

Accelerate Innovation with Effective Software Delivery



Being able to collaborate on work items, defects and build errors can reduce late rework by 25-50%

Automated status reporting derived from evolving software delivery artifacts can improve productivity by 5-10%

Best practices in scope management can improve predictability of project delivery by 20-30%

Successful organizations use software to design, deliver, and manage smarter products and services to drive ongoing innovation, growth and competitive differentiation.

Join us for this exclusive 1-day event to hear from subject matter experts and see live demos on major functional areas of application lifecycle management: project management, quality management, requirements management, design management, construction, testing, and change and configuration management.

Key Messages

The briefing will demonstrate how Rational's Application Lifecycle Management (ALM) is positioned in the competitive landscape and enable customers to:

1. Adhere to consistent processes based on best practices and supported by collaborative tools
2. Instill quality across the lifecycle making it a transparent and shared, not siloed responsibility
3. Focus on accurately matching design and functionality to business requirements
4. Create an efficient solution with change and configuration management, automated build and deploy
5. Focus on structured and systematic software testing
6. Preserve open and extensible software delivery environment with flexibility to choose best-of-breed tools

We look forward to seeing you at the event!

Best regards

Katrine Brandt

Rational Sales Manager
IBM Rational Software, Denmark

Register today ➔

Date: 27th of September
Venue: Turning Torso, Malmö
Västra Varvsgatan 34

Agenda



- 08.45 - 09.15** **Registration and Continental Breakfast.**
- 09.15 - 09.30** **Welcome by Regional Sales Executive**
- 09.30 - 10.00** **1. Introduction: Eliminate Your Software Delivery Pain Points with IBM Rational**
Introduction to the macro Business/IT pressures all companies face, and the typical business and IT pain points related to software delivery.
- 10.00 - 11.00** **2. Breaking down the Barriers**
Challenges that geographically distributed software delivery teams face when using disparate methodologies, processes and tools: geographic, organizational and infrastructure barriers. The benefits of unified integrated platform and in-context collaboration provided by IBM Rational ALM solution. An overview of key Jazz-based Rational ALM offerings that will be discussed and demonstrated today. Highlight the end-to-end integration across lifecycle, across tools, across roles. Rational Team Concert (RTC) provides in-context collaborative project planning with work items estimation, iteration planning, using multiple UI across roles
- 11.00 - 11.15** **Break**
- 11.15 - 12.00** **3. Building a Firm Foundation**
Problems occur when robust requirements definition, architectural design and modeling aren't included in the early phase of a project. Rational Requirements Composer (RRC) can define/capture/manage your requirements.
Rational Software Architect (RSA) can easily translate project requirements into architecture and design models.
Collaboration at this phase can reduce misdirected projects at the start. Benefits: Increased productivity, predictability, and reduced requirements-functionality gaps.
- 12.00 - 13.00** **4. Integrated Change, Build and Deploy is What Sets Us Apart**
Problems that occur when change and configuration management (CCM) solutions are based on point-to-point integrations vs. being truly seamless with requirements and quality management solutions. RTC provides an integrated team environment including source control, work item, build and project management capabilities. Benefits: RTC makes developers more productive with integrated planning and tracking, CCM support for working in parallel, automated builds and test script execution, linking of build results with changeset (code version), automated dashboards and reporting
- 13.00 - 14.00** **Lunch**
- 14.00 - 15.00** **5. Quality is not Accidental**
Problems occur when Quality Management is not systematic or tied to requirements. Rational Quality Manager (RQM) provides test planning, workflow control, tracking and metrics reporting that quantifies how project decisions and deliverables impact and align with business requirements. Benefits: RQM delivers quality management throughout the lifecycle, linking from requirements to test cases and from build results to defect definitions and test cases.
- 15.00 - 15.45** **6. Wow! Can it Really Do All That? – Bringing it All Together**
How IBM Rational's ALM offerings are open and extensible to other tools from IBM, business partners, even competitors. We will demo our integrated ALM capabilities showcasing collaboration, automation, reporting and optimization to reiterate how Rational's ALM offerings address a company's software delivery challenges and pain points.
- 15.45 - 16.00** **Q&A and Wrap-up**

