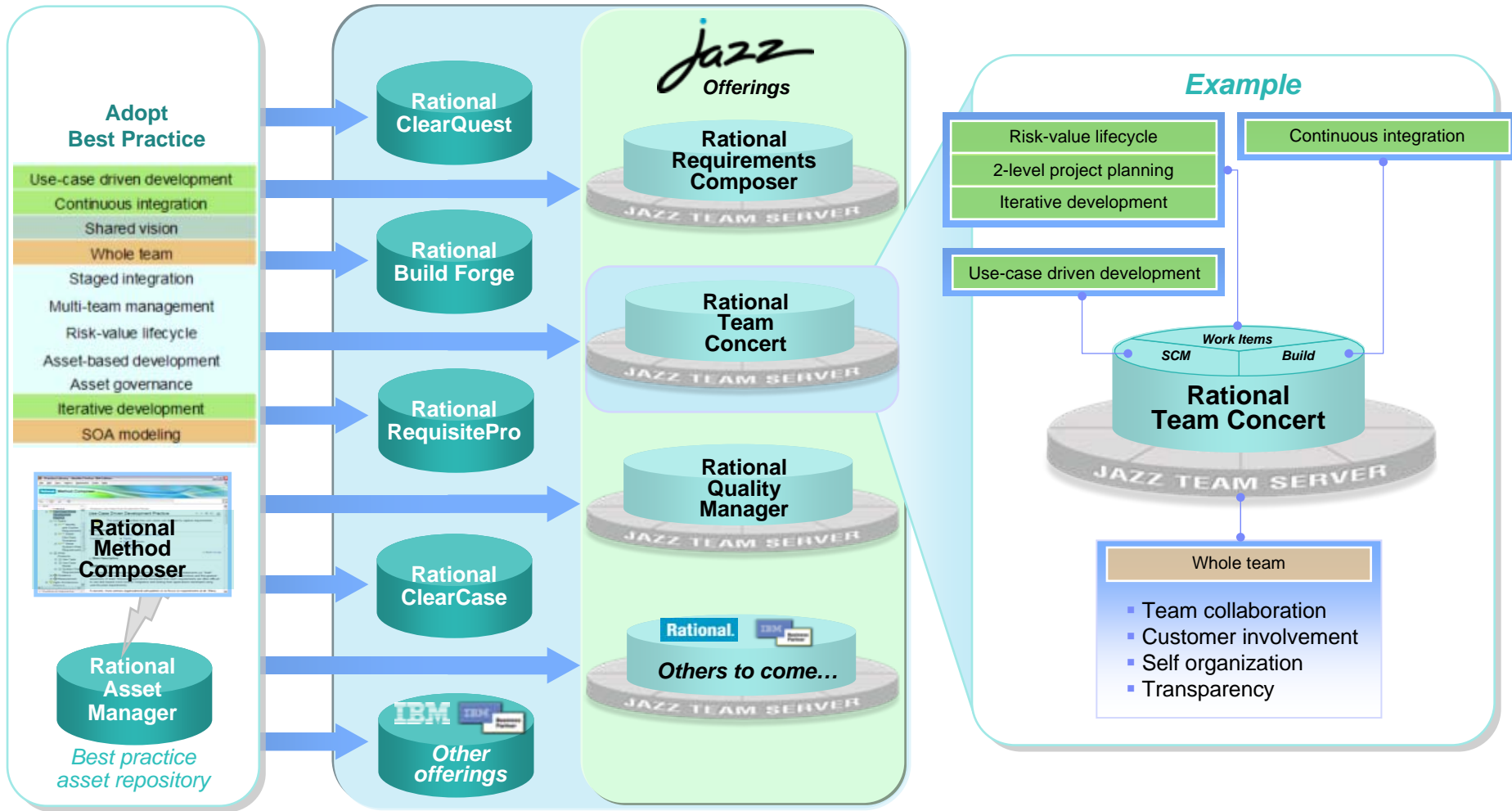
Based on over a decade of IBM Rational implementation experience



- **Rational Measured Capability Framework** a systematic approach to best practice adoption
- **Rational Health Assessment** to benchmark against proven improvement roadmaps
- **Rational Self Checks** to provide ongoing self assessment

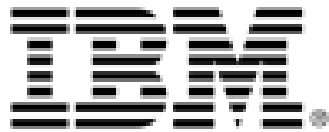


Best practices provide customizable usage models for the Rational Software Delivery Platform



Rational and Telelogic customer value equation

Transforming technical systems development for unique value



**Primary strength:
IT Development**

- Leading products
- Vertical industry penetration
- Investment power
- Global leadership in Research and Development
- Organizational transformation expertise
- Geographical reach and organizational access



An IBM Company

**Primary strength:
Systems Development**

- Leading products
 - ▶ Requirements Management
 - ▶ Enterprise Architecture
 - ▶ Systems and embedded software tools
- Industry specific solutions including
 - ▶ Aerospace and Defense
 - ▶ Automotive
 - ▶ Telecomm



Announcement summary

An array of new offerings transforming how people work together to achieve greater value and performance from globally distributed investments in software

- Enable real-time, contextual collaboration and visibility across integrated business, software and outsourced project teams
- Deliver higher quality applications and continuously lower risk by proactively adapting to evolving business and quality objectives
- Improve insight into business outcomes by automating, deploying, adapting and measuring proven best practices



