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Rational. software



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「 Real Teams. Real Insights.
Real Results. ● REC 」

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Mike Rhoads

Director, IBM Rational, Asia Pacific



Real Teams. Real Insights.
Real Results. ● REC

Today's Discussion: Real Results

- Rational Strategy Review
- Our Approach to Real Results
- Time to Get Real



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The evolution of Rational strategy



Accelerating software development evolution

- Empowerment
- Modularity
- Communities



Deliver value efficiently and effectively in distributed organizations

- Enabling governance
- Adopting flexible architectures
- Leveraging communities

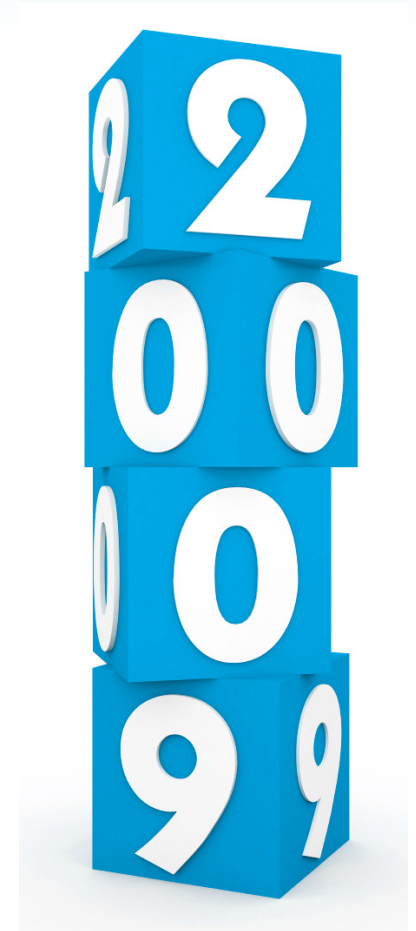


Helping you move from the cathedral to the bazaar

- Ship early
- Ship often
- Listen to your customers

Rational *strategy in action* over the past year

- **CONTINUE DELIVERING** a flexible Jazz architecture
 - Shipping early, shipping often with a transparent product development on Jazz.net
 - Delivering 8 Jazz-built products and 18 Jazz-enabled products
- **CONTINUE EXPANDING** Rational communities
 - Listen to our customers and partners
 - Launched Open Services for Lifecycle Collaboration initiative
- **CONTINUE INVESTING** to evolve current portfolio
 - 73 product releases in 2008
 - Acquisition of Ounce Labs for Static Security testing
- **EXTENDED REACH** into systems engineering
 - Integrating Telelogic
 - Additional Systems investment



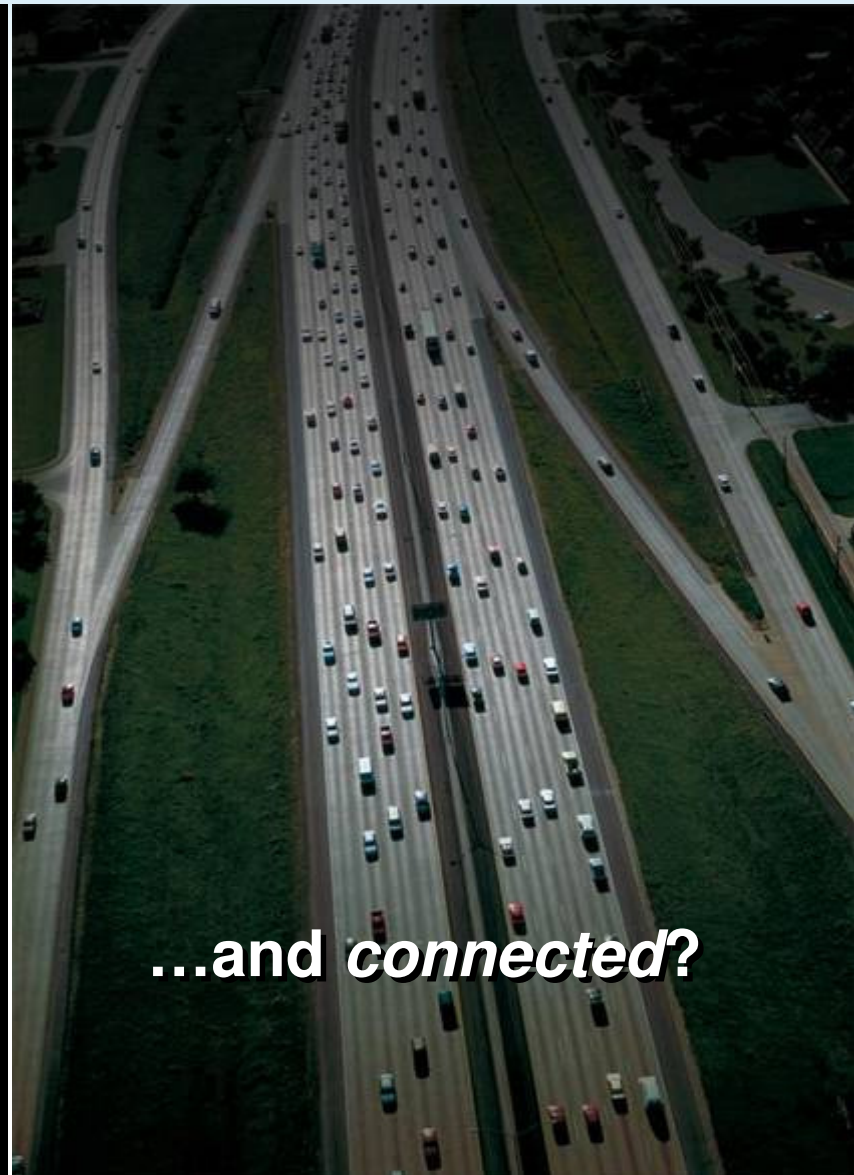
Rational strategy can bring focus in uncertain times

