

May 28, 2013



End-to-End ALM: The Full Spectrum ...with a focus on Mobile

Presented by/Présentée par: **IBM**

Martin Lévesque, National ALM Solution Advisor and
Segment Leader



jazz
Building better software

Topics

Backup/Reference Slides



📍 The “solution”

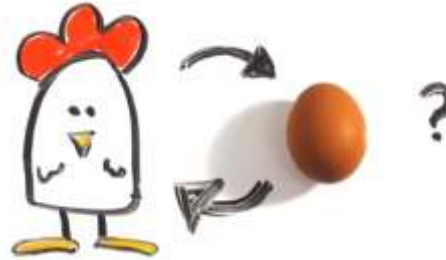
📍 Lessons learned

📍 Common customer challenges

📍 The result of creativity & innovation...

📍 First things first!

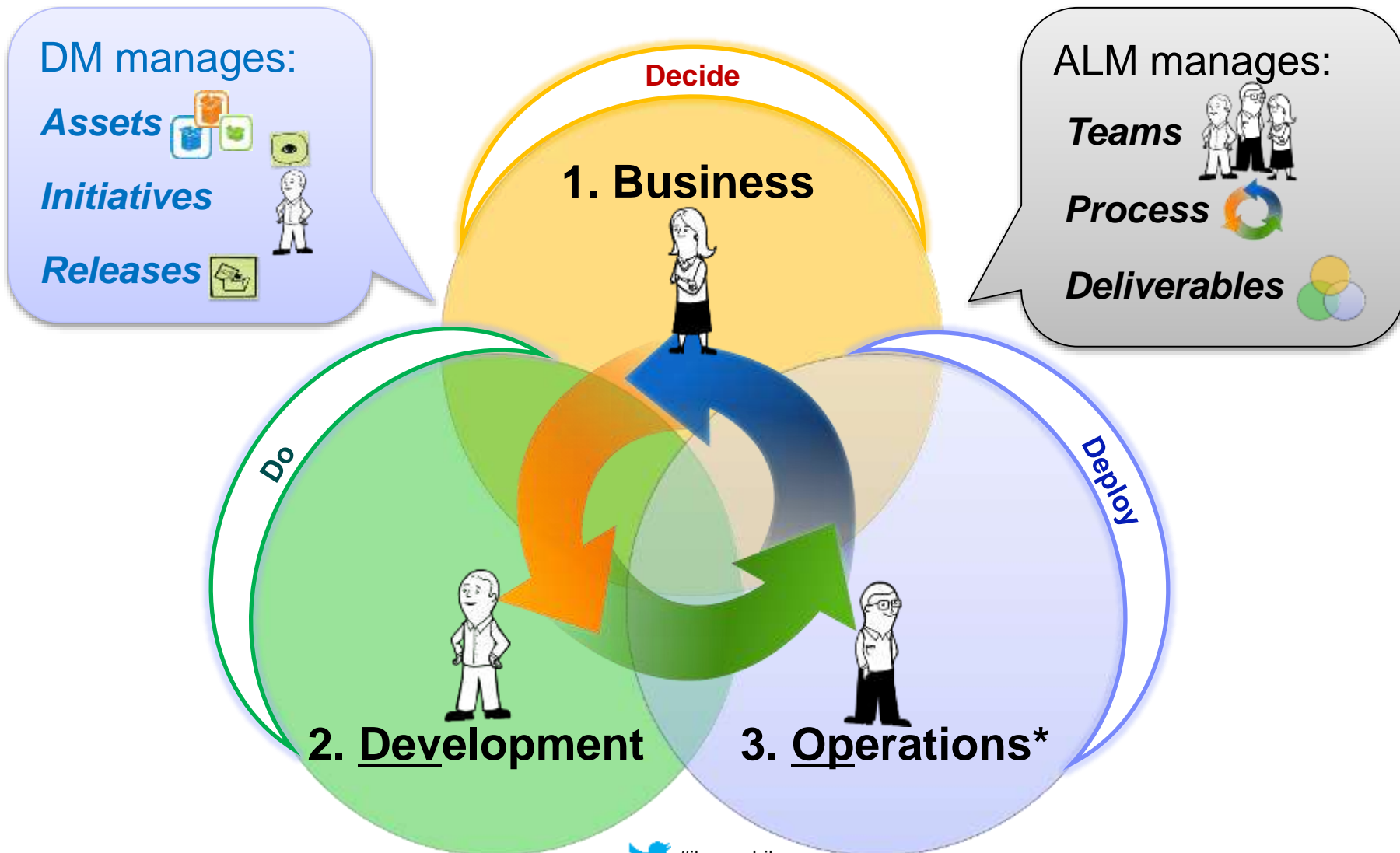
Start



FIRST THINGS FIRST!

What do we mean by ALM?

An effective approach to integrated delivery management with application lifecycle management !



The IBM Mobile Enterprise Development Lifecycle



THE RESULT OF CREATIVITY & INNOVATION...



Software unleashes our creativity & innovation

IBM's mobile apps can get you connected on-the-go



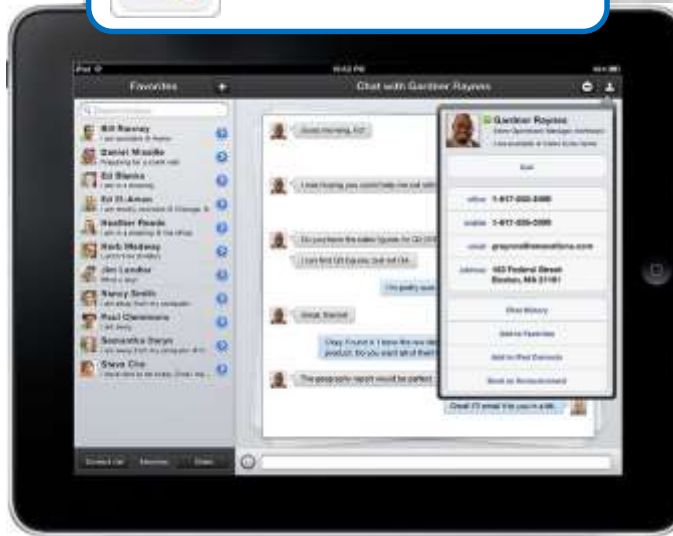
IBM Lotus Notes



IBM Connections



IBM Sametime



COMMON CUSTOMER



Harsh realities can stifle software-driven innovation

Complexities in software delivery grow by the day...

More than 2/3 of all companies require integrations to legacy systems

Nearly \$30B of U.S. taxpayer money was spent on risk and compliance mandates

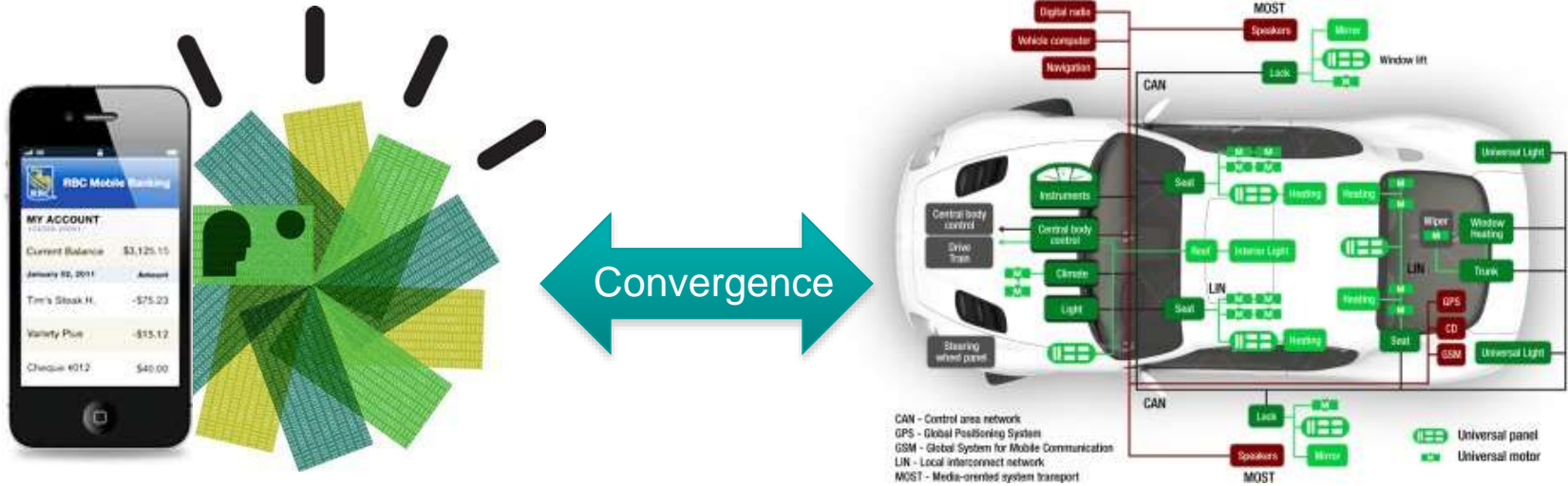
50% of all outsourced projects are expected to under perform

Nearly 70% of all IT budgets get locked in maintenance

Only half of all software projects meet their intended business objective

More than 30% of all software projects costs are lost to rework and poorly executed requirements

Clearly, innovation *is* being driven by software



Mobile banking will be the most widely used banking channel by 2020, if not sooner!

Will it perform?

Is it secure?

