Jazz and the Rational Product Roadmap

The Future of Jazz

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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

**Enable Innovation & Change**

Increased competitive pressure to change and adapt while IT has an increasing role in every business process.

**Enact Compliance Mandates**

The changing global regulatory and business environment requires security, privacy and ongoing audit capabilities.

**Rising Cost of Operations**

Operational costs continue to grow at 10% CAGR ... twice the rate of the IT budget. The cost of failed projects & rework compounds the problem.

**Inability to Innovate**

Application development & support budgets are shrinking at nearly 10% CAGR dropping from 50% to about 35% of total IT labor spend.

Bottom Line: Enable Business Flexibility...
A maturing approach to managing effective software delivery

**BUSINESS FOCUS AND IMPACT**

- **Business Value**
- **Control & Flexibility**
- **Efficiency**

**SCOPE**

- Individual productivity through automation
- Global team effectiveness & collaboration lowering costs
- Organizational governance & asset utilization driving greater predictability
- Software investment management aligned with business priorities

Asset utilization & coordination across software “supply chains”
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

  "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

Software related downtimes cost the industry nearly **$300 Billion** annually.
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 underperform"

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
Jazz & the Rational Product Roadmap

Envisioning a platform that can transform software delivery

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

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

**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

<table>
<thead>
<tr>
<th>Role</th>
<th>Need</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIO</td>
<td>Frictionless governance driving business value</td>
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<tr>
<td>Project Manager</td>
<td>Efficiency through transparency</td>
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<tr>
<td>Development Lead</td>
<td>Process enactment and best practices</td>
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<tr>
<td>Tester</td>
<td>Enhanced productivity through automation</td>
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<tr>
<td>Development Manager</td>
<td>Team collaboration enabling global development and delivery</td>
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</tbody>
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“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

**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
IBM Rational Software Delivery Platform

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 ClearQuest**
- **Rational Build Forge**
- **Rational RequisitePro**
- **Rational ClearCase**
- **Rational Requirements Composer**
- **Rational Team Concert**
- **Rational Quality Manager**
- **Other offerings**

**Example**
- Risk-value lifecycle
- 2-level project planning
- Iterative development
- Continuous integration
- Use-case driven development
- Whole team
- Team collaboration
- Customer involvement
- Self organization
- Transparency

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**Jazz & the Rational Product Roadmap**
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

**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

Made possible by the open, community-driven innovation of the Jazz Technology Platform
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An open technology initiative to transform how people work together to deliver greater value and performance from their software investments.

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

- Work item synch with Team Concert (Jazz)
- New browser based client built on web 2.0
- Seamless shared project views and filters
- Deploy faster with iteration planning with Team Concert (Jazz)
- Ensure compliance with fine grained security and access control lists
- Support remote teams with enterprise reports
- 24/7 Global monitoring & server uptime view
- React sooner with customizable event settings
- Out-of-the-box ALM Schema – jump start complete lifecycle support
- Agile process support
- High scalability – Handle 500 users
And there is more in 2008!

Phase 2 – Expanding Collaborative Application Lifecycle Management

Rational Team Concert
Innovation Through Collaboration
Unify by “thinking & working” in unison with real-time project health

Rational Requirements Composer
Business Expert Collaboration
Elicit, capture, elaborate, discuss and review requirements

Rational Quality Manager
Collaborative Business-driven Quality
Coordinate quality assurance plans, processes and resources

Best Practice Processes
Search and Query
Dashboards
Team Awareness
Events Notification
Collaboration
Security

Open Lifecycle Service Integrations

JAZZ TEAM SERVER

Powered by Jazz

Business Partner Jazz Offerings

Rational ClearQuest
Rational ClearCase
Rational Build Forge
Rational Requisite Pro
Rational Asset Manager
Extend team collaboration to a broad range of software professionals

IBM Rational Software Development Conference 2008
The road ahead

Phase 3 – Jazz offerings beyond 2008

Rational Enterprise Reporting
Gain insight based on real-time and historical trend information

Rational Project Management
Manage global projects and resources

Rational Method Composer
Dynamic process, enactment and management

Rational ClearQuest, Build Forge & RequisitePro
Native Jazz Implementations

Rational ClearCase
Native for UCM users

Best Practice Processes

Open Lifecycle Service Integrations

More dynamic integration leveraging Jazz “Open Services for Lifecycle Collaboration” services

Rational Integrations
- Rational Software Architect
- Rational Application Developer
- Rational AppScan & Tester portfolio
- Rational enterprise modernization including system z and i support
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Industry change and challenges

Collaboration

Business Value

Work / Create / Innovate / Learn

Commerce

Play

Socialize

Internet Explosion

Internet Users in the World (Millions of Users)

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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)

**Jazz Goal:**
Be for collaboration tools what Eclipse is for the desktop
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

![Diagram showing process enactment and related features like team awareness, dashboards, security, events, notification, search and query, in-context collaboration, and process enactment.]
Future offerings

Best Practice Processes

JAZZ TEAM SERVER

Open Lifecycle Service Integrations

Client Integrations
- Eclipse
- Web 2.0
- Visual Studio (4Q)
- Others to come...

Server Integrations
- Existing Rational offerings
- Bus Partner offerings
- Open source offerings (Subversion, etc.)
- Others to come...

Rational software
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

Barriers to sharing resources and assets across the software lifecycle
- Multiple vendors, open source projects, and in-house tools
- Private vocabularies, formats and stores

Open Services for Lifecycle Collaboration

- 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

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- IBM Rational software
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- Change and release management
- Quality management
- Architecture management
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