- Provides measured, short-term *Return on Investment*
- Enables longer-term management of *Return on Assets*
- Delivers a platform and processes to make those returns come to life
- Encourages and informs, rather than dictates
- Supports incremental improvement, leading to faster decision making



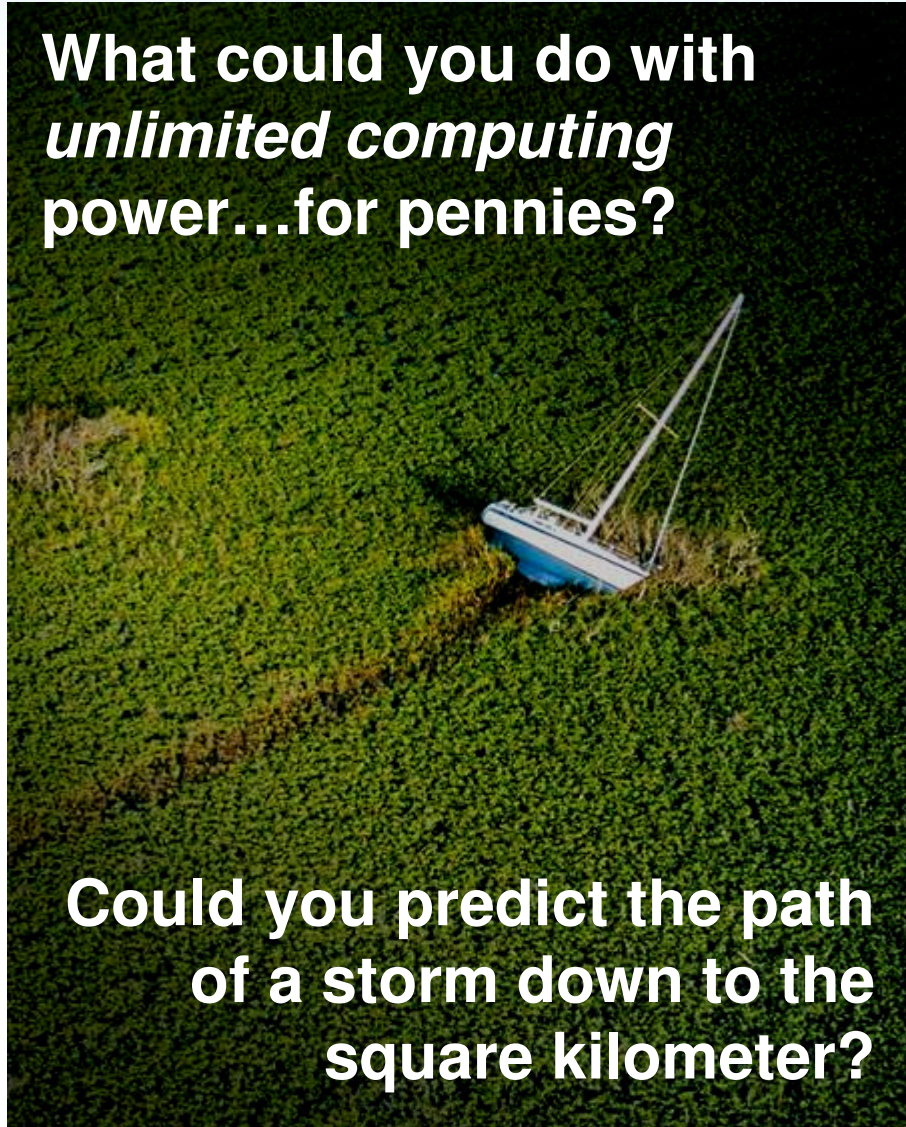


What could you do
if all objects were
intelligent...

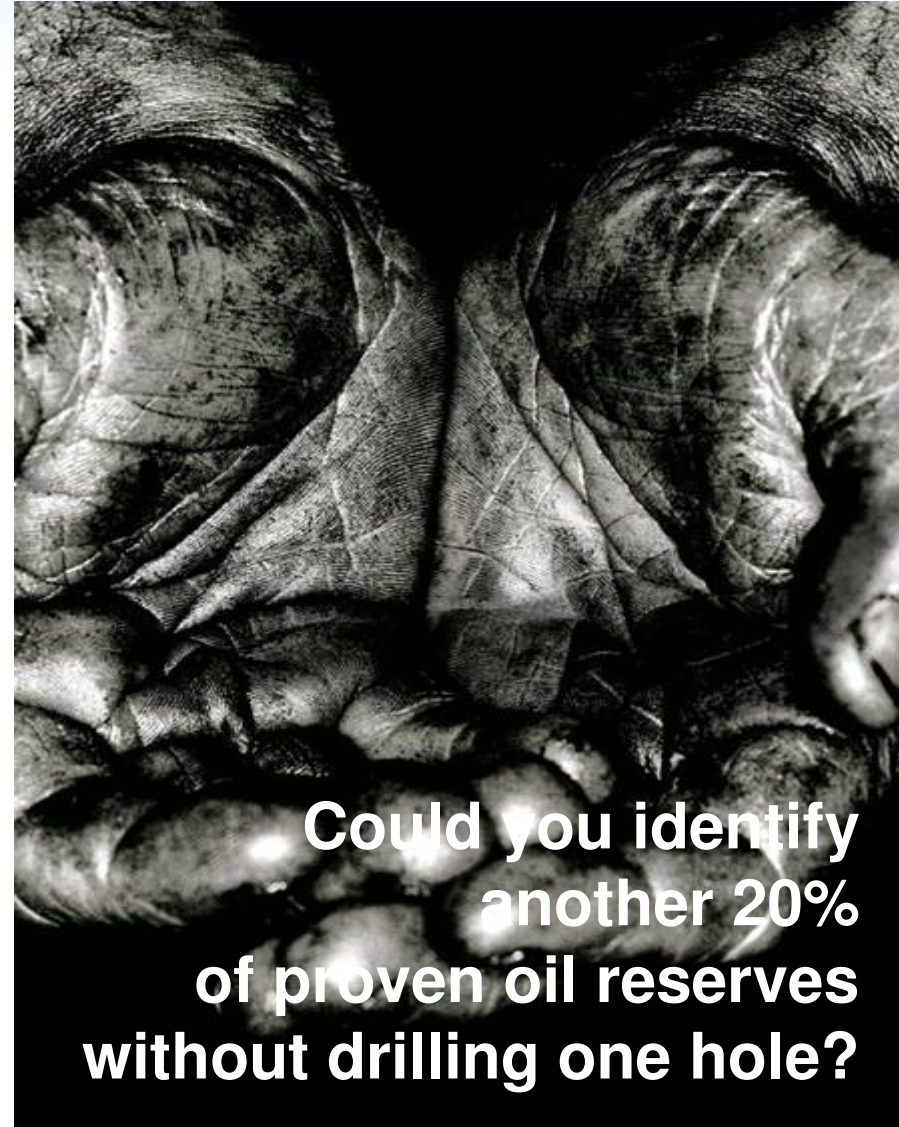


...and connected?

What could you do with
unlimited computing
power...for pennies?