The average 2010 automobile contains more lines of software code than a fighter jet!

Is it safe?

Are we compliant?

Businesses are struggling with the unique mobile challenges

Fragmentation of devices and platforms

Speed and frequent iteration of the mobile lifecycle and continuous delivery

Connectivity to back-end systems and cloud

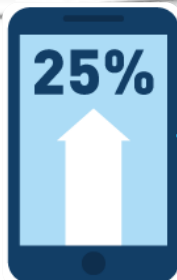
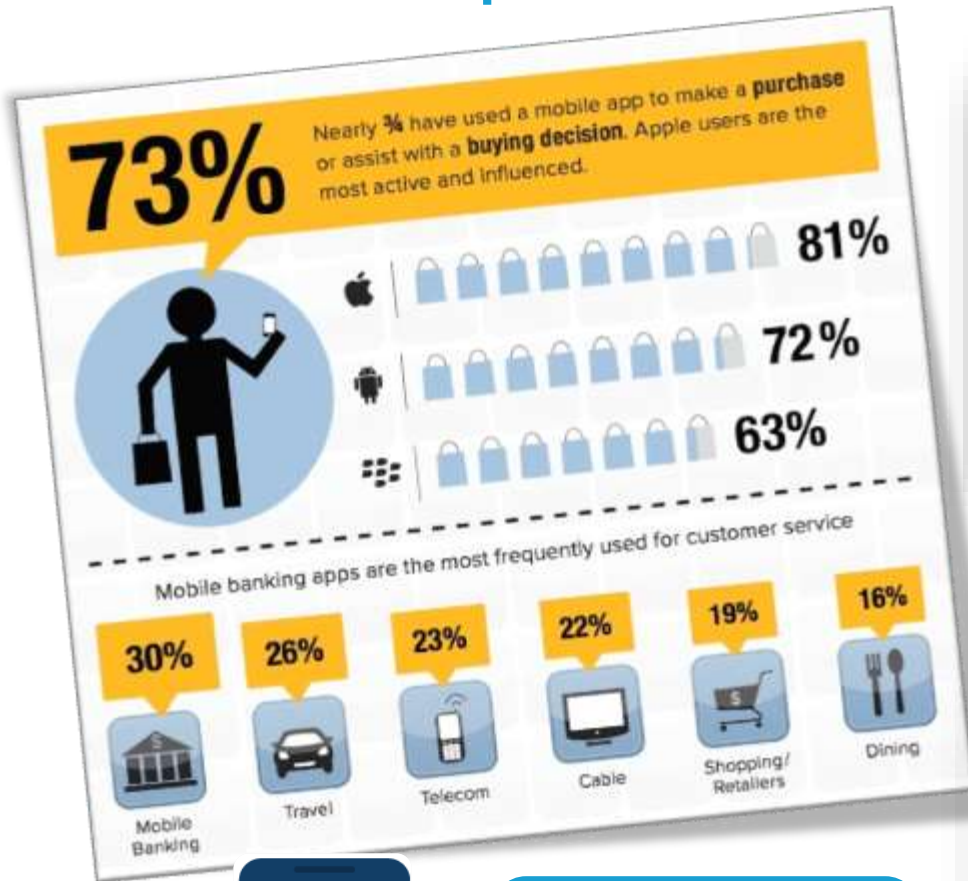
Security to protect corporate data and managing BYOD

Mobile Context taking advantage of unique capabilities such as geo-location

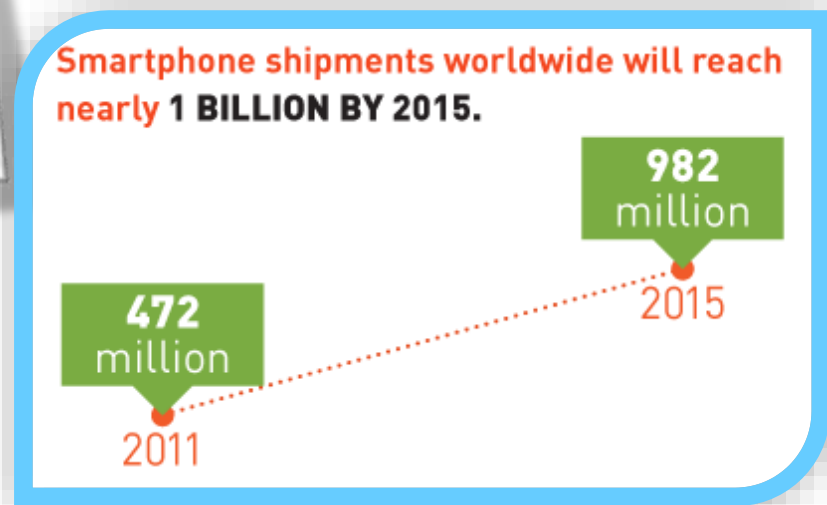
Delivering high quality apps and rapidly incorporate customer feedback



Building and connecting mobile apps has become essential to the mobile enterprise



Global smartphone sales expected to grow **25%** in 2012!

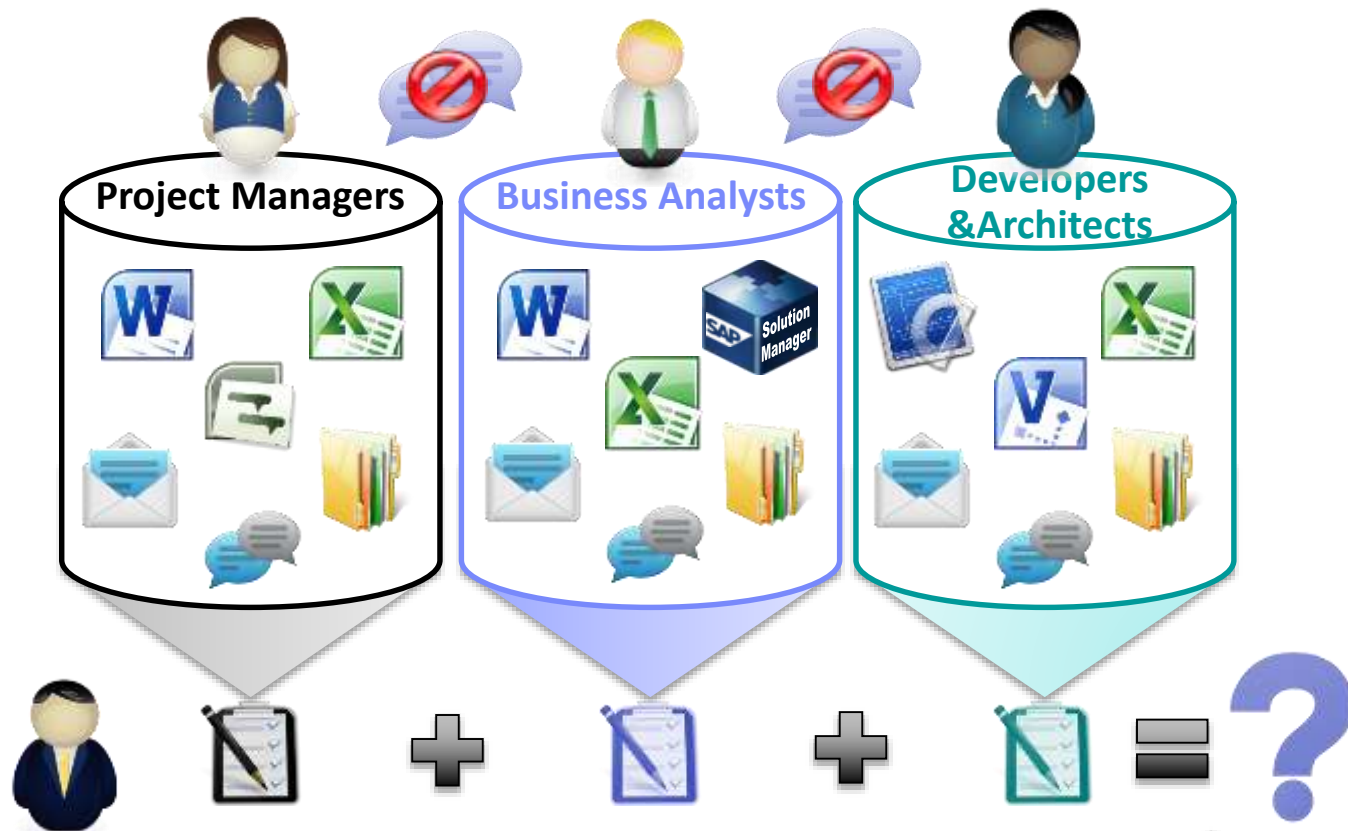


Ever growing (and unmanageable) information silos!

Key project stakeholders
(Input from...)

Project data lives everywhere
(req'ts, changes, etc...)

Solution Mgrs and other key stakeholders



“...1+1+1=n possible versions of the truth!”

What are the  of these challenges...

"One Piece at a Time" April 1976




"One Piece at a Time" April 1976

You need more than just process and SDLC methodologies, you also need...



