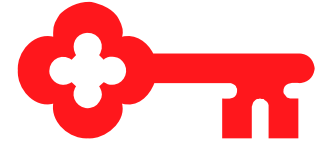


Can you iRise that for me?

iRise as an Agile Tool

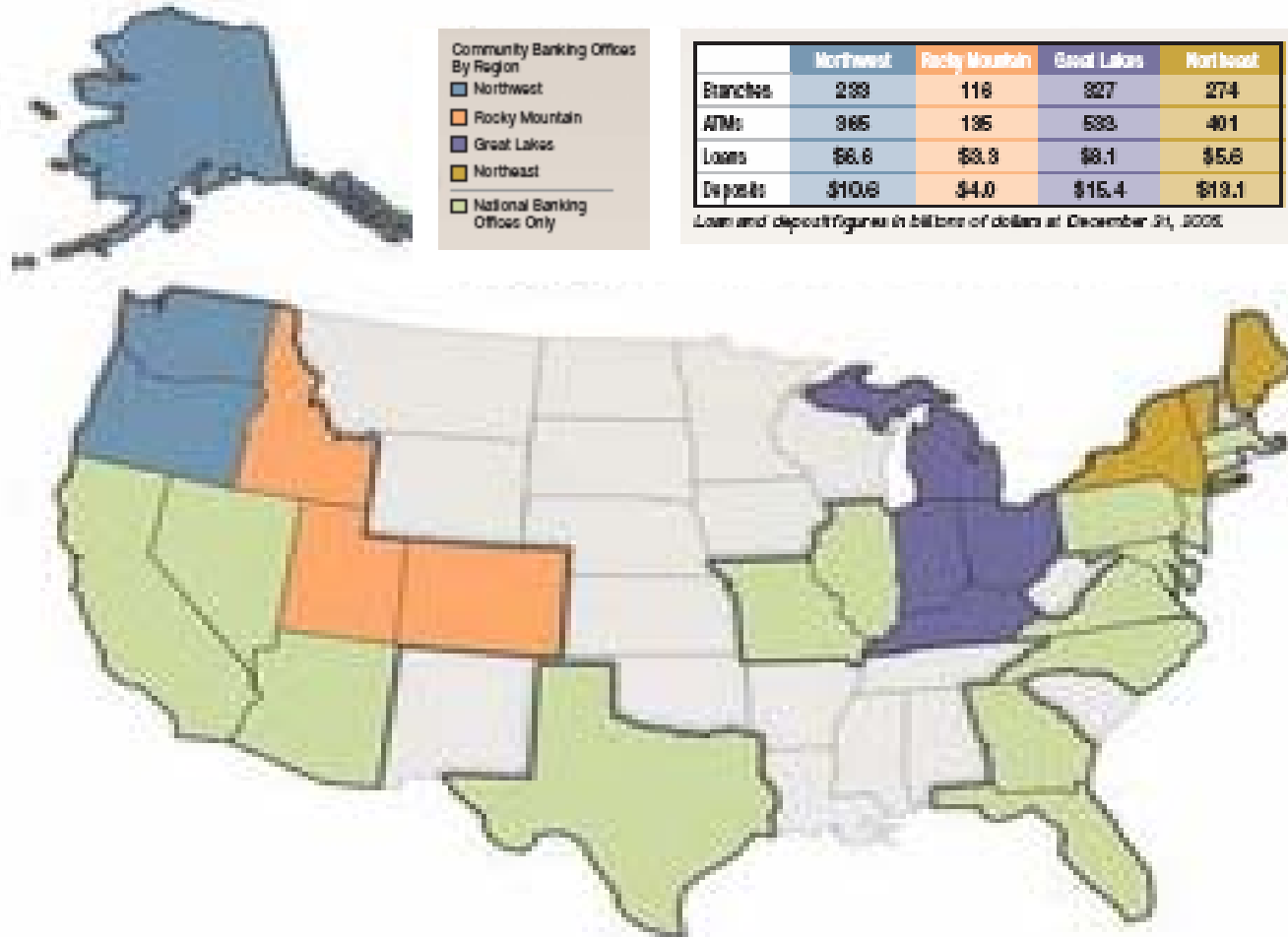
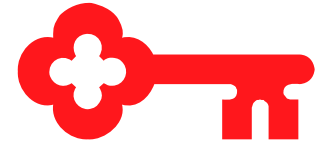
iRise User Conference - Fusion 07

