



IBM Software Group

Align your Software Development Requirements with your Business Goals

Ingrid Eheler, Worldwide SMB Sales Leader

Chris Fuller, iRise Enterprise Solutions Manager



Business realities – What you see

Software failure impacts the bottom line

- **Airbus**
Non-compatible software used at different Airbus factories
\$6.1 billion profit hit over the next four years, 2006
- **TJX**
Cost of data breach at TJX soars
\$256 million cost, 2007
- **Hewlett-Packard**
Problems with ERP system
\$160 million loss, 2004

*Software related downtime costs industry almost **\$300 billion** annually
Only 34% of software projects succeed.*

Sources: Standish CHAOS Report, Comparative Economic Normalization Technology Study, Business Week, CEO Magazine, Computerworld, InfoWeek, Fortune, The New York Times, Time, The Wall Street Journal, Boston Globe.

What's behind the failure?



An increasingly intense focus on business outcome



**Align IT and business goals
enabling greater business flexibility**



**Manage value and mitigate risks
by improving project management**



**Control costs & improve global
operational efficiencies (GDD)**



**Ensure security and compliance
in a changing global environment**



Consume & integrate value in organizationally diverse environments

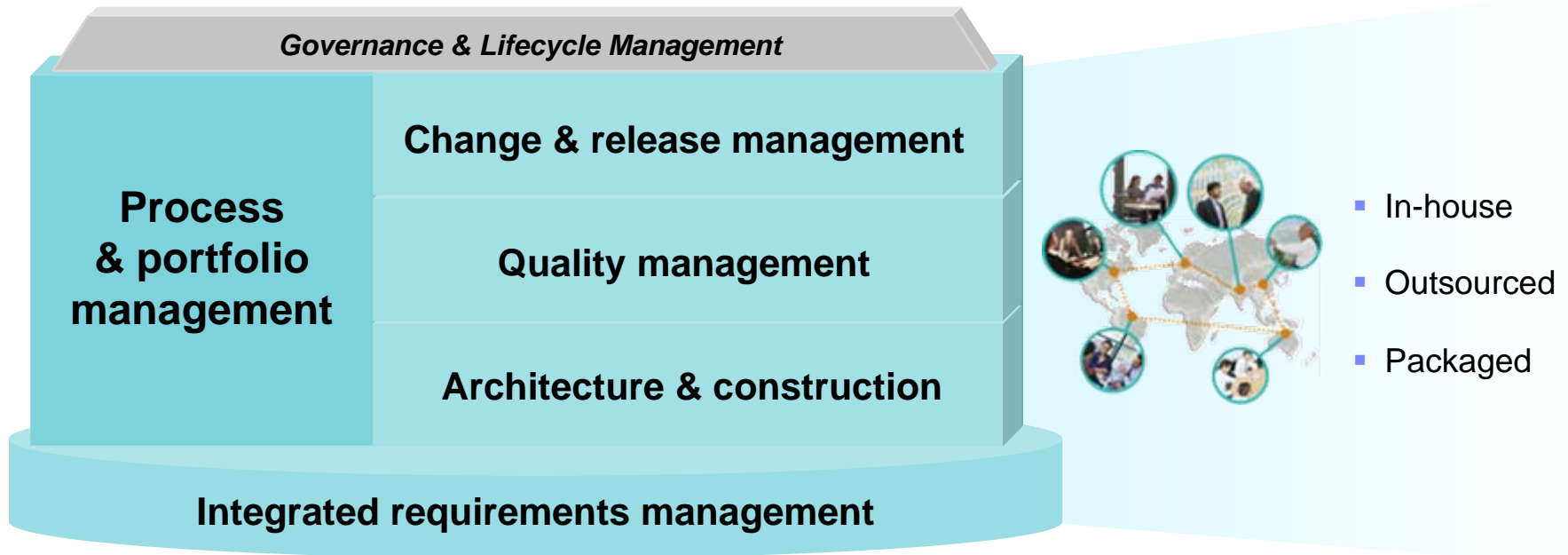


IBM Rational Software Delivery Platform

What we offer

Rational. software

Process design and implementation best practices based on a market leading solutions delivery platform