TEAM
PRODUCTIVITY

ENDURING
QUALITY



ORGANIZATIONAL
EFFECTIVENESS



Made possible by the open, community-driven innovation of the Jazz Technology Platform

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Translating words to actions

Collaborate in Context

Collaboration

- Fewer meetings and status reports
- Reduction in late scrap and rework
- Reduced attrition of skills and greater leveraging top technical / business talent

Right-size Governance

Clarity

- Easier to stay compliant with standards
- Earlier detection and accelerated resolution of defects
- Improved predictability of projects

Day One Productivity

Continuity

- Project initiation in days not weeks
- Reduction in time to first demonstration
- Improved cycle times through automated patterns, services and architectures

Open and Extensible Architecture

Community

- Viral, but Controlled Development
- Expanded Community
- Selectable integration characteristics

Enhanced enterprise-class change & release management

Achieving new levels of enterprise integration, scalability, security, performance and usability

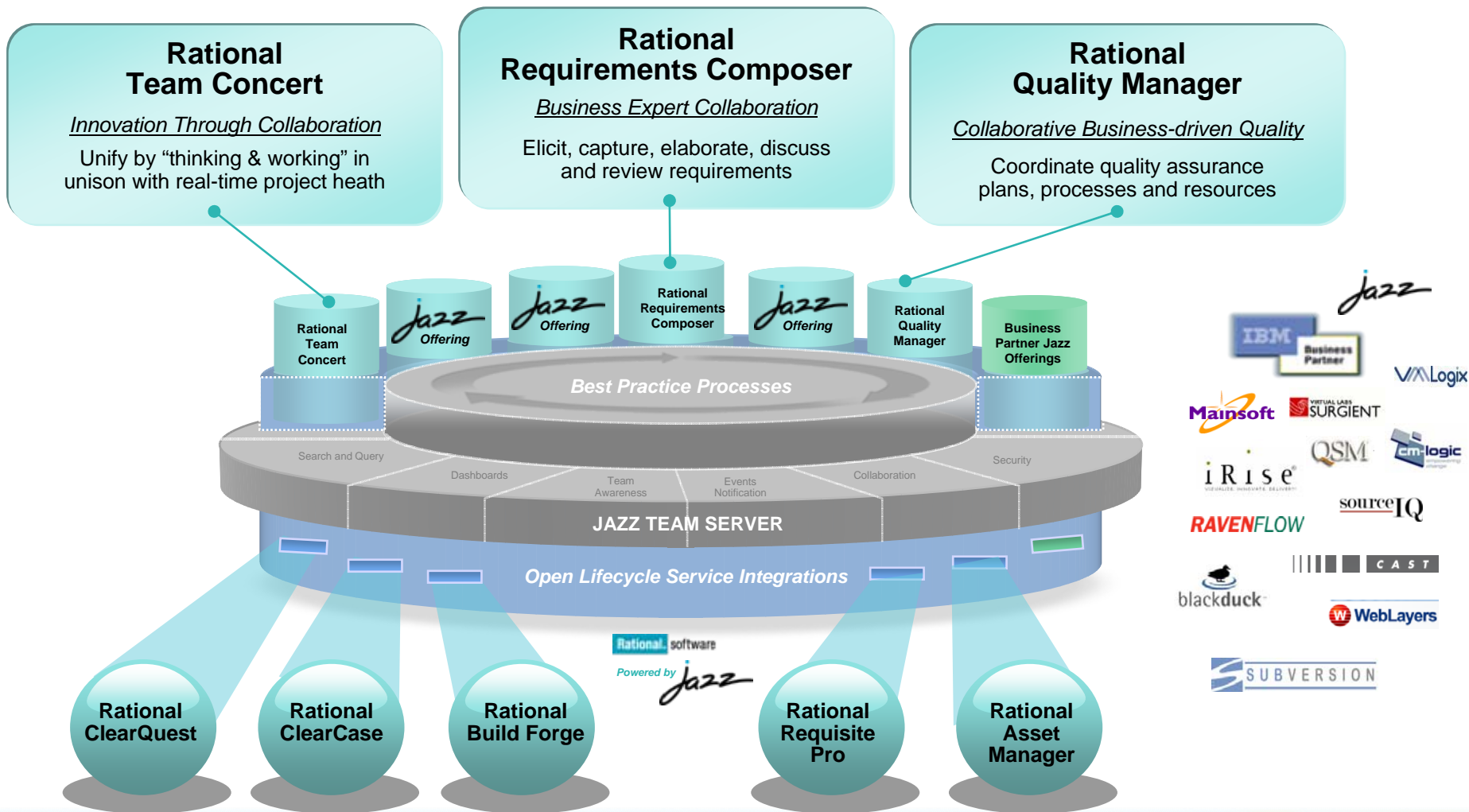


	Rational ClearQuest New! Enhancements	Rational ClearCase New! Enhancements
Collaborate in Context	<ul style="list-style-type: none"> Work item synch with Team Concert (Jazz) New browser based client built on web 2.0 	<ul style="list-style-type: none"> Seamless shared project views and filters Deploy faster with iteration planning with Team Concert (Jazz)
Right-size Governance	<ul style="list-style-type: none"> Ensure compliance with fine grained security and access control lists Support remote teams with enterprise reports 	<ul style="list-style-type: none"> 24/7 Global monitoring & server uptime view React sooner with customizable event settings
Day One Productivity	<ul style="list-style-type: none"> Out-of-the-box ALM Schema – jump start complete lifecycle support 	<ul style="list-style-type: none"> Agile process support High scalability – Handle 500 users