Could you predict the path
of a storm down to the
square kilometer?



Could you identify
another 20%
of proven oil reserves
without drilling one hole?

Success in building a smarter planet is highly dependent on our ability to *manage effective software and systems delivery*

What could you do
with a million-people
product development



or with a billion-
person
workforce?

Let's build a smarter planet

How does one change and improve?



Where do we start?



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Business innovation and reduce costs through measured and continuous process improvement

Measured Capability Improvement Framework



Phase 1

Establish business & operational objectives

Phase 2

Prioritize practices & define roadmap

Phase 3

Accelerate adoption with tools & services

Phase 4

Report, analyze and act on results



Start next incremental improvement

Captures over 10 years of Rational experiences in incremental adoption

- Used in over 80 IBM agile projects
- Used in conjunction with RUP, XP, Scrum and other processes
- Demonstrated in the Rational Executive Dashboard

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MCIF helps improve your software economics

- Empirical software cost estimation models for:
 - Enterprise modernization, software maintenance
 - New developments, new releases, early prototypes
 - Packaged applications, systems engineering

Time or Cost To Build

(Complexity) (Process) (Team) + (Tools)

Complexity

- Volume of human generated stuff
 - KSLOC, FPs, UCs
- Quality/performance
- Scope

Process

- Methods
- Maturity
- Agility
- Precedence

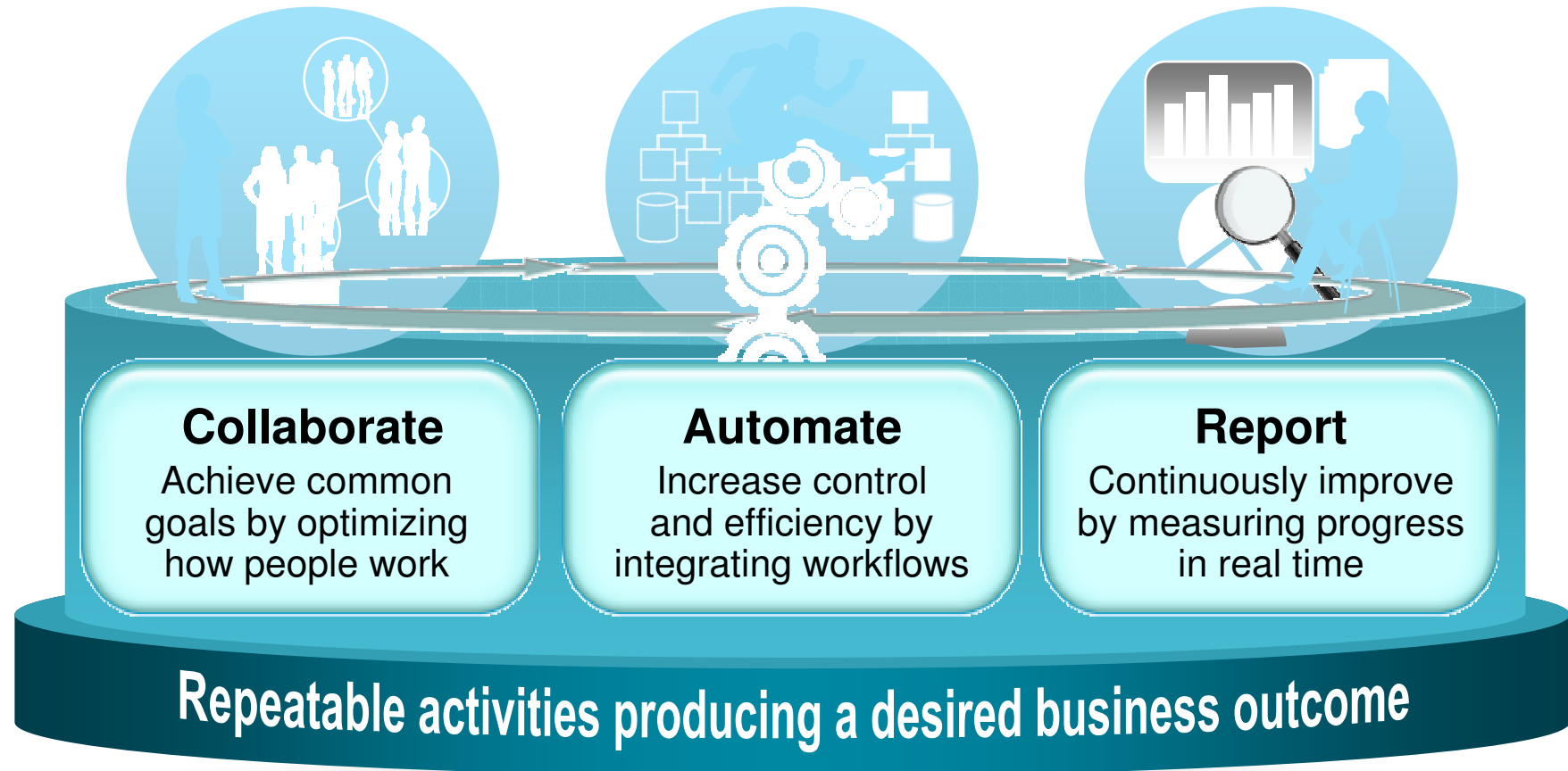
Team

- Skills/Experience
- Collaboration
- Motivation

Tools

- Automation
- Process enactment

Improving Software economics with an integrated software delivery platform



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The screenshot displays the IBM Rational software interface for a project named 'Jazz Project - Team Concert'. The main window shows a work item titled 'Story 45274'. A context menu is open over the work item, listing several actions: 'Send File...', 'Send Clipboard...', 'Send Mail...', 'Call...', 'Chat...', 'Subscribe to Events Generated by User', 'Add to Favorites...', 'Show Recent Events', 'Show Recent Work', 'Show Current Work', and 'Invite to Join Team...'. The 'Chat...' option is highlighted. The background interface includes a 'News' section with several articles, a 'Team Load' section showing work time left for team members, a 'My Open Work Items' section with a bar chart, and an 'Event Log' section with a list of events. The top of the window shows a menu bar with 'File', 'Edit', 'Navigate', 'Search', 'Project', 'Run', 'Window', and 'Help'. The bottom of the window shows a toolbar with various icons for editing and navigation.