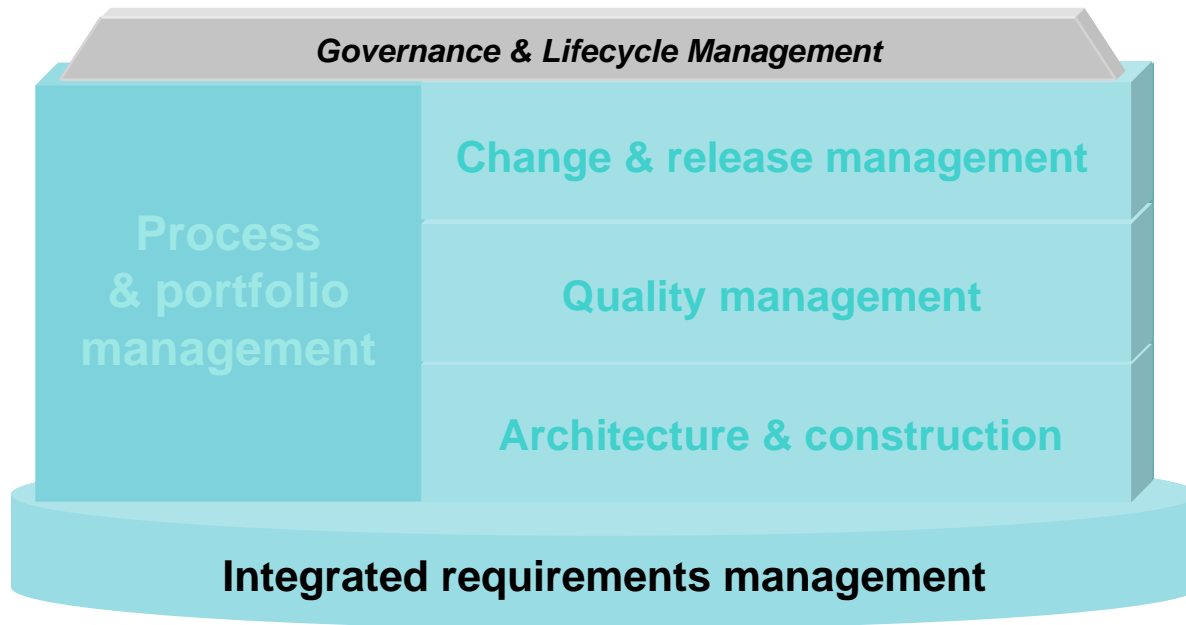


IBM Rational Software Delivery Platform

Integrated requirements management

Rational. software

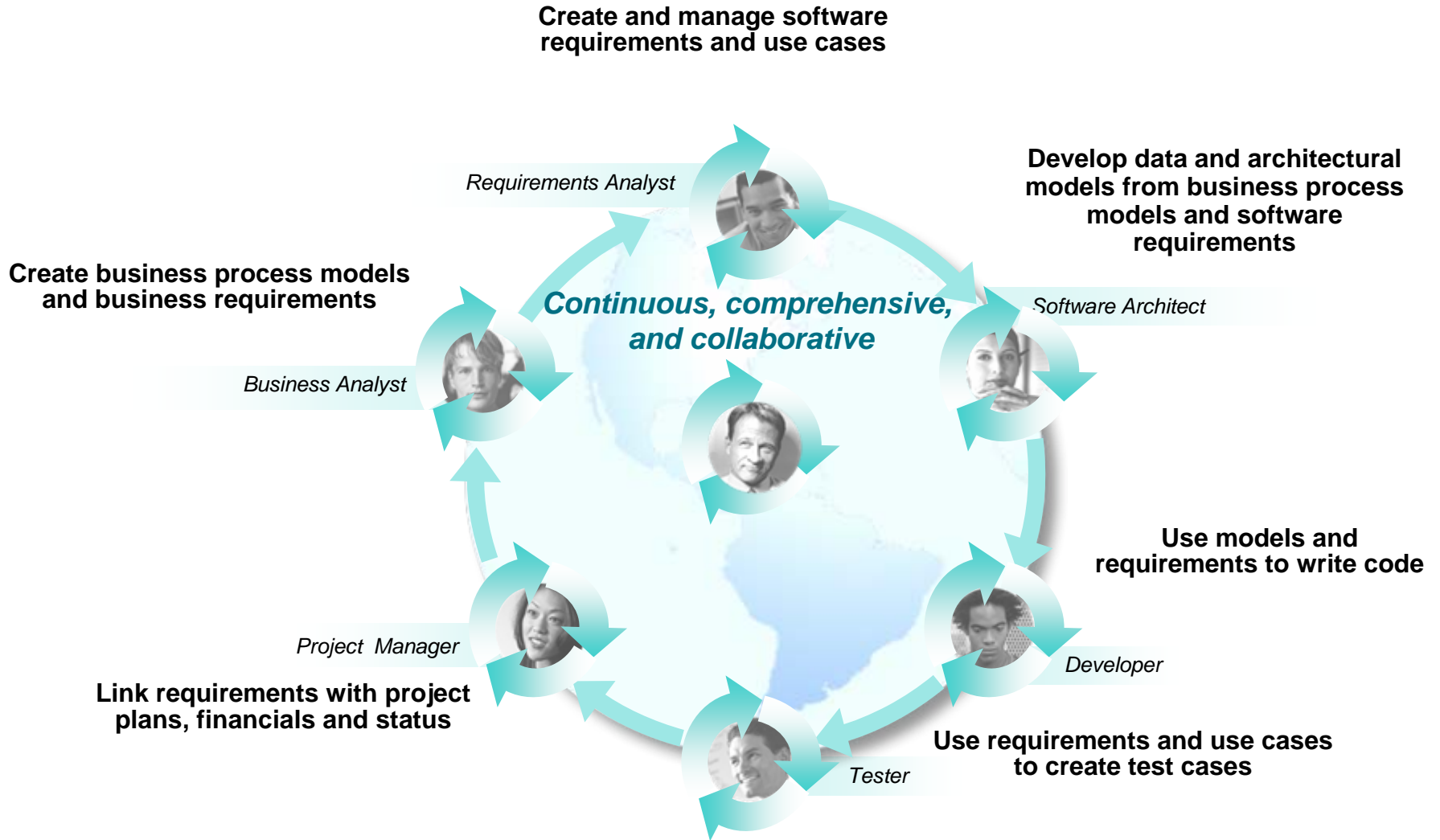
***Improve the communication of project goals,
reduce project risk and increase the quality
of applications before deployment***