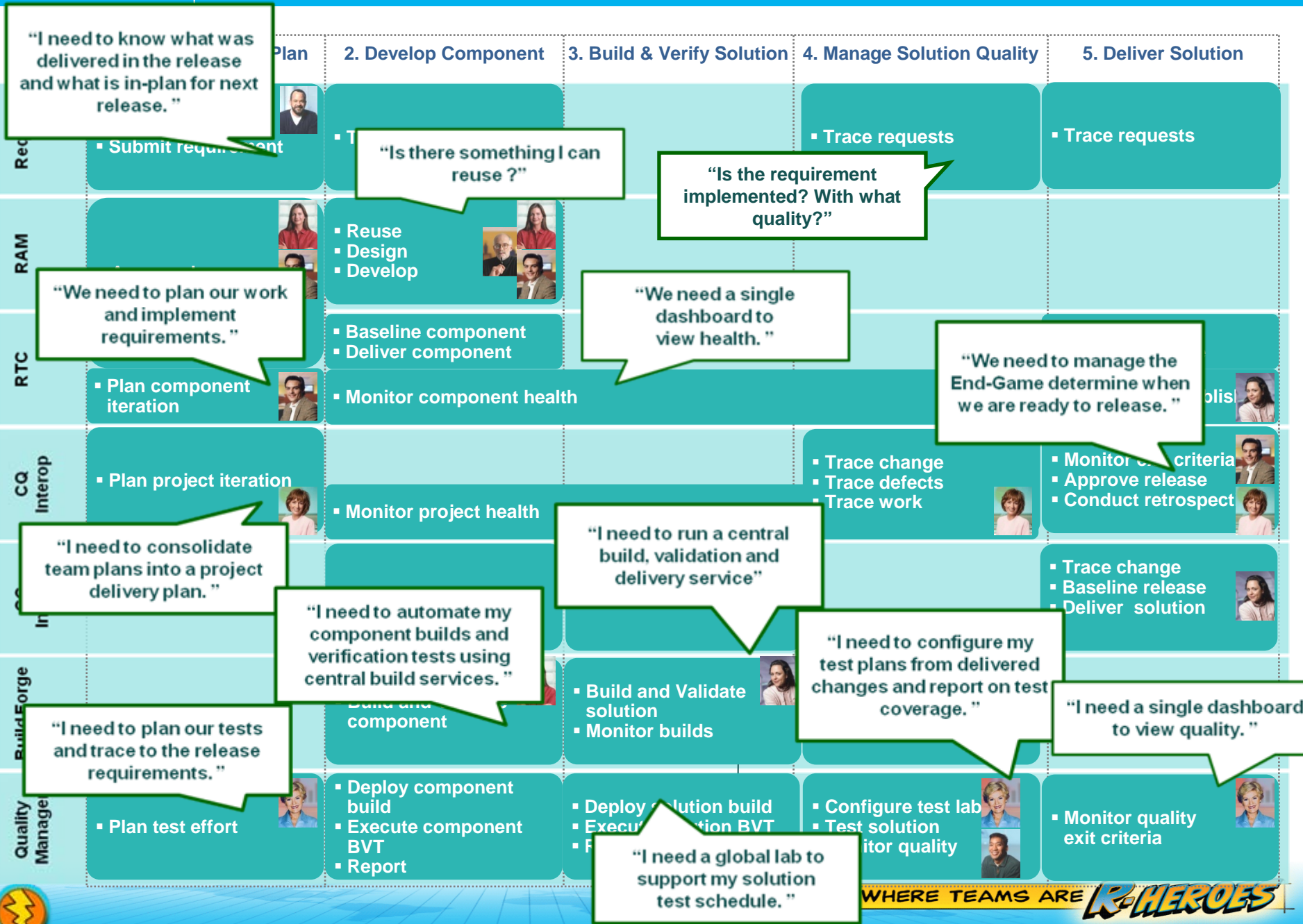
And there is more in 2008!

Phase 2 – Expanding Collaborative Application Lifecycle Management



Extend team collaboration to a broad range of software professionals





"I need to know what was delivered in the release and what is in-plan for next release."

"Is there something I can reuse?"

"Is the requirement implemented? With what quality?"

"We need to plan our work and implement requirements."

"We need a single dashboard to view health."

"We need to manage the End-Game determine when we are ready to release."

"I need to consolidate team plans into a project delivery plan."