Collaborate Instantly

真的!

Mike MacDonagh's Dashboard

Welcome

Welcome to IBM Rational Quality Manager

IBM Rational Quality Manager is a collaborative, web-based, quality management solution that offers comprehensive test planning and project management for the full software lifecycle.

Announcements

Join us on the Rational Quality Manager blog where you can have your questions answered and share your thoughts about how Quality Manager is progressing.

Getting acquainted

Take a few minutes to become familiar with some of the key features of Rational Quality Manager.

- Product overview
- Planning the test effort
- Developing test scripts
- Running your tests
- Managing lab machines
- Working with lab requests
- Evaluating tests results
- Migrating your test assets

My Tasks

No items found.

Artifact List

Current Query: Test Plans

ID	Name	State	Modified
1	Java PetStore Test Plan	Draft	17 minutes ago

Requests

No items found.

Reservations

No items found.

Live Execution Status

Execution status per Plan

Extend Access To Anyone

真的!

The screenshot displays the Rational Requirements Composer Beta 2 interface. The top window shows a web UI design for 'ClassicsCD.com' with a 'Beethoven Symphony N0. 5' product listing, an 'Add to Cart' button, and a price of '\$16.99'. The bottom window shows a process flow diagram for 'Purchase a CD' with steps: 'Shopper' -> 'Enter storefront' -> 'Select a CD' -> 'Add to shopping cart'. The interface includes a Repository Explorer, a Palette, and various toolbars.

Invite Everyone To Participate

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Managing Web Risk



Systems+Software

Taming Mergers & Acquisitions



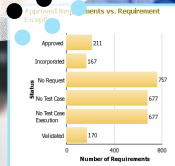
Metrics to manage Software delivery as a business process

New!

**Rational
Insight**



Integrated lifecycle intelligence



Executive Dashboard View

Project Cost Performance

Developer Productivity Index

Project Performance Scorecard

Category	Overall Status	Target	# of Blocking D	Current
Account Opening	🔴	0	38	42
Auction	🟡	0	42	51
Bid Management	🔴	0	51	
Others	🟢			