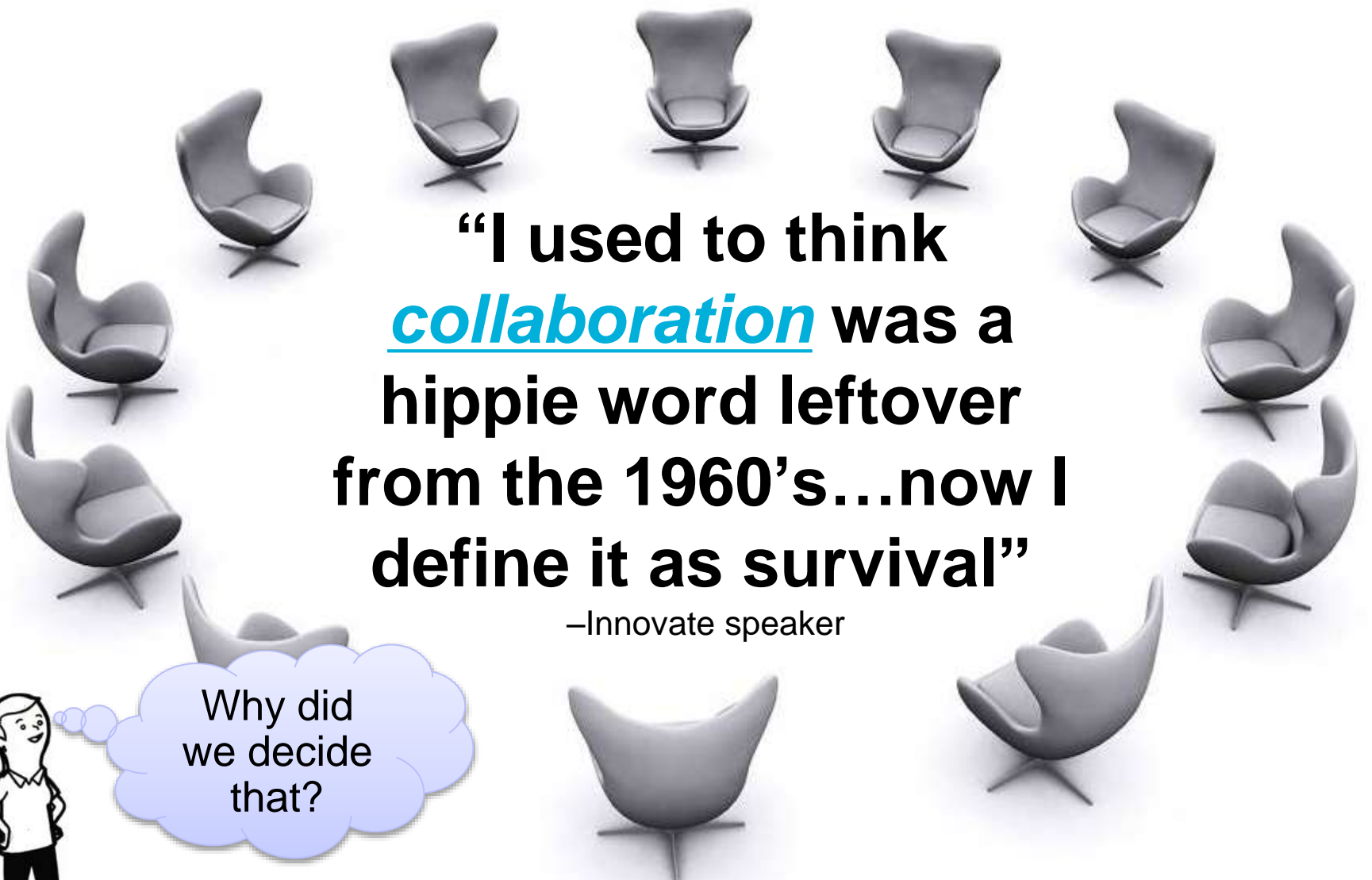
Five Imperatives for effective Application Lifecycle Management to improve organizational productivity



-  Maximize product value with **In-Context Collaboration**
-  Accelerate time to delivery with **Real-time Planning**
-  Improve quality with **Lifecycle Traceability**
-  Achieve predictability with **Development Intelligence**
-  Reduce costs with **Continuous Improvement**




Learn more at [ALM Everywhere](#)



**“I used to think
collaboration was a
hippie word leftover
from the 1960’s...now I
define it as survival”**

–Innovate speaker



Why did
we decide
that?

In-Context Collaboration

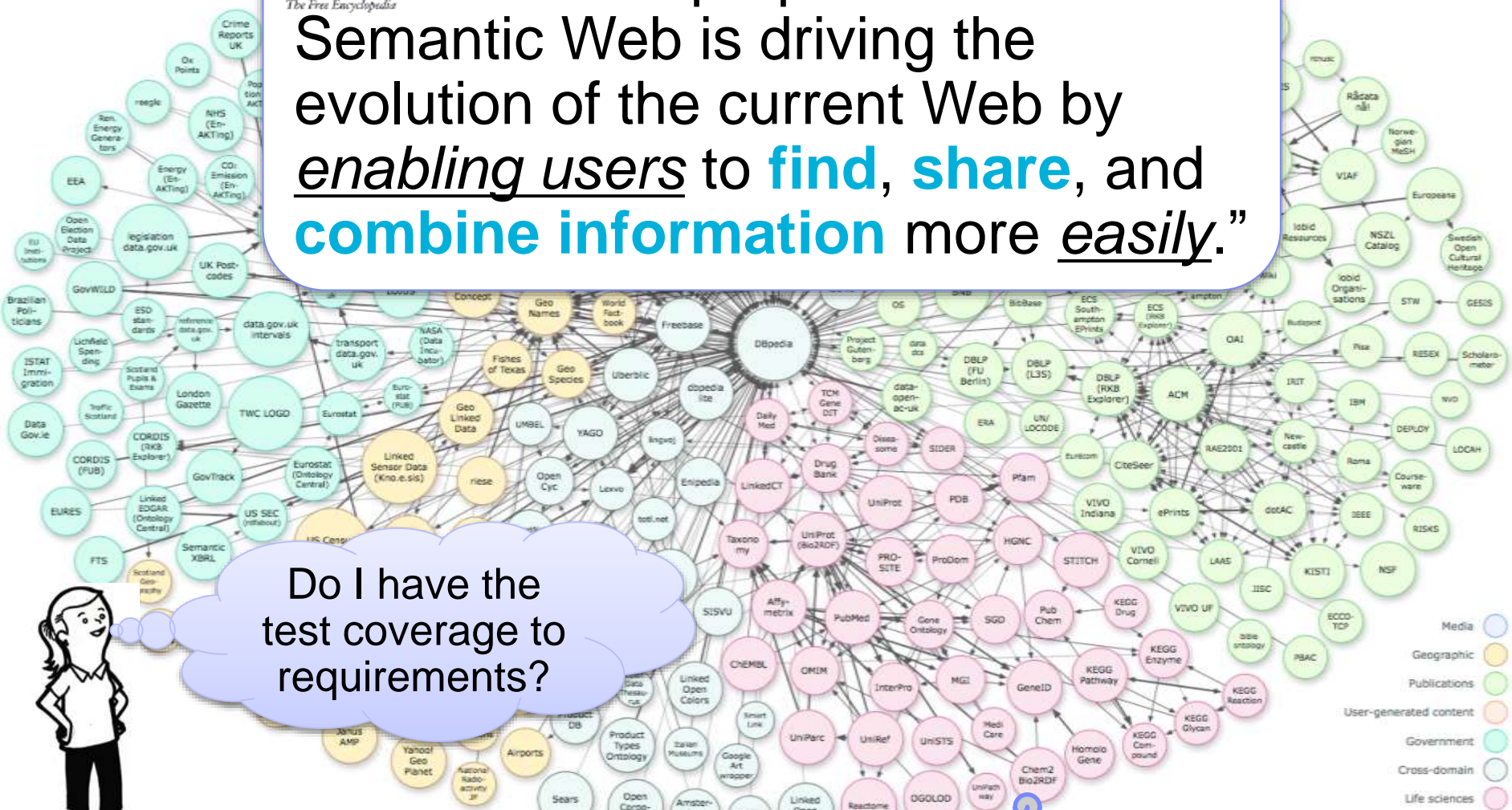
Planning is bringing the future into the present so that you can do something about it now.

Where are we against our plan(s)?

Real-time Planning



The main purpose of the Semantic Web is driving the evolution of the current Web by enabling users to find, share, and combine information more easily.



Do I have the test coverage to requirements?



Lifecycle Traceability

ARE WE THERE YET?

6,426 UNREACHED PEOPLE GROUPS

WHAT MORE CAN I DO?



I need a single view of the truth!

Development Intelligence

“Failure happens all the time. It happens every day in practice. What makes you better is how you react to it.”

-Mia Hamm, FIFA World Player of the Year

How can we improve over time?



Continuous Improvement

What questions does implementing these ALM imperatives help answer?



5 Imperatives help answer questions such as these

Given them a try...how did you do?



Can your team(s)...

...find ***all*** the information related to a specific task?

...***instantly*** see the impact of project changes?

...see what requirements are being ***implementing*** in a given release/milestone?