"I need to run a central build, validation and delivery service"

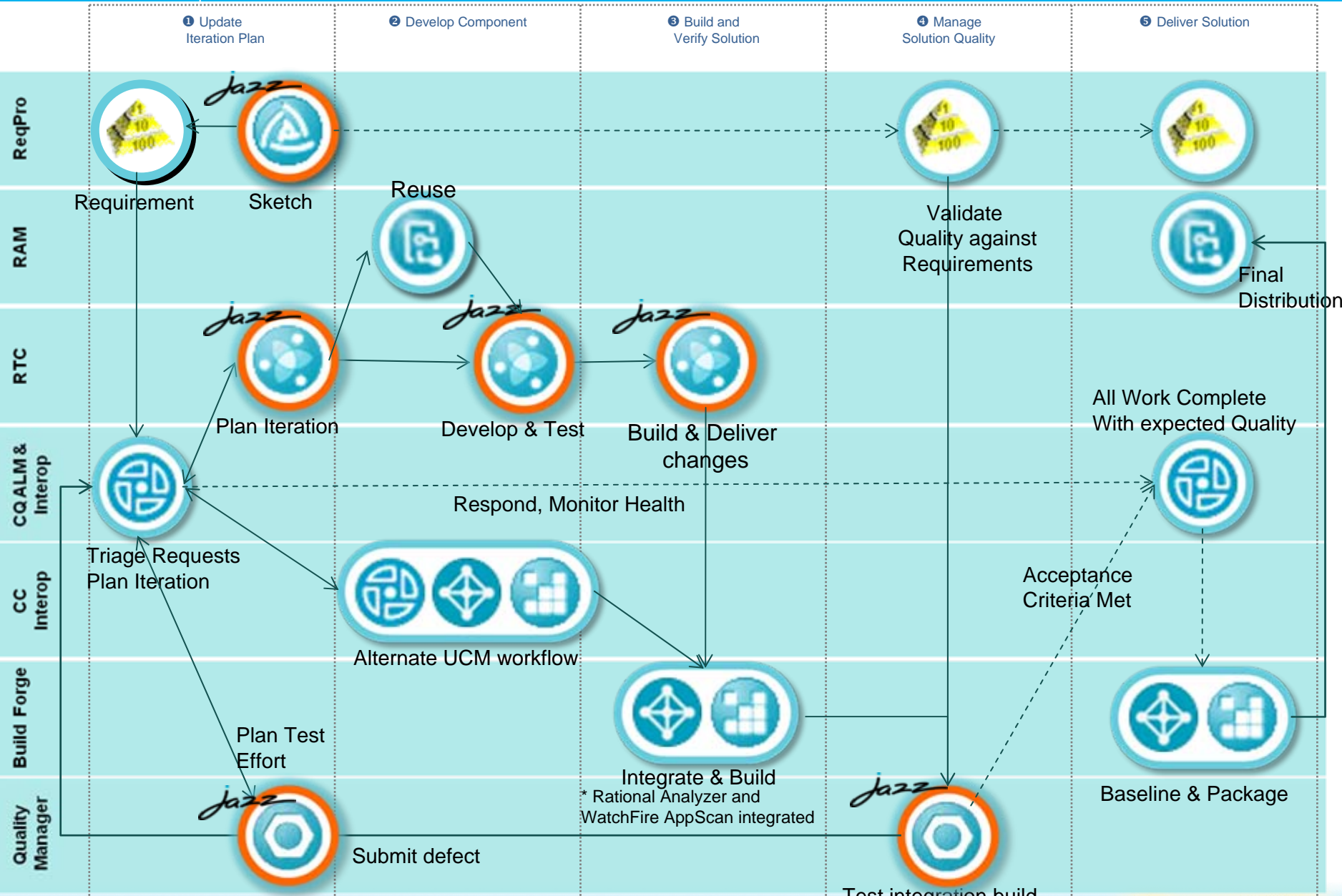
"I need to automate my component builds and verification tests using central build services."

"I need to configure my test plans from delivered changes and report on test coverage."

"I need to plan our tests and trace to the release requirements."

"I need a single dashboard to view quality."

"I need a global lab to support my solution test schedule."