Actual vs. Budget Expenditure

Customer Defect Annals

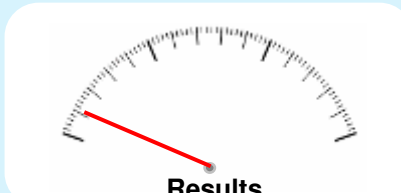
Delivery Schedule

Enhancement Request Backlog

Control Settings



Better

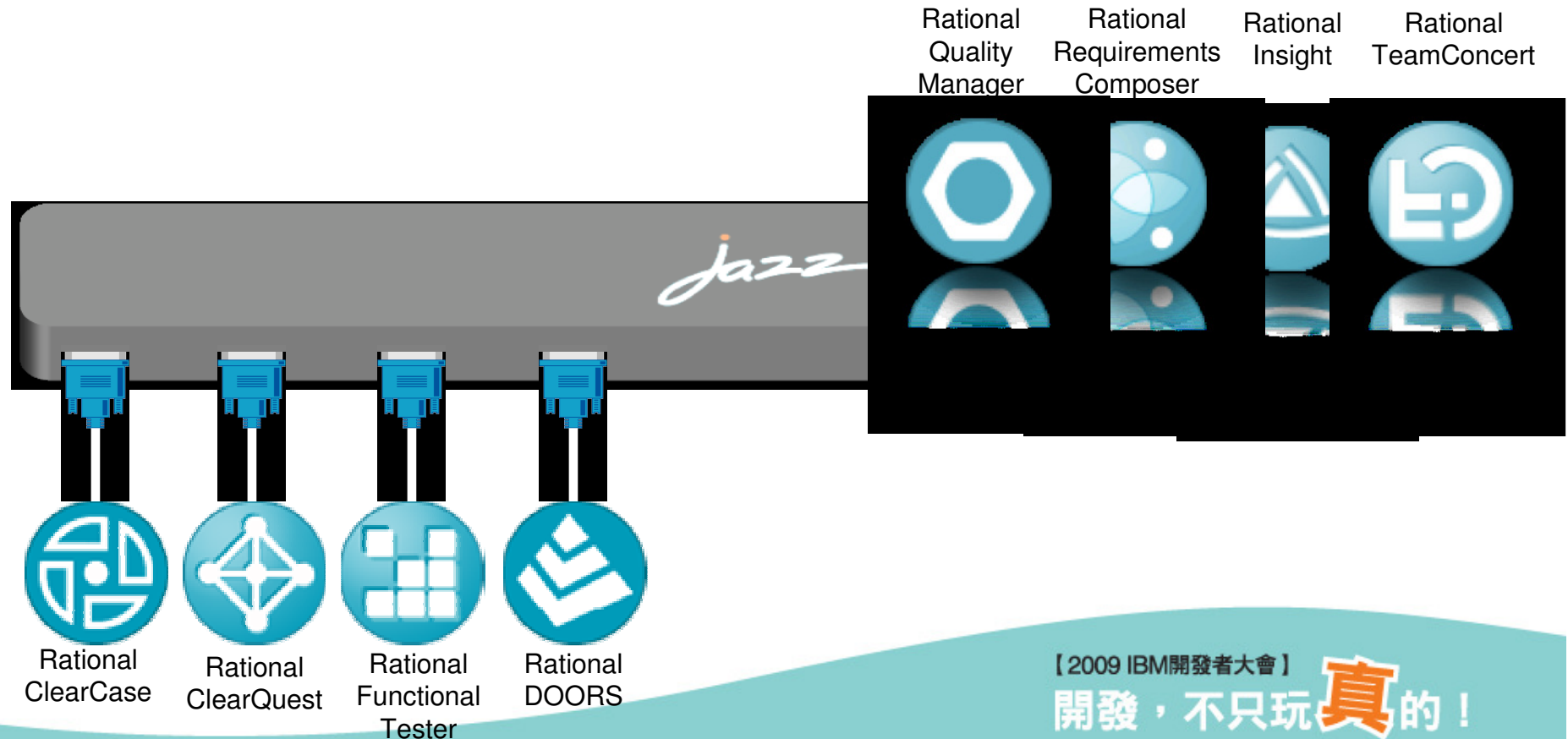


Drill down into real-time data from disparate source repositories

Segment	Product	Revenue Year-To-Date (M)	Revenue % of Plan	Pipeline (M)	Release	eGA Plan	eGA Outlook	eGA Plan-Outlook	Headcount (PY)	Project Health	Overall Profit Margin	Overall Market Share
Application Lifecycle Management (ALM)	Jazz Foundation	75.7 ▼	96% ▼	87.9 ▼	Jazz Foundation 1.0	May 28, 2009	Jun 12, 2009	15 days	52 ◆	71% ◆	◆ ◆	◆ ▲
					RTL XYZ	Mar 31, 2009	Jul 7, 2009	98 days	118 ▼	50% ▼	■ ▼	■ ▼
	RTC	115.2 ▲	99% ◆	109.6 ◆	RTC 2.0	Jun 15, 2009	Jun 19, 2009	4 days	12 ◆	90% ◆	◆ ◆	◆ ▲
					RTC 2.0.0.1	Sep 22, 2009	Sep 30, 2009	8 days	72 ▼	86% ◆	◆ ◆	◆ ◆
Governance Solution	Focal Point for Project Management	29.1 ◆	93% ◆	84.2 ▲	FPJM 1.0	Oct 15, 2009	Nov 17, 2009	33 days	60 ◆	74% ▲	■ ◆	◆ ◆
	Rational Insight	108.7 ▼	98% ▼	162.7 ▼	Insight 1.0	May 26, 2009	May 26, 2009	0 days	40 ◆	83% ▼	◆ ▼	■ ◆
Quality Management (QM) Solution	RQM	35.2 ▲	112% ▲	79.6 ▲	RQM 2.0	Jun 15, 2009	Jul 31, 2009	46 days	56 ◆	89% ▲	■ ◆	◆ ▲
	RRC	28.1 ◆	83% ▲	45.1 ▼	RRC 2.0	Nov 4, 2009	Nov 24, 2009	20 days	32 ▲	85% ◆	◆ ◆	■ ▼