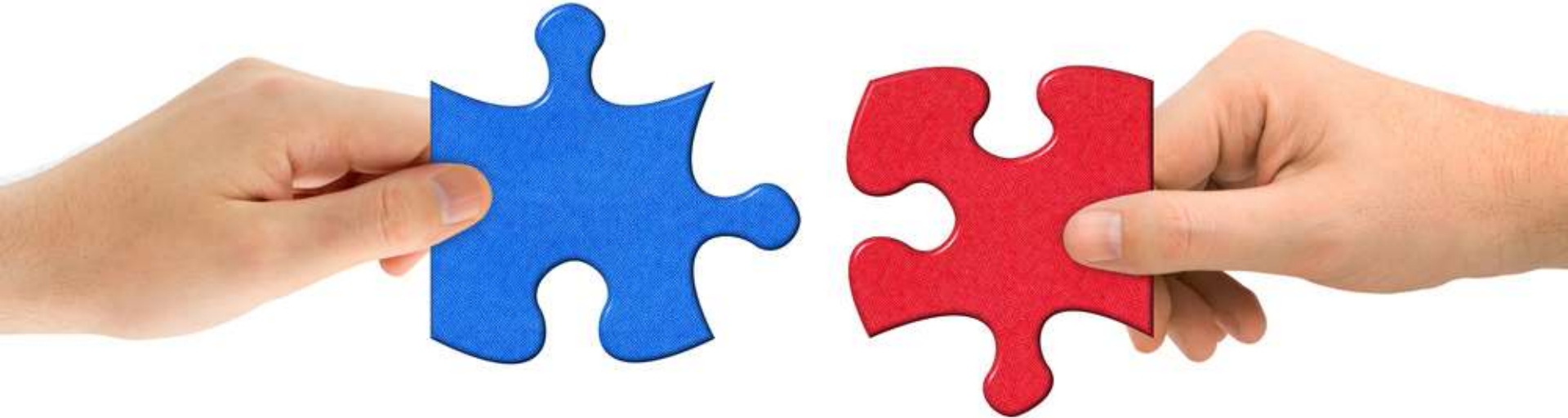
...provide a ***single view*** of project health at multiple levels? Across multiple teams?

It's not all or nothing!

Tackle the ones causing the greatest pain.



What does it look like when it all comes together?

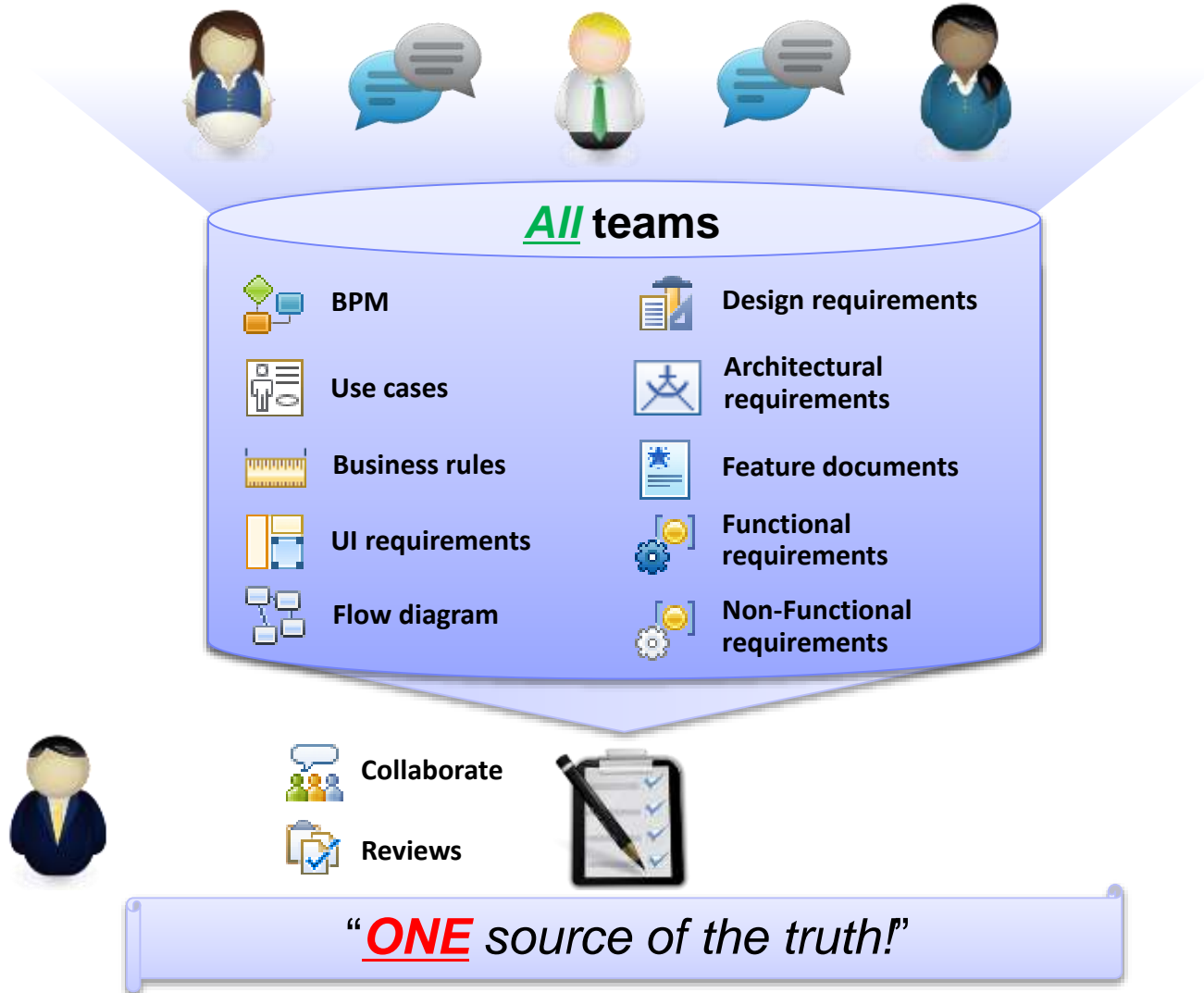


Often the primary goal is to *break down* information silos!

Key project stakeholders
(Input from...)

Project data lives everywhere
(req'ts, changes, etc...)

Solution Mgrs and other key stakeholders



Now...using a collaborative lifecycle management approach

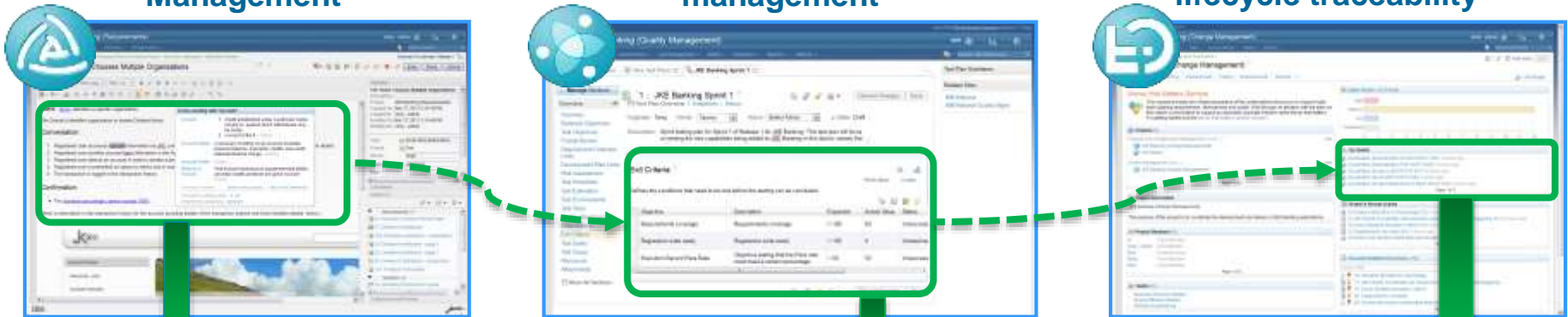
Requirements driven development across the lifecycle



Requirements Definition & Management

Project planning & change management

Quality management & lifecycle traceability



	Name	Artifact Type	Implemented By	Validated By
<input type="checkbox"/>	8 Dividend allocation by percentage	Feature	75: Dividend Allocation by Percentage	18: Dividend Allocation by Percentage
<input type="checkbox"/>	11 Customers can nominate an organization for the program	Feature	6: Customers can Nominate an organization	21: Customers can nominate an organization for the program 10: Customers can Nominate an Organization
<input type="checkbox"/>	12 Donor Dividend Allocation Criteria	Feature	73: Donor Dividend Allocation Criteria	16: Donor Dividend Allocation Criteria
<input type="checkbox"/>	Satisfied by			
<input type="checkbox"/>	23 Frequency of dividend transfer	Feature	58: Frequency of dividend transfer	1: Frequency of dividend transfer