All Work Complete With expected Quality

Acceptance Criteria Met

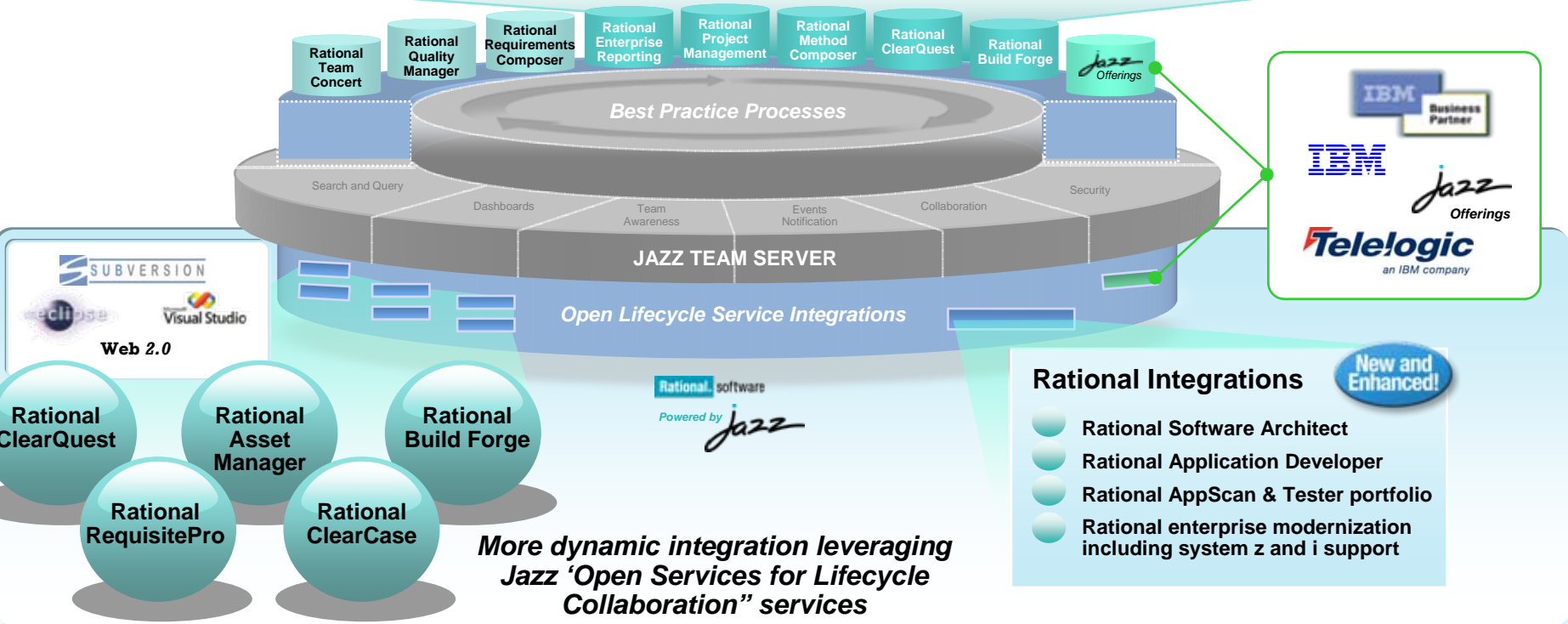
Test integration build



The road ahead

Phase 3 – Jazz offerings beyond 2008

<p>New!</p> <p>Rational Enterprise Reporting</p> <p>Gain insight based on real-time and historical trend information</p>	<p>New!</p> <p>Rational Project Management</p> <p>Manage global projects and resources</p>	<p>New and Enhanced!</p> <p>Rational Method Composer</p> <p>Dynamic process, enactment and management</p>	<p>New and Enhanced!</p> <p>Rational ClearQuest, Build Forge & RequisitePro</p> <p>Native Jazz Implementations</p>	<p>New and Enhanced!</p> <p>Rational ClearCase</p> <p>Native for UCM users</p>
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Industry change and challenges

Collaboration

Business Value

Work / Create / Innovate / Learn



Commerce



Play

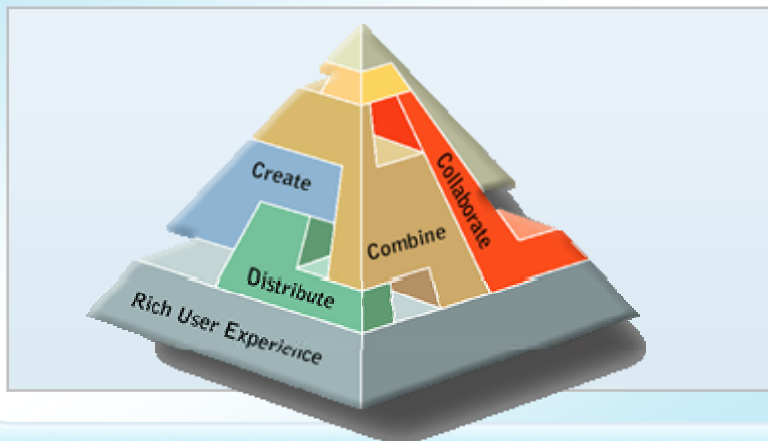


Socialize



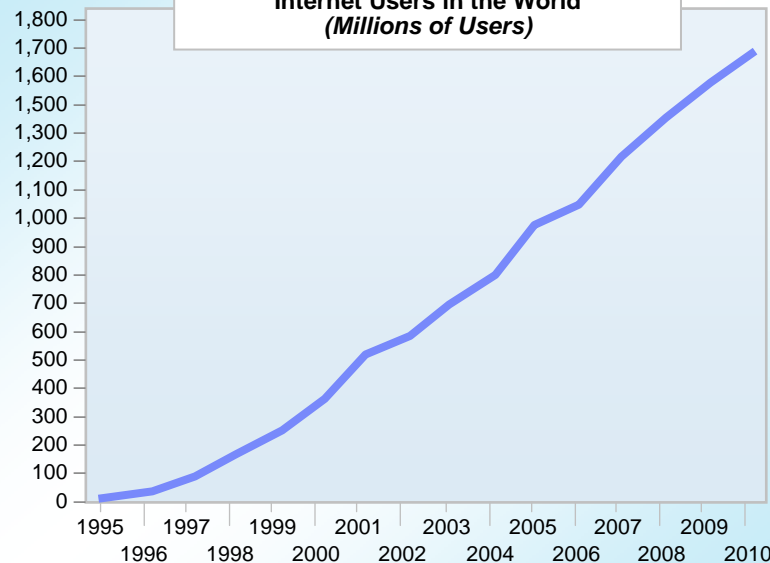
Social Value

Web 2.0



Internet Explosion

Internet Users in the World
(Millions of Users)



Source: www.internetworldstats.com - January, 2008
Copyright © 2008, Miniwatts Marketing Group