IBM products demonstrated or discussed:

- Rational Team Concert
- Rational Requirements Composer
- Rational Quality Manager
- Rational Insight
- Rational Software Architect
- Rational Application Developer
- Rational BuildForge
- Rational Functional Tester
- Rational Performance Tester
- Rational Service Tester
- Rational AppScan



Topic Abstracts:

01 Introduction: Eliminate Your Software Delivery Pain Points with IBM Rational

Businesses of today are facing the necessity of delivering innovation in an economic environment that is more volatile, unpredictable, and complex than ever before. CIOs have to prioritize accordingly, becoming more agile, nimble, better aligned to business requirements, in an atmosphere of relentless cost reduction. But cost-effective innovation and agility often requires a significant investment in software. Accelerating innovation relies on a company's ability to manage effective software delivery. In this module, you'll learn how collaborative ALM from IBM Rational provides the capabilities required to deliver effective software development.

02 Breaking down the Barriers

Many companies have distributed software development teams. The challenge comes when these distributed teams end up using disparate development methodologies and different development tooling. This can create barriers between the different development sites. If different ALM roles use tools that are not integrated with each other, there are additional interdisciplinary barriers that negatively affect the effectiveness of an ALM solution by reducing fidelity of artifacts transferred from one user role activity to another and making issue resolution much more difficult. In this module, you will learn how to break down those barriers using Rational's ALM offering which provide end-to-end integration across development sites and across roles by leveraging in-context collaboration. You will be introduced to the benefits of the key ALM offerings that are built upon the Jazz platform, and the unique characteristics of IBM's ALM solution.

03 Building a Firm Foundation

Many software development projects are doomed from the start because a solid set of validated, compelling, well-grounded business requirements are not defined, documented, and managed through the development process. Other projects are launched with an unsound architectural design. At the end of the project, a business may find new software functionality that cannot be tied to a business requirement or, worse yet, a key business requirement that was not satisfied. In this module, you will learn how to eliminate those requirements and functionality gaps with Rational Requirements Composer and Rational Software Architect.

04 Integrated Change, Build and Deploy is What Sets Us Apart

World-class software development is a team sport. No longer can a business rely on the superhuman efforts and skills of a small cadre of isolated programmers, regardless of their experience or dedication. But achieving the benefits of collaboration between development team members in different roles, with diverse skills and unique perspectives, is difficult if not impossible to achieve if each team member uses different, dissimilar tooling. In this module, learn how Rational Team Concert provides an integrated team environment including source control, work item, build and project management capabilities. It also provides tight linkage with Jazz-based requirements management and quality management offerings.

05 Quality Is Not Accidental

Quality software delivery has never been more critical to businesses; in fact, it's critical to business survival. In today's economy, CIOs need to delicately balance the drive toward business transformation with the management of business risk. In this unforgiving economy, success or failure often depends on one thing: whose product has the highest quality. Requirements change often, projects fall behind schedule, costs are scrutinized, but quality must improve or businesses fold. This seemingly impossible task is forcing software delivery teams to think outside the box, examine new development approaches and challenge historically dominant methods. In this module, we'll explore how modern software delivery teams enable quality management throughout the application lifecycle, test planning and automation, detecting defects early and improving visibility of all activities via reports. From enterprise quality management, to SOA architecture validation, to automated functional regression testing and beyond, IBM Rational has solutions to ensure quality management persists throughout your application lifecycle.

06 Wow! Can It Really Do All That? - Bringing It All Together

One of the unique characteristics of Rational's ALM solution is how open and extensible it is to other tools from IBM, business partners, even competitors. This module will explain that Open Services for Lifecycle Collaboration make Rational's ALM solution even more flexible and capable of delivering a quick ROI in a heterogeneous software delivery environment. You will also see a more detailed end-to-end demo of Rational's ALM solution, showcasing its collaboration, automation, and reporting capabilities. We will summarize by reiterating how Rational's ALM solution addresses a company's software development challenges and pain points.

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