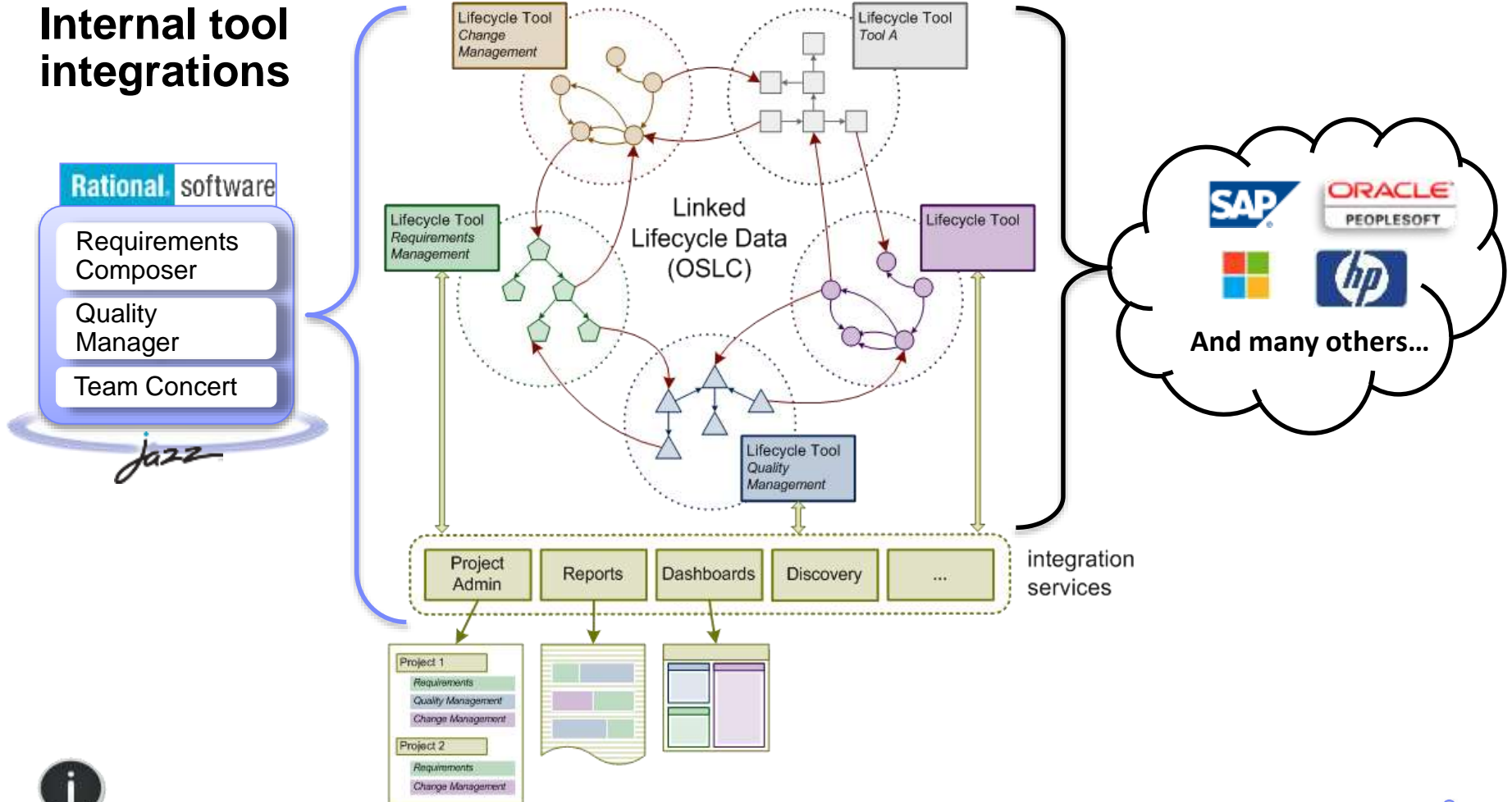
END-2-END ALM WITH IBM RATIONAL SOLUTIONS

Rational's Collaborative Lifecycle
Management (CLM) solution is at
the core

jazz

At heart of Jazz is Open Services for Lifecycle Collaboration

Internal tool integrations



Links to where the data lives as opposed to copying and synchronizing

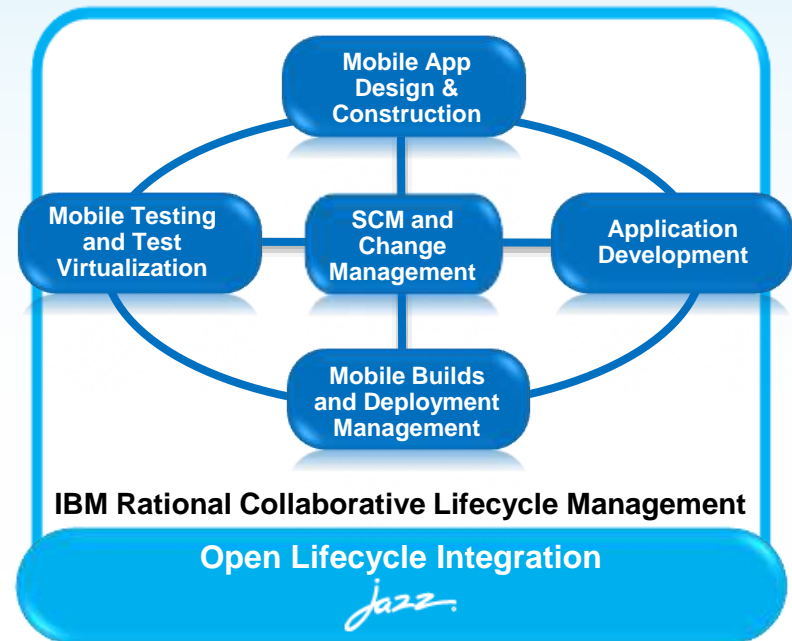
IBM Development Lifecycle Solution

Unify mobile development teams to produce better applications, at mobile speed

What's new?

- **Deliver mobile applications for multiple platforms** with cross-platform code, build and test support
- **Meet accelerated time to market requirements** using agile processes with real-time planning to help build and maintain “5-star” mobile apps
- **Deliver high quality apps that engage users and meet business objectives** with lifecycle traceability to ensure coverage of requirements, development and test
- **Integrate with enterprise systems** by extending enterprise assets and connecting via Worklight adapters

IBM's integrated solution for enterprise mobile application development and delivery

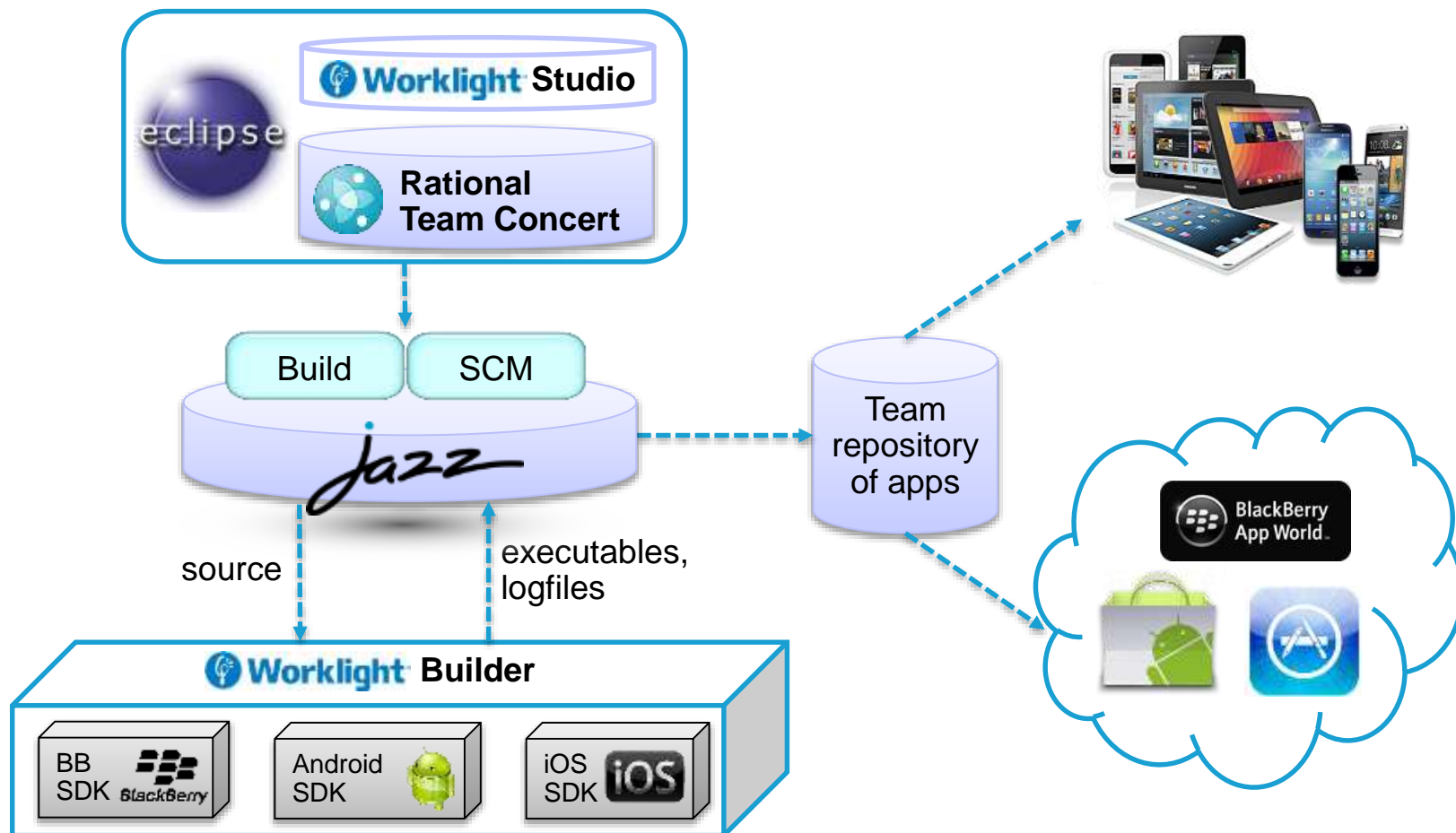


“I can focus on designing an innovative app and depend on my lifecycle capabilities to collaborate with stakeholders from design to done!”