Using the Internet for Rational tools

- Amazingly scalable
- Integrates information on a massive scale
- Infinitely extensible
- Collaboration on unprecedented scale
- World-wide information visibility



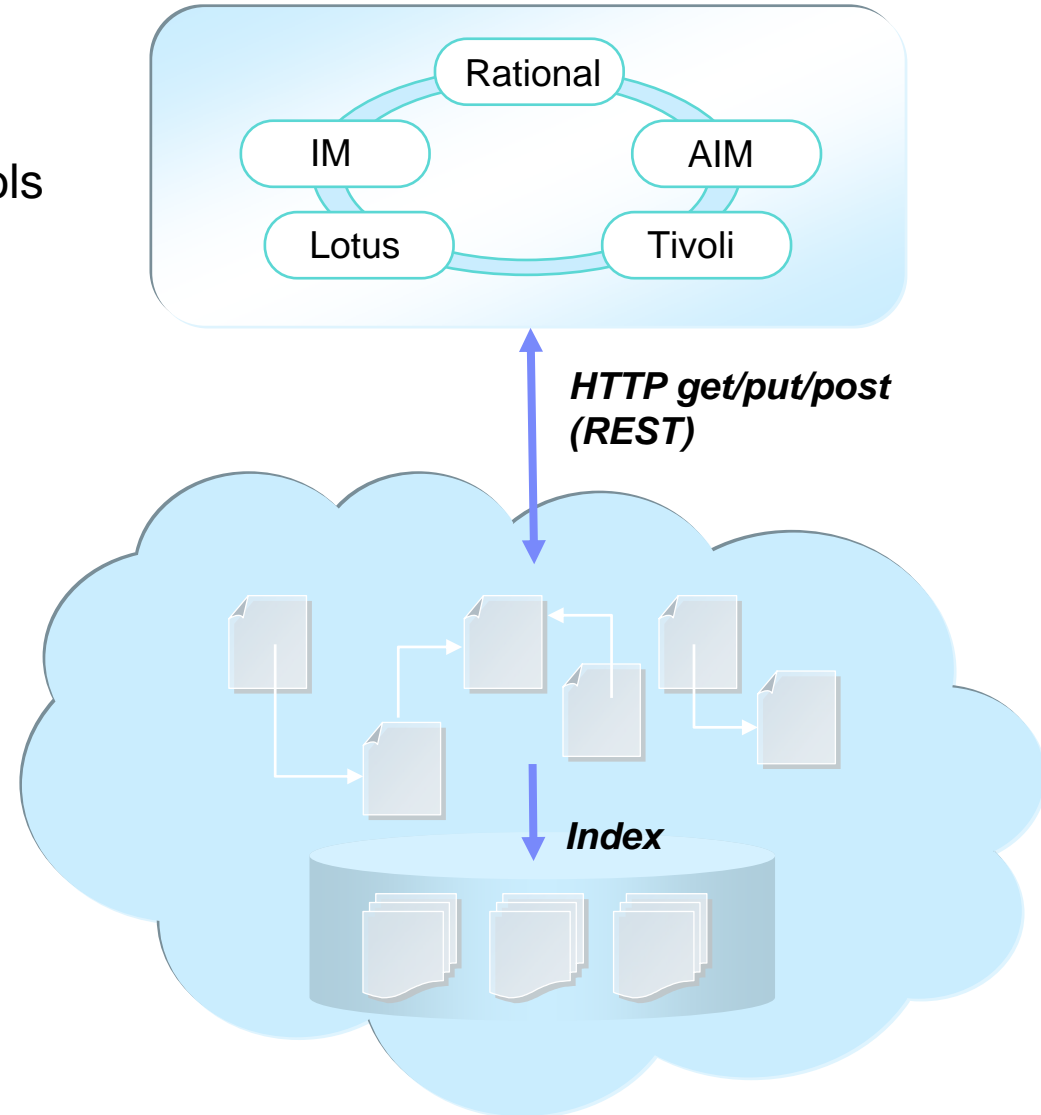
***Suppose we expose
all the data on the Internet?***