- Ensure that applications meet business needs by tracing to business process models
- Understand the impact of a change via full lifecycle traceability
- Verify quality by linking requirements to test cases
- Understand status, resources, cost, return, and other financial assessments associated with requirements



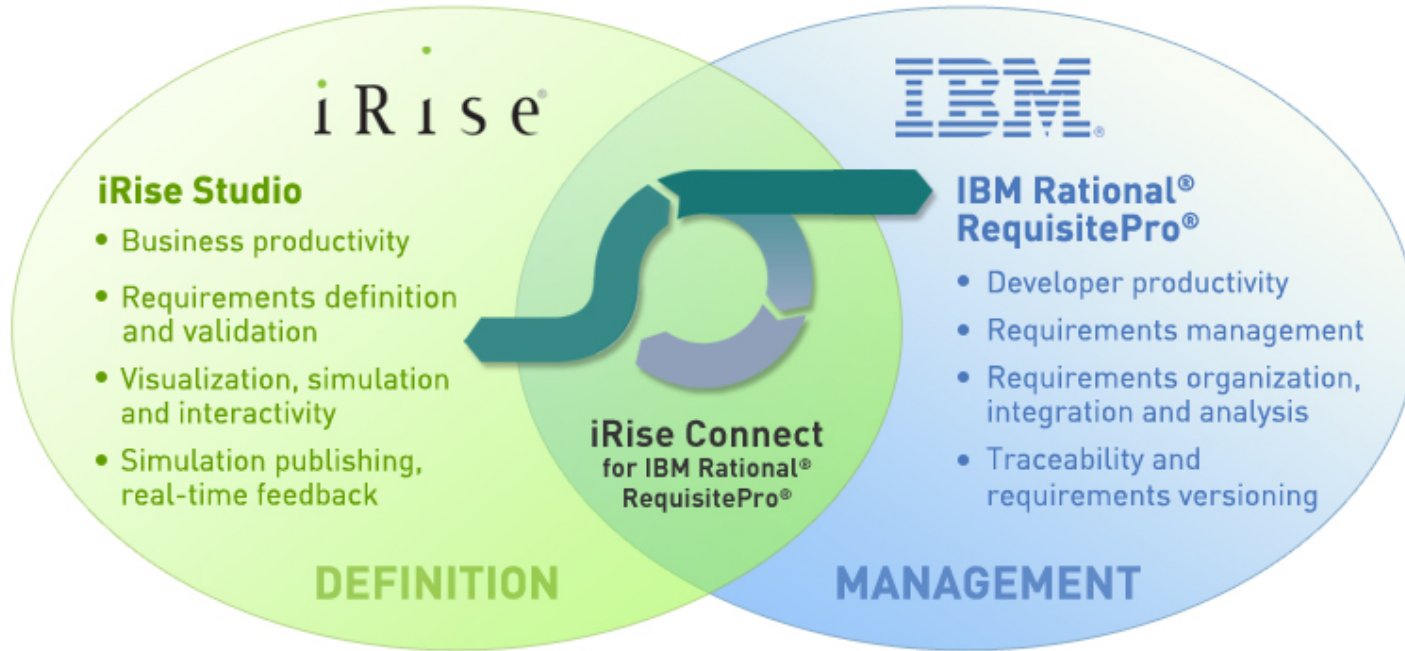
Integrated requirements management



iRise Connect for IBM Rational



Complete Requirements Definition and Management Solution



"The integration of iRise with comprehensive requirements management products from IBM gives our customers the ability to know what to build in the first place, and then manage those requirements through to a successful outcome."

Michael Loria, VP Business Development, IBM Rational

Rational software



Customers Agree!



- Joint Customers
 - ▶ Bank of America
 - ▶ California Courts Administration
 - ▶ CapitalOne
 - ▶ PriceWaterhouseCoopers
 - ▶ UPS
 - ▶ Wells Fargo
 - ▶ Workers Compensation Board of Alberta
- GSIs implementing at other customer sites:
 - ▶ Accenture
 - ▶ Capgemini
 - ▶ Deloitte
 - ▶ IBM Global Business Services

"We believe that joining application definition with IBM requirements management makes complete sense. Integrating visual simulation with the downstream application development process will help take the guesswork out of managing projects and should get services to market faster."

Gary Blouin, SVP, Bank of America





DEMO



Thank
YOU