- Mobile Developer

Mobile: Rational Team Concert & Worklight

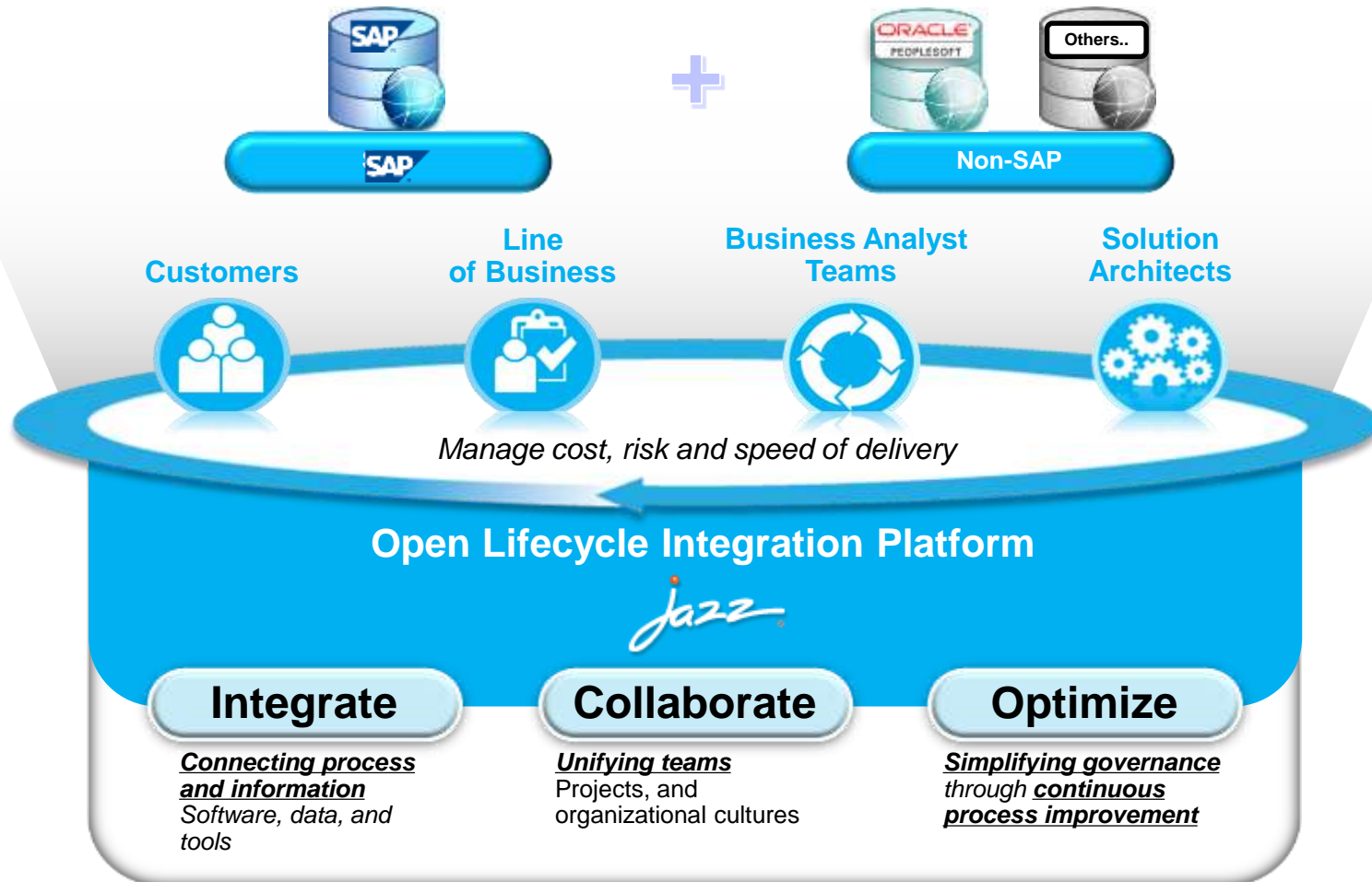
Provides a controlled build environment for mobile apps – both native and hybrid



An open foundation and lifecycle management solution for ERP



Deliver a global approach to *managing* and *testing* SAP & Non-SAP projects



Application Portfolio Management



Analysis, decisions, execution roadmaps

Rational Focal Point

Architectural Context



Rational System Architect

Impact analysis, architectural roadmaps, future visioning

Solution Support Services

- Quick Starts
- Report Templates
- Best Practices
- Configurations

Execution status / **Execution roadmap**

Integrated Application Lifecycle Management Solutions

Project execution in collaborative team environment

Execution Tracked

Enterprise Modernization Solutions

Application flexibility, individual and team productivity, and system utilization

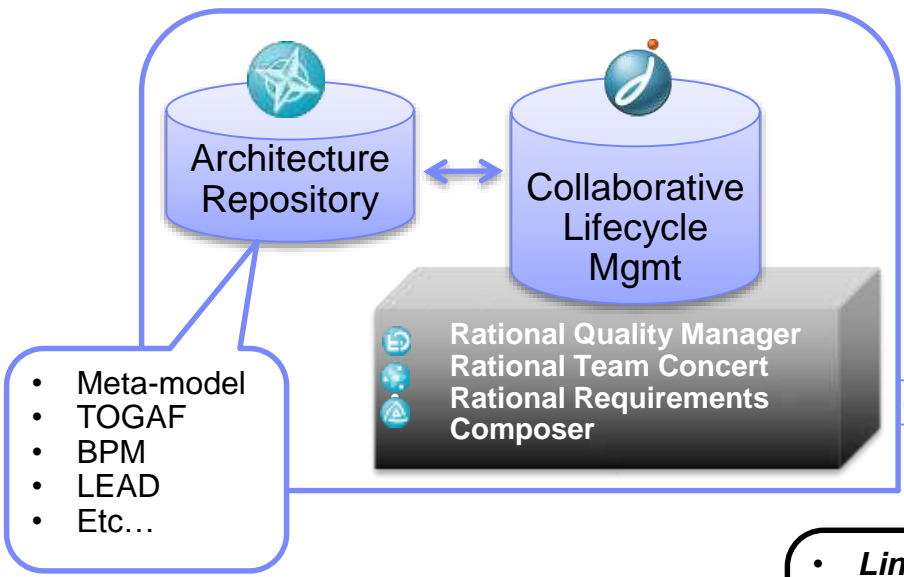
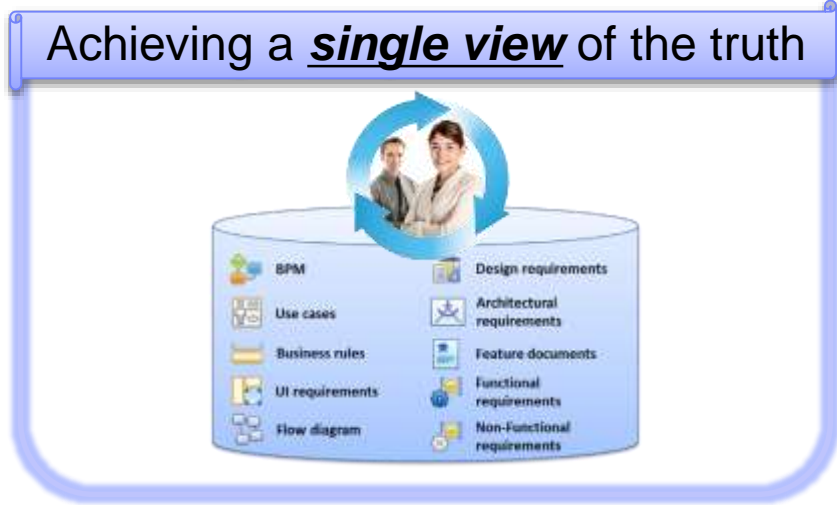


APM decisions and plans are executed and tracked in solutions for Application Lifecycle Management and Enterprise Modernization

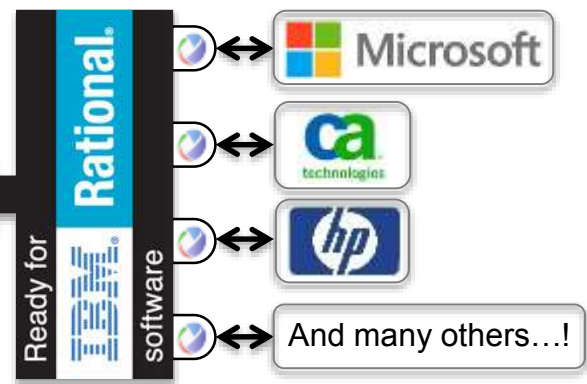
One customer's working scenario...