***The internet is creating the challenges –
maybe the Internet can solve them too!***



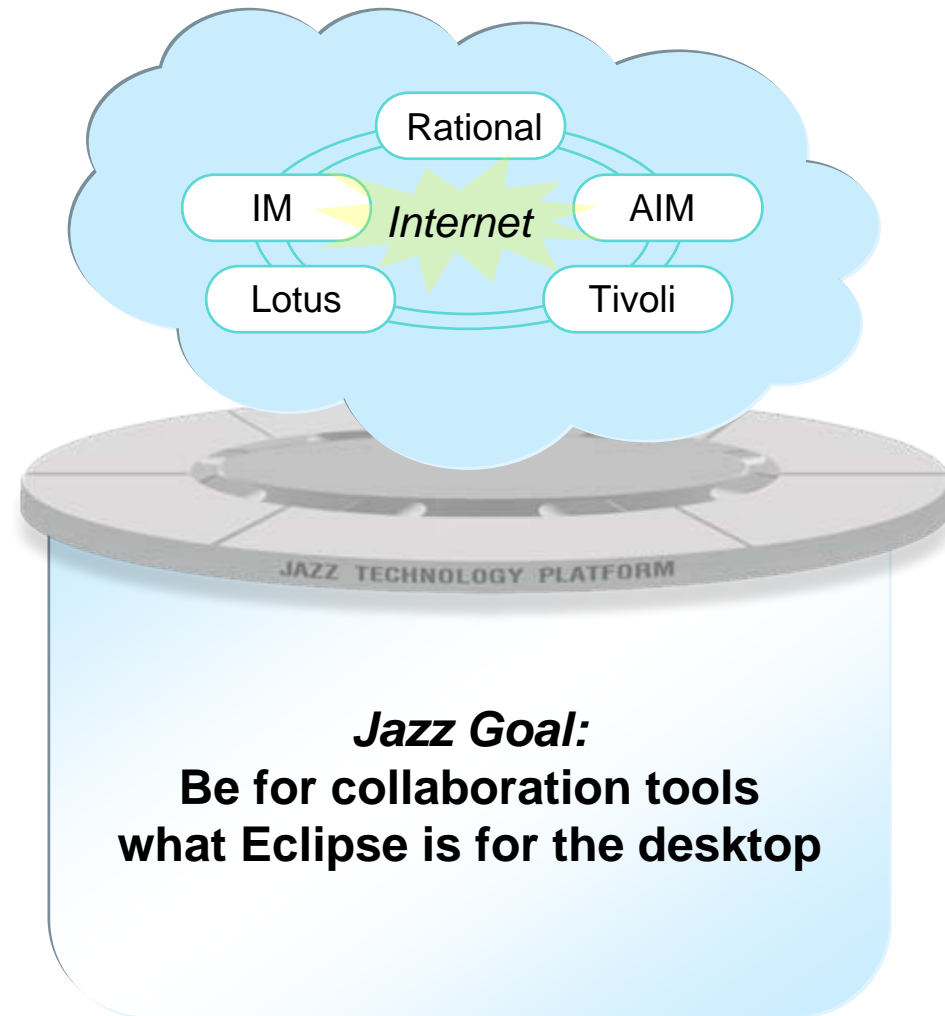
What does this mean?

- Data specified independently of tools
- All data are resources with URLs
- Tools (multiple) access data through HTTP/APP
- References are embedded URLs
- Resources have representations
- Unprecedented extensibility
- Search and query through “structured indexes”, independent



A common platform

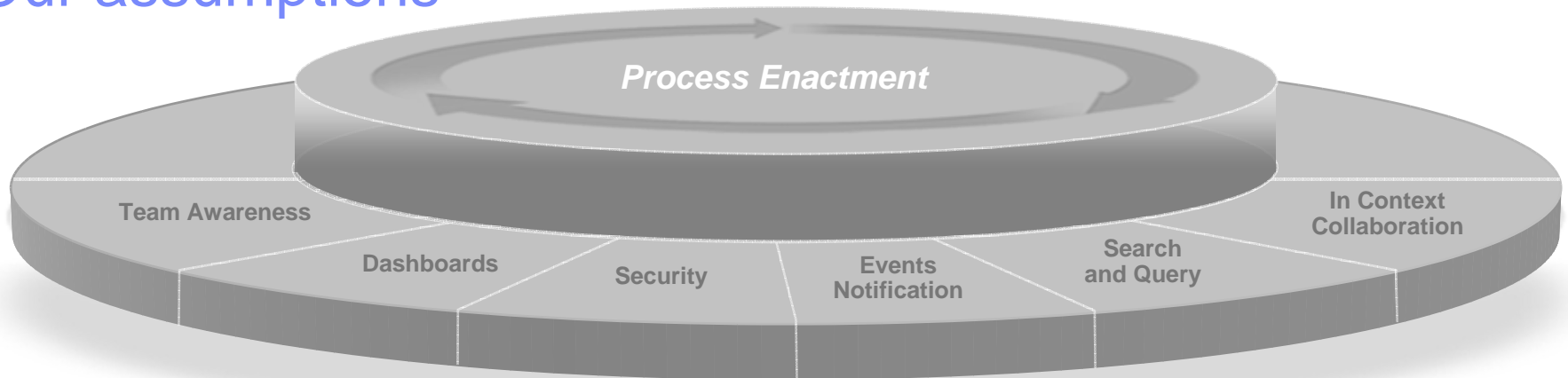
- Reduces total cost of ownership
 - ▶ Administration, backup, proxy servers, integrations
- Increase levels of function in all products:
 - ▶ Search and query
 - ▶ Social-network awareness
 - ▶ Instant messaging
 - ▶ Blogs, Wikis
 - ▶ Review, feedback, annotation, comment
- Increases level of 'ilities'
 - ▶ Security
 - ▶ Scalability
 - ▶ Availability (disconnected)