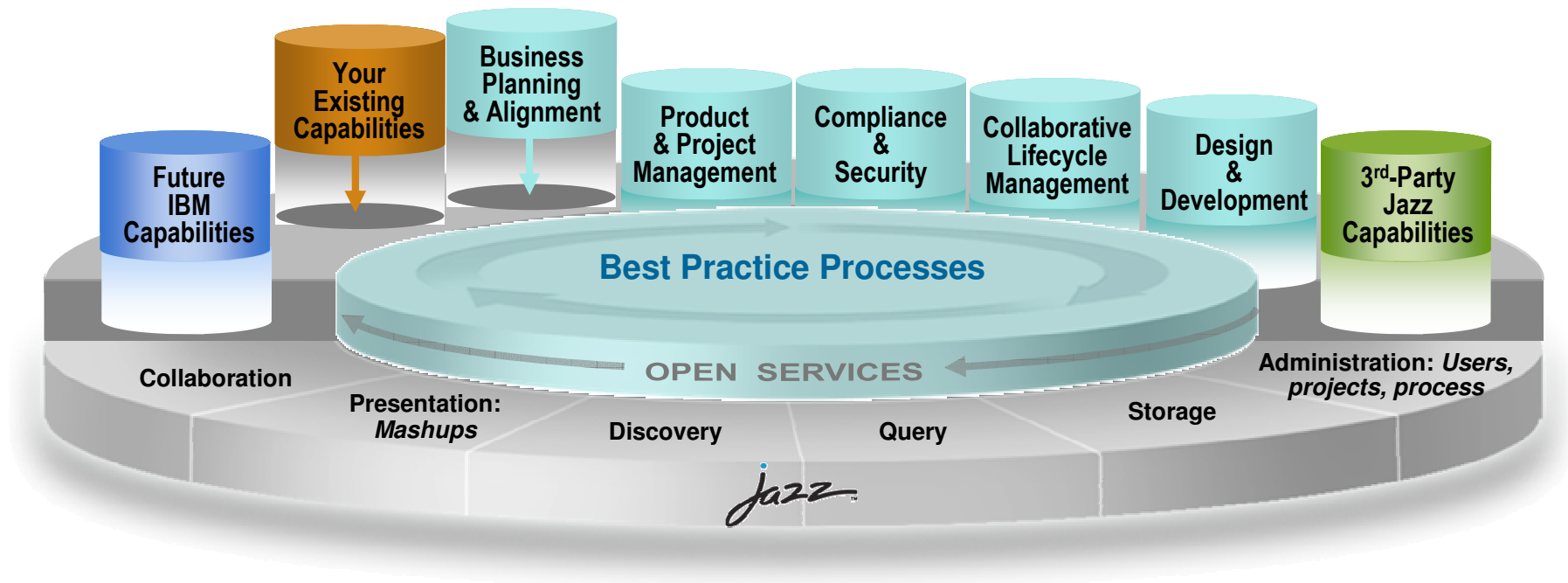
- Evolutionary

- Revolutionary



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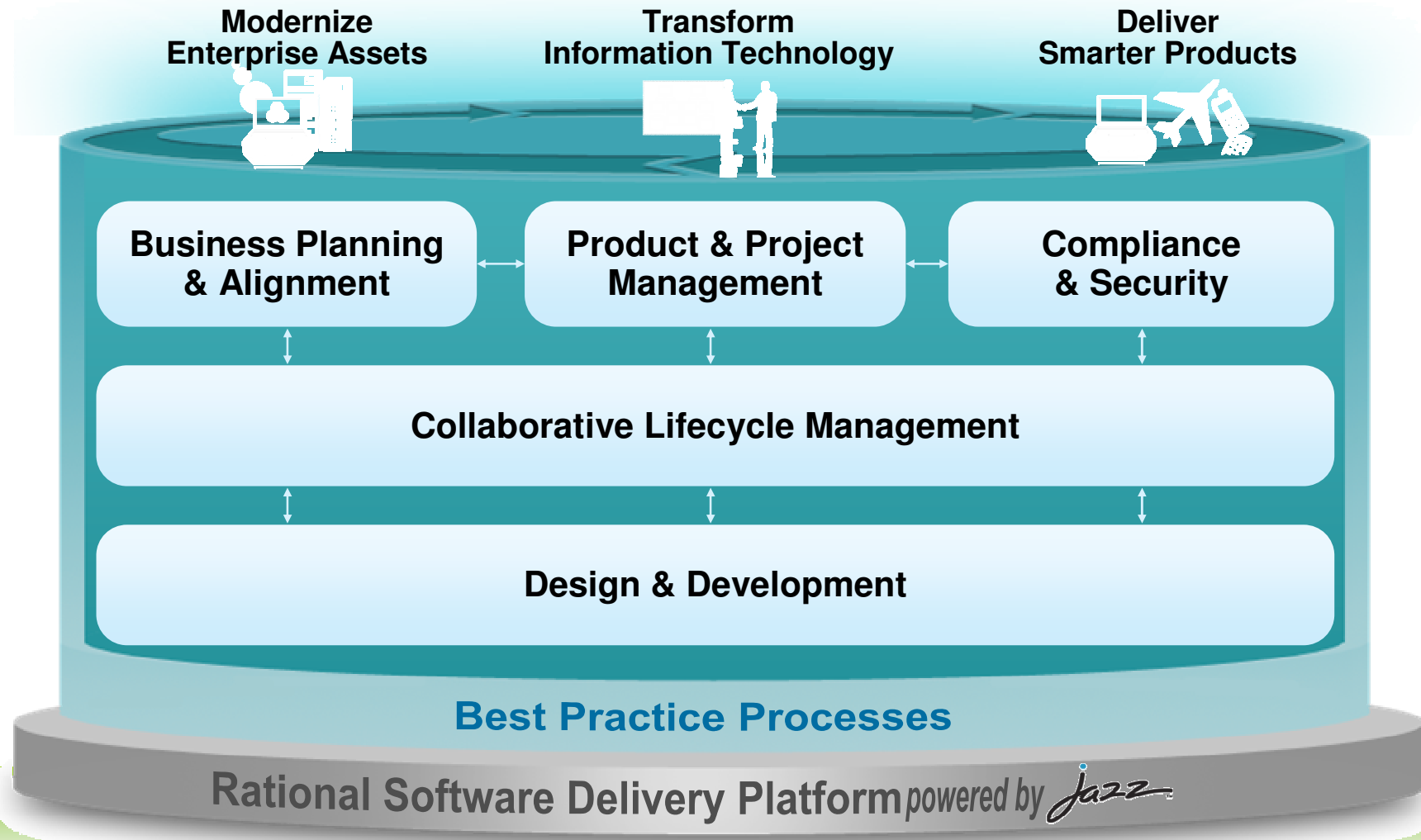
A closer look at the unifying Jazz Platform



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Rational offers a complete Software Delivery Platform



Time to Get Real – Starting Today

**GET REAL
TEAMS**

Align teams to business and operational objectives

**GET REAL
INSIGHTS**

Gain insights to incrementally improve software and systems delivery

**GET REAL
RESULTS**

Measure, monitor and steer to desired results



Thank You

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