KeyCorp

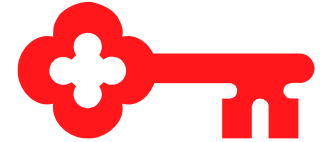


- Cleveland based KeyCorp (NYSE: KEY) is one of the nation's largest bank-based financial services companies with assets exceeding 92 billion.
 - Key Technology Services (KTS) provides the production support and software development for all of KeyCorp's Lines of Business.
 - KTS employs over 3,000 employees with about 1200 employees in Enterprise Technology Development.
-

Key's Diversity

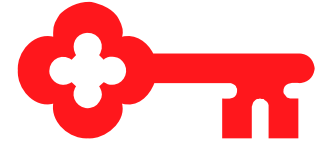


Key's Opportunity



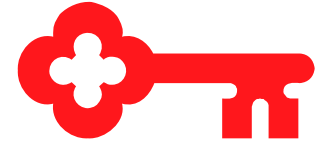
- KTS introduced Agile methodology at Key in order to improve communications and build better relationships with our LOB clients.
- iRise was seen as a tool that could support this goal by:
 - Increasing the opportunities to **collaborate** with our clients.
 - Shortening the requirement definition cycle, reducing rework and helping to **build client trust**.
 - Obtaining consensus from multiple stakeholders on changes impacting our **enterprise** applications.

Why iRise?



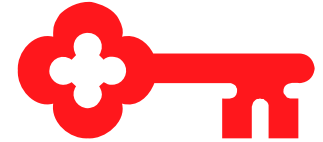
- Key needed a way to improve communication and collaboration with our clients and developers where:
 - The clients and the developers were in multiple sites geographically.
 - The various clients had disparate business needs.
 - iRise offered two options that made this much easier
 - The shared server
 - The interactive document (iDoc)
 - The iRise vendor also offered valuable training and support to help Key ensure success.
-

Introducing iRise



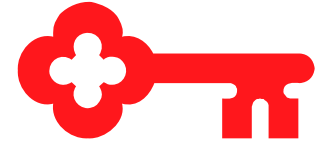
- As a tool iRise was “bubbled up” rather than “rolled out”.
 - When ETD introduced iRise it was made available across KTS and then to all areas of KeyBank
 - There are about 140 plus users of iRise Studio at Key.
 - Key resources have been encouraged to use iRise in whatever way adds value.
 - Training originally provided by the iRise vendor was rewritten to focus on Key’s specific needs.
 - Focus is on collaboration and “just in time” decisioning.
 - Emphasis is placed on about 40% of the functionality.
-

“Can you iRise that for me?”



- Delivering business value is the primary focus of Agile and iRise helps Key do that effectively.
- How has iRise provided value:
 - “Can you iRise that for me?”
 - “There is something about the interactive demo that impresses the client and spurs valuable conversation.”
 - “I thought I would use iRise occasionally for large initiatives but I use it all the time for even the smallest application changes.”
 - “iRise makes communicating a strategic Vision to Executive management very easy and productive.”
 - “When a client is uncertain what they want, iRise is much better than prototyping.”

iDoc



- This iDoc will demonstrate a new feature added to Key.com.
- What was the purpose for the iDoc?
 - Share the vision with executives
 - Test usability with the Key.com team
 - Obtain approvals from Legal/Compliance on the appropriate disclaimers
 - Communicate clearly with the developers
 - Get the new feature to production much faster
- The level of fidelity chosen utilized the existing application screens and incorporated just the modifications.