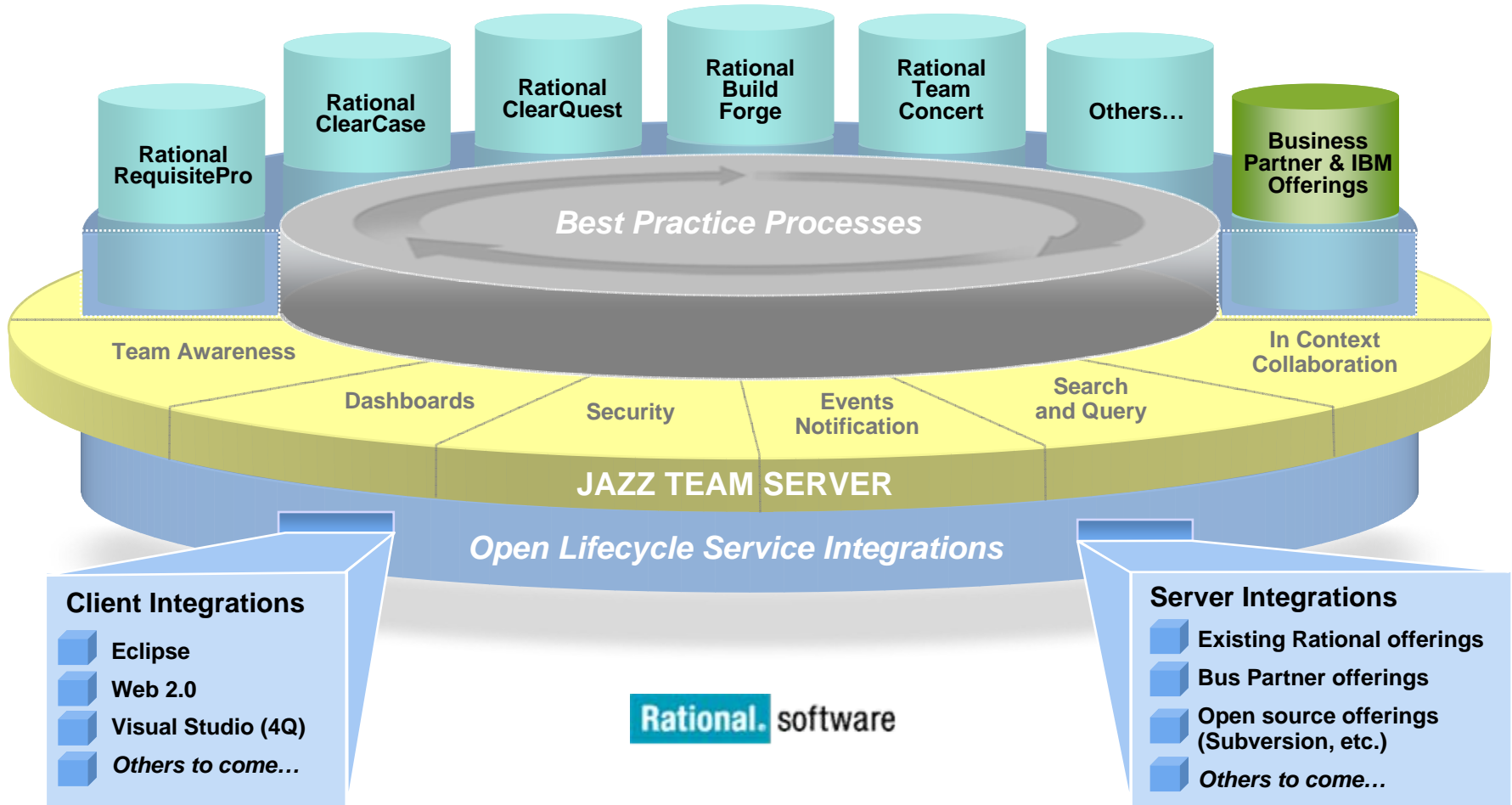
Hasn't this been done before?

- Many previous attempts at more integrated team software engineering environments
 - ▶ Assume integration around a database/repository
 - ▶ Design a data model for software engineering for the repository
 - ▶ Provide some sort of framework for tools to integrate around the repository

Our assumptions



Future offerings



Announcing Open Services for Lifecycle Collaboration

An initiative aimed at simplifying collaboration across the software delivery lifecycle

An open invitation to collaborate on a common integration architecture for software delivery



Open Services for Lifecycle Collaboration

Barriers to sharing resources and assets across the software lifecycle

- ▶ Multiple vendors, open source projects, and in-house tools
- ▶ Private vocabularies, formats and stores

- ▶ A proposed architecture for sharing lifecycle resources
 - Described on Jazz.net through illustrative resource definitions, service implementations, and use cases
- ▶ Inspired by Internet architecture
 - Loosely coupled integration with “just enough” standardization
 - Common resource formats and services
- ▶ Innovation from the Jazz technology platform

Collaborate with us

- Design Partner Program
- Lab Advocacy Program
- Board of Advisors
- Voice of the Customer Events
- Rational Software Development Conference
- jazz.net
- developerWorks
- Beta Programs
- RFE Community
- Rational User Groups
- Customer Acceleration Program



Learn more at
www.ibm.com/software/rational/collaborate







THANK YOU

Learn more at:

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- [IBM Rational Software Delivery Platform](#)
- [Process and portfolio management](#)
- [Change and release management](#)
- [Quality management](#)
- [Architecture management](#)
- [Rational trial downloads](#)
- [Leading Innovation Web site](#)
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Backup



Abstract

- Collaborative Application Lifecycle Management enables enterprises of all sizes to effectively develop and deliver software solutions leveraging globally distributed teams and tools from a variety of vendors. Come learn about Rational's Software Delivery Platform (SDP), both current and future. We will introduce the SDP, discuss integrations for collaborative lifecycle management, and explore innovations in the industry-leading product suite based on the Jazz technology platform.



What business challenges are you facing?

