

IBM Podcast

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MATHENY: Welcome to this IBM Podcast, Bringing 20th Century Technology into the 21st Century Without Breaking the Bank. Rick Slade, IBM Rational Enterprise Modernization Manager and Community of Practice Lead, joins us to introduce this timely new Webcast series, Bringing 20th Century Technology into the 21st Century Without Breaking the Bank.

Today we'll learn how you can leverage your existing software assets and skills to deliver new business solutions, manage change, quality, and reduce the total cost of multi-platform application development and delivery.

This series includes three topics:

- Topic 1: Modernization approaches to reduce the total cost for multi-platform enterprise applications.
- Topic 2: Tips and tricks to realize distributed development; and finally
- Topic 3: Modern quality management for efficiency and speed to market.

Hi, Rick. Welcome to the podcast. Thanks for joining us.

SLADE: Thanks, Angelique. And we appreciate the opportunity to be here. Well, as we are all well aware, we are in very difficult economic times right now. But you know, we're still expected to do the same and even sometimes more with fewer resources.

We need, we want, we have to bring 20th century technology into the 21st century, but without breaking the bank in doing so. Yet the difficult times that we do live in do present some obstacles and challenges, but it's also a time that presents some opportunities for companies that can quickly adapt to those changing conditions.

So, what inhibits companies from being flexible and as agile as they would like to be? Often it's IT that is cited as the problem area. Obviously there are many causes to this, and probably among the most relevant include number one, a reliance on sometimes fragile legacy software with minimal understanding of that software and knowledge of those applications.

Number two, a development staff that isn't productive as we would hope it to be. Number three, disconnected team infrastructures that actually inhibit collaboration and traceability throughout the lifecycle; and number four, a lack of a quality management approach with built-in

automation that would provide not only the required software quality but provide real business agility and speed to market for our IT organizations.

These problems are limiting your flexibility and costing you money, but there are ways to overcome them. Rational's Enterprise Modernization Solutions are designed to address these problems while also lowering your costs to deliver software back to the business.

Our solutions focus on three major areas: applications, people and teams. First, the applications area. It's about improving how we build, how we maintain and manage the applications that run our business. For example, our tools will help you understand your existing application portfolio, how that portfolio aligns with your business processes in ensuring changes do not have unforeseen ramifications.

We provide support for publishing and managing reusable assets, definitely a focus area given the vast expense advantage of reuse. Maybe the solution is simply the addition of rich Web 2.0 interfaces for your existing systems, and we've got tools for that, also. And for all of your development and maintenance activities, our solutions provide traceability and quality that's built into the entire lifecycle.

Second, it's your people that build and maintain, manage these applications. So our solutions are built to help them improve their productivity, to reduce operational cost, and give you the ability to attract new talent.

For example, we offer modern Eclipse-based IDEs for all development languages, bringing high productivity features like Code Assist to COBOL, to PL1 and even ASSEMBLER development. We have our own high-level language, EGL, that delivers just extreme productivity for multi-platform development -- for example, where you've got applications where components will run on CICS from the mainframe and potentially other components are running in a distributed environment using WebSphere.

This language based productivity boost comes from hiding the middleware complexity, the primary source of where most errors and complexity occur. We have tools that can extend and modernize your green screen applications and in quick order at fairly low cost. And we help attract new talent to replace your retiring workforce, offering them a more modern IDE, not the same old 30 year old green screen editors.

And finally, software development truly is a team sport -- so our team area is about consolidating teams across locations, roles, deployment platforms, in order to lower

your operating costs, improve your quality and shorten the time it takes to deliver functionality back to the business.

Most companies building multi platform systems have completely different team infrastructures for their host and their distributed team: different source code management systems, different problem tracking systems, different build solutions, different project dashboards.

One today would never craft such a complicated and expensive solution if starting today. It's just a hold over from how the industry has evolved. It's crazy, in some respects.

Rational's Team Solutions will allow customers to consolidate these teams on to a single common team infrastructure, providing better collaboration, better quality and lowering your costs.

Those customers who are feeling stuck on outdated tools like Endeavor and Change Man or using Natural or Cool Gen, we actually have the ability to move you over to our enterprise modernization solutions very quickly and with a quick return on that investment.

We've got a lot of modernization options, and IBM wants to provide you with the solutions that can help you the most. We have the tools to leverage your existing software assets,

and the skills to deliver new business solutions, manage change, question, and reduce the total cost for application development and to deliver across platforms.

To learn more, we offer...are offering this three-part Webcast series that includes Topic 1, Modernization approaches to reduce the total cost for multi-platform enterprise applications.

Second in a series of three will be focused on the three steps for effective multi-platform development; and then finally, in our final cast of the series, we'll talk about modern quality management for efficiency and speed to market.

The series will begin with an overview of today's economic climate challenges, and we'll further expand on the business needs to do more with less while still maintaining a competitive edge in the use and the deployment of technology.

The pressure's on to cut costs and to respond to changing business environment. IBM's solutions offer practical application modernization roadmaps to help you [at] the organization overcome these challenges.

In Topic 2, we're going to address these questions. Are you

one of the many cost that are faced with managing both legacy and modern systems? Do you want to know how to merge your silos of development, be it mainframe and distributed?

In this Webcast, you'll learn tips and tricks for handling and managing multi-platform development and how to dramatically reduce or cut your maintenance costs.

And if you're wondering how to reduce time to market regarding those applications while still being able to manage the risk and increase your efficiency, Topic 3 in the series will cover how our quality management solutions help solve multi-dimensional cross-platform software quality lifecycle challenges of all modernization projects.

And Angelique, with that, we'll hope everyone joins us, and I'll turn it back over to you.

MATHENY: Rick, thanks so much for sharing your time today to talk about this new Webcast series, Bringing 20th Century Technology into the 21st Century Without Breaking the Bank. This is a great kick-off, and it should be a very informative series. We really appreciate it.

That was Rational's Rick Slade, Rational Enterprise Modernization Manager and Community of Practice Lead. For more information on this Webcast series and to learn more

about cost savings through enterprise modernization, please go to the Rational Talks to You Podcast Page where you can find the link to register for the series. That's www.ibm.com/rational/podcasts.

You'll also find more podcasts like this one, so check it out today. This has been an IBM Rational Podcast. I'm Angelique Matheny. Thanks for listening. Keep tuning in as Rational Talks to You.

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