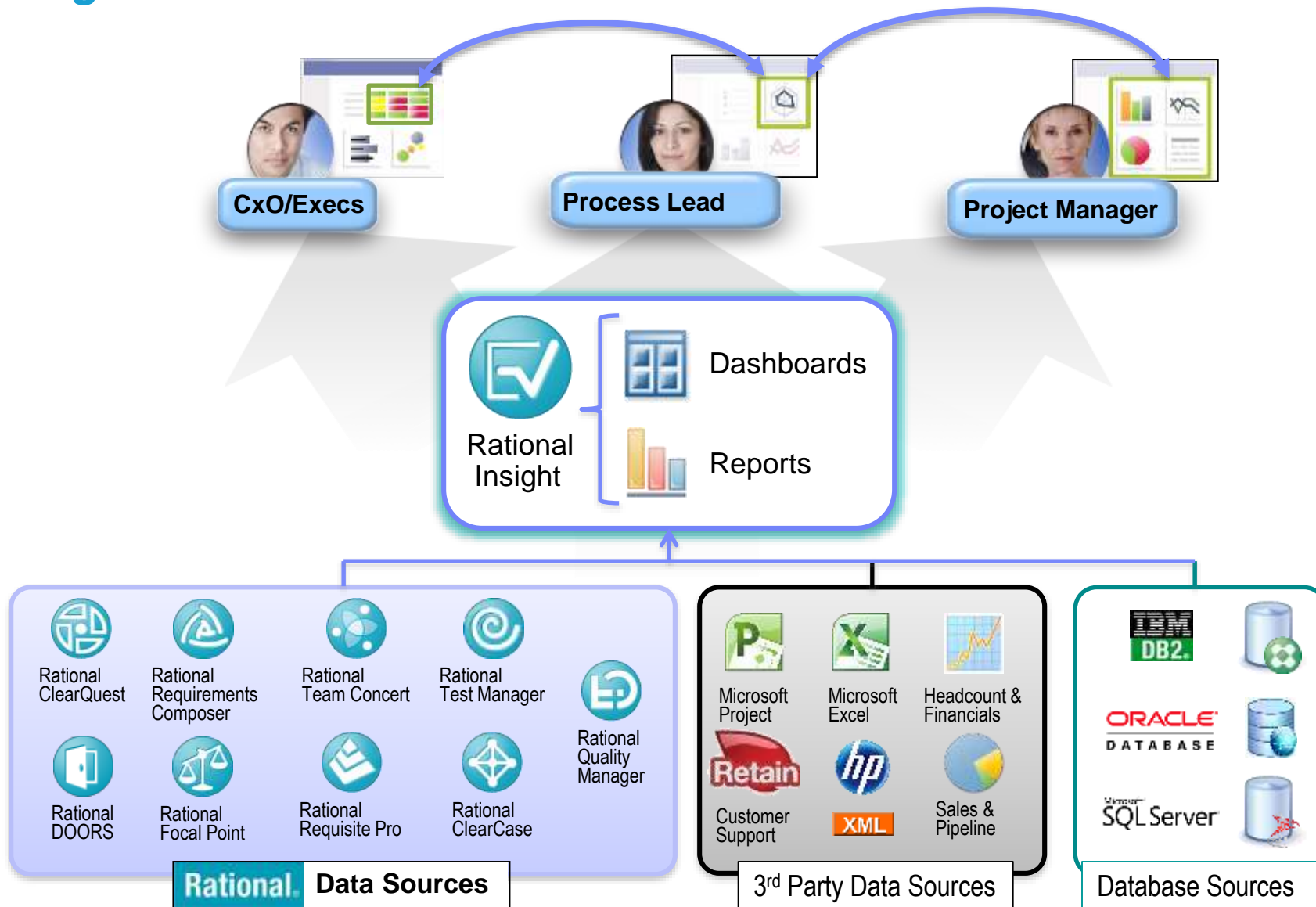
One customer's *full* End-2-End ALM PoV



- **Linked data** approach
- **No** data replication / duplication
- **Full** traceability!



“Single view of the truth”



CUSTOMER SUCCESS STORIES



TBC Corporation creates a consistent mobile user experience IBM Worklight software reduces time to market for mobile applications



Challenges

TBC Corporation wanted to ensure that its customers had a consistent experience whether they visited the company's websites from a PC or a mobile device.

Solution

TBC implemented IBM® Worklight software, which helps enable the company to write a single instance of code that it can deploy on multiple mobile device platforms, such as Android and Mac iOS.

Benefits

- Significantly shortens the time to market for mobile applications
- Supports a consistent user experience across channels and platforms
- Reduces the time and resources required for mobile application development

“Our mobile application portfolio requires complete flexibility of the UI so we can address customer needs in our user experience with total control. The IBM Worklight platform allows us to manage that through standard web development technologies.”

— John Anthony Capiotti, vice president for e-commerce and web, TBC Corporation

Air Canada: Perfecting the art of self-service. How self-service helped an airline transform their brand

Challenges

Air Canada put itself in the shoes of its customers and asked, “Why are we doing this? Why is that process like this? Why is it taking so long?” in order to determine what it could do to innovate and make it simpler for them.

Solution

- Multi-channel Mobile customer experience leveraging iPhone, Blackberry and Mobile Web interfaces that use a common back-end services layer built on SOA principles
- Mobile Applications supporting 3 LOBs: *Air Canada*, *Air Canada Cargo*, and *Air Canada Vacations*

Benefits

- Approximate 80% reduction in per-check-in cost compared to traditional counter check-in
- Greater than 50% reduction in time required to launch new services or channels through the reuse of existing service assets
- Increased customer loyalty by virtue of more compelling and “stickier” self-service options like real-time notification

canadian new media AWARDS 2009



BEST MOBILE APPLICATION
Air Canada iPhone App
IBM Canada

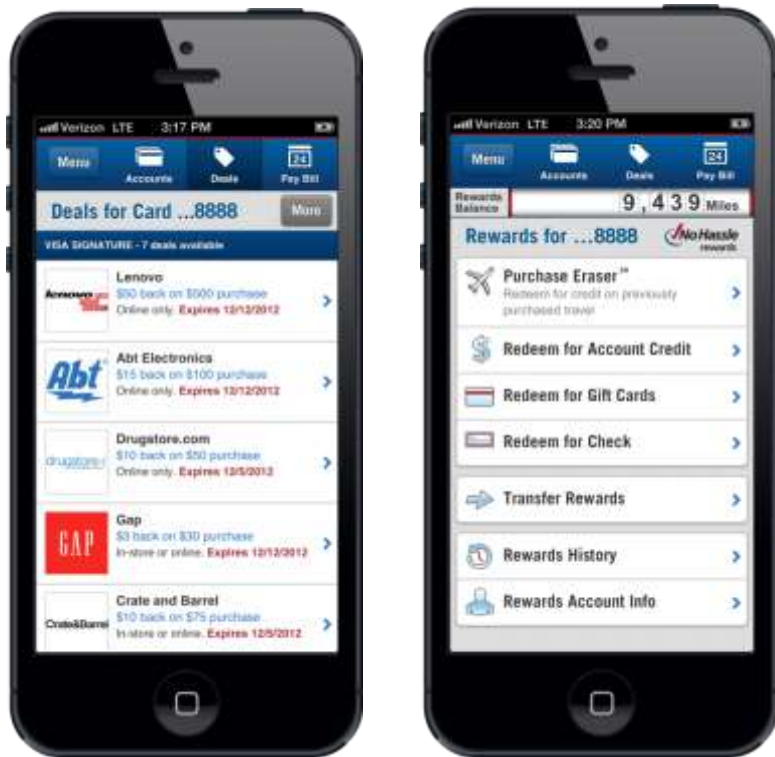
canadian new media AWARDS 2009

Best Mobile Application
Air Canada iPhone Application

“... we have reduced our check-in cost by 80%. What used to take us six to eight weeks...we do in 72 hours. We saved about 50% of time [in development & testing].”

— Patrice Ouellette, Director of Customer Solutions and Innovations, Air Canada

Capital One has shipped industry-leading mobile capabilities and has many more on the way



Challenges

Company estimated that up to 40 percent of its future business would come from providing mobile accessibility to its products and services. They sought a solution that would provide the scalability needed to support high volumes of data, significant numbers of users and a sizable development team.

Solution

Implemented IBM Worklight software to support its mobile-application-development project. The Worklight software provides the scalability the client needs to address the predicted increase in data and user volumes anticipated once the project is completed.

Benefits

- Able to develop mobile apps quickly and efficiently, supporting future business growth at a lower cost than its previous provider could offer.
- Gained scalability to support higher data and user volumes once the mobile apps were deployed.

“We utilize a hybrid/HTML5 approach to achieve our goals with Worklight using web technologies (HTML, Java Scripting, CSS) everywhere we can, and native code where we need to.”

Innovate2013

The IBM Technical Summit

Stay ahead. June 2-6 | Orlando



Eric Ries
Author,
*The Lean
Startup*



Steve
Wozniak
Co-founder,
Apple
Computer

TOP REASONS TO ATTEND

- 1 Learn better ways to innovate with over 400 technical sessions focused on software, systems, security, mobile, agile, cloud, devops and much, much more
- 2 Extended technical training opportunities plus Hands-on technical workshops, open labs and a wide variety of certification tests to validate your product expertise
- 3 Inspiring and educational keynotes from IBM Executives plus Dynamic Guest Speakers and Customer Success stories
- 4 High-energy Exhibit Hall and IBM Solution Center featuring Innovation Labs and Business Partner Solutions
- 5 Networking and innovating with 4,000 peers and the opportunity to meet top strategic and technical talent



Innovate 2013 is *THE* event for
*Product Development and Software
Delivery practitioners.*



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SLIDES

IBM Positioned in Leaders Quadrant

Gartner, Inc.'s 2012 Magic Quadrant for Enterprise Architecture Tools

Leaders, like IBM Demonstrate:

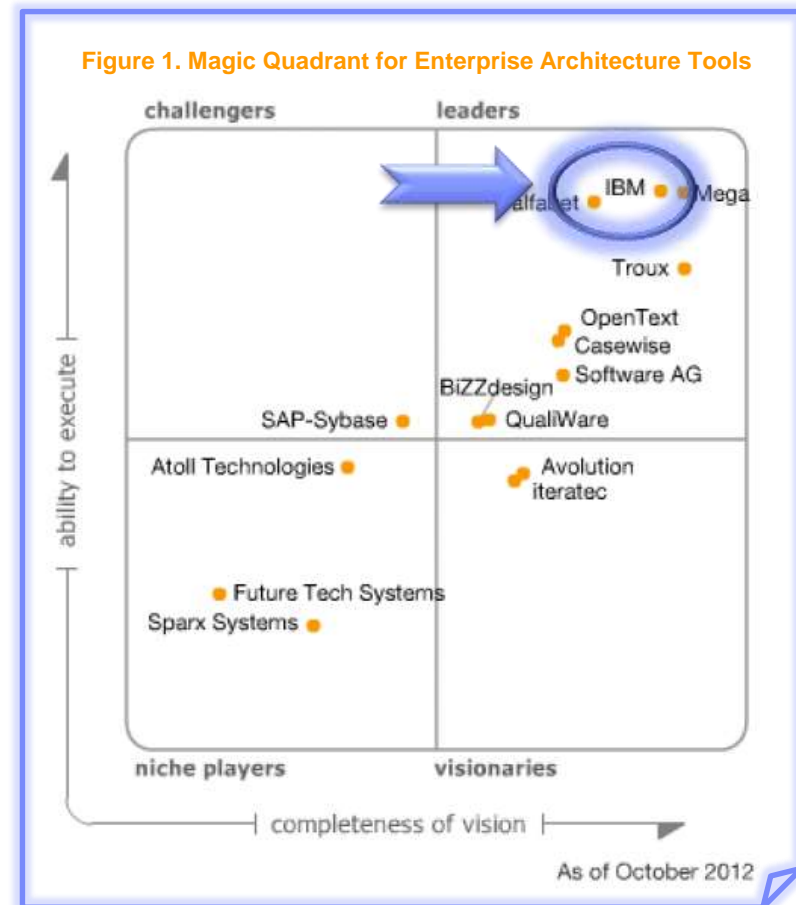
✓ Ability to Execute

- Compete effectively, positively impacting revenue and delivering solutions to clients that create positive, win-win relationships

✓ Completeness of Vision

- Ability to articulate logical statements about current and future market direction, innovation, customer needs and competitive forces.

* Gartner does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.



[Download the full report](#)

"This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available upon request from IBM."

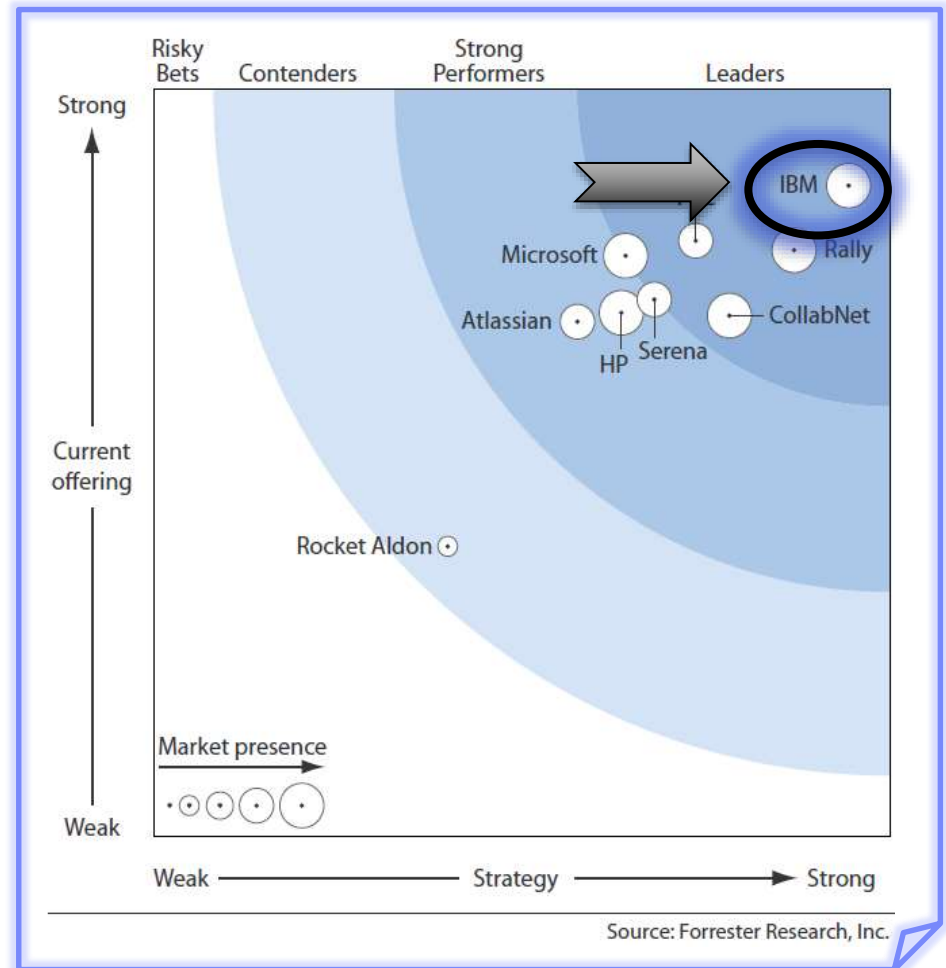
IBM Rational recognized as clear leader in ALM!



The Forrester Wave™: Application Life-cycle Management Q4 2012*

Report Highlights

- ✓ Highest scores among all vendors for current offering & strategy
- ✓ “...not only has IBM continued development of its strong suite of products, but it has also stitched them together in a more coherent way.”
- ✓ “[IBM] has also made clearer the use cases it supports...such as Agile teams and embedded software development”



*Forrester Research Inc, October 23, 2012. Forrester Research, The Forrester Wave™ is copyrighted by Forrester Research, Inc. Forrester and Forrester Wave™ are trademarks of Forrester Research, Inc. The Forrester Wave™ is a graphical representation of Forrester's call on a market and is plotted using a detailed spreadsheet with exposed scores, weightings, and comments. Forrester does not endorse any vendor, product, or service depicted in the Forrester Wave. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change.

IBM's leadership in ALM remains unchallenged!

OVUM

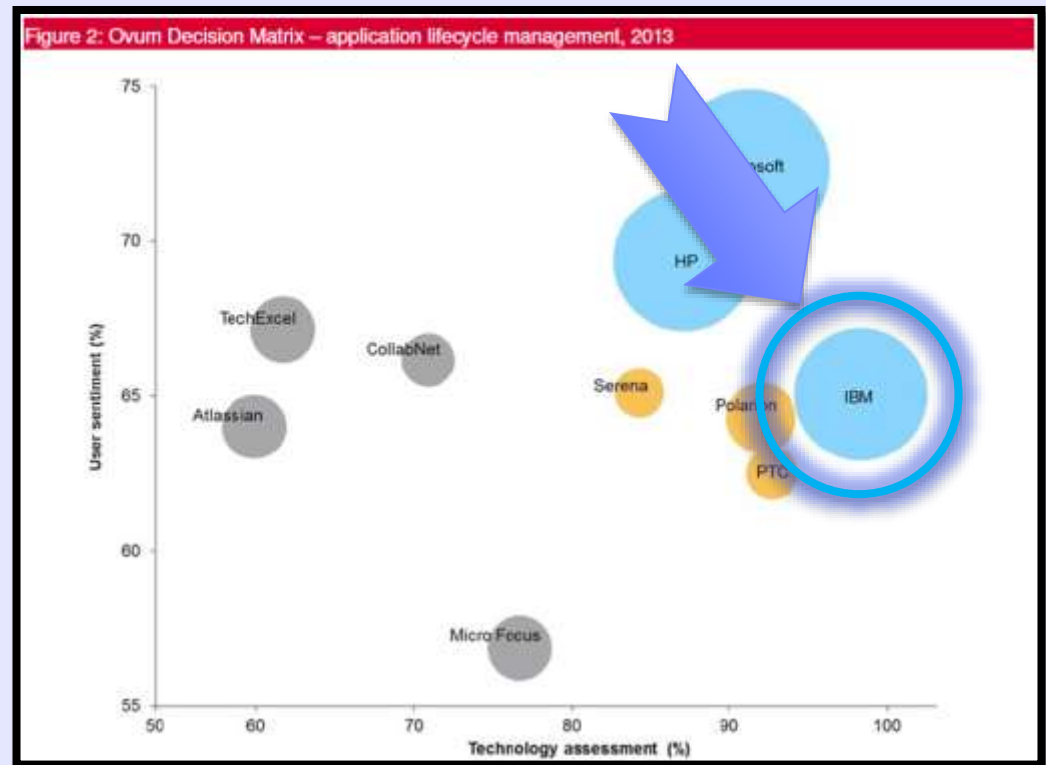
Ovum Decision Matrix: Selecting an ALM Solution

Reference Code: IT016001477 Publication Date: Jan. 2013

Authors: Chandranshu Singh, Michael Azoff

Report Highlights

- ✓ IBM remains the undisputed leader on the technology dimension, scoring much higher than every other vendor on the list.
- ✓ IBM's ALM offering is and continues to be the most comprehensive and feature rich ALM solution in the market.
- ✓ IBM Rational is one of a select set of vendors leading the ALM space, with a comprehensive portfolio of tools and depth of features that few others can match.



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