



**[SPONSOR PRESENTATION ]**  
**Maximizing the Business Value**  
**of Software**

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METRO TORONTO CONVENTION CENTRE  
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# Maximizing the Business Value of Software

Edmond Chan

# Software Development Today

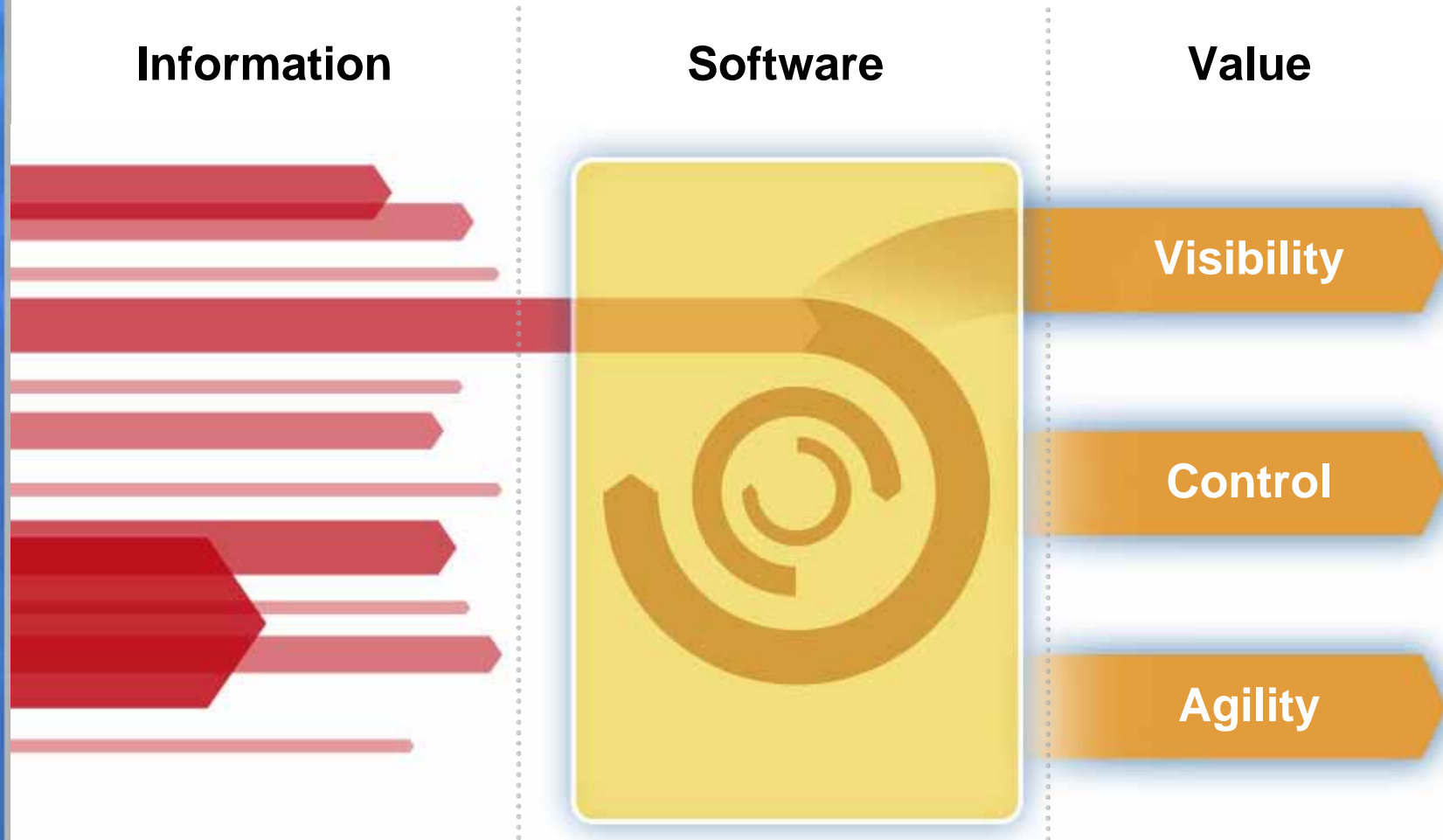
## More Art Than Science

“Much of today’s business software is too inflexible and business executives see it as a constraint to strategic change. The engineering behind this outmoded software is similar to mechanical and electric design in the 1940s and 1950s, with much of design done by skilled artisans rather than leveraging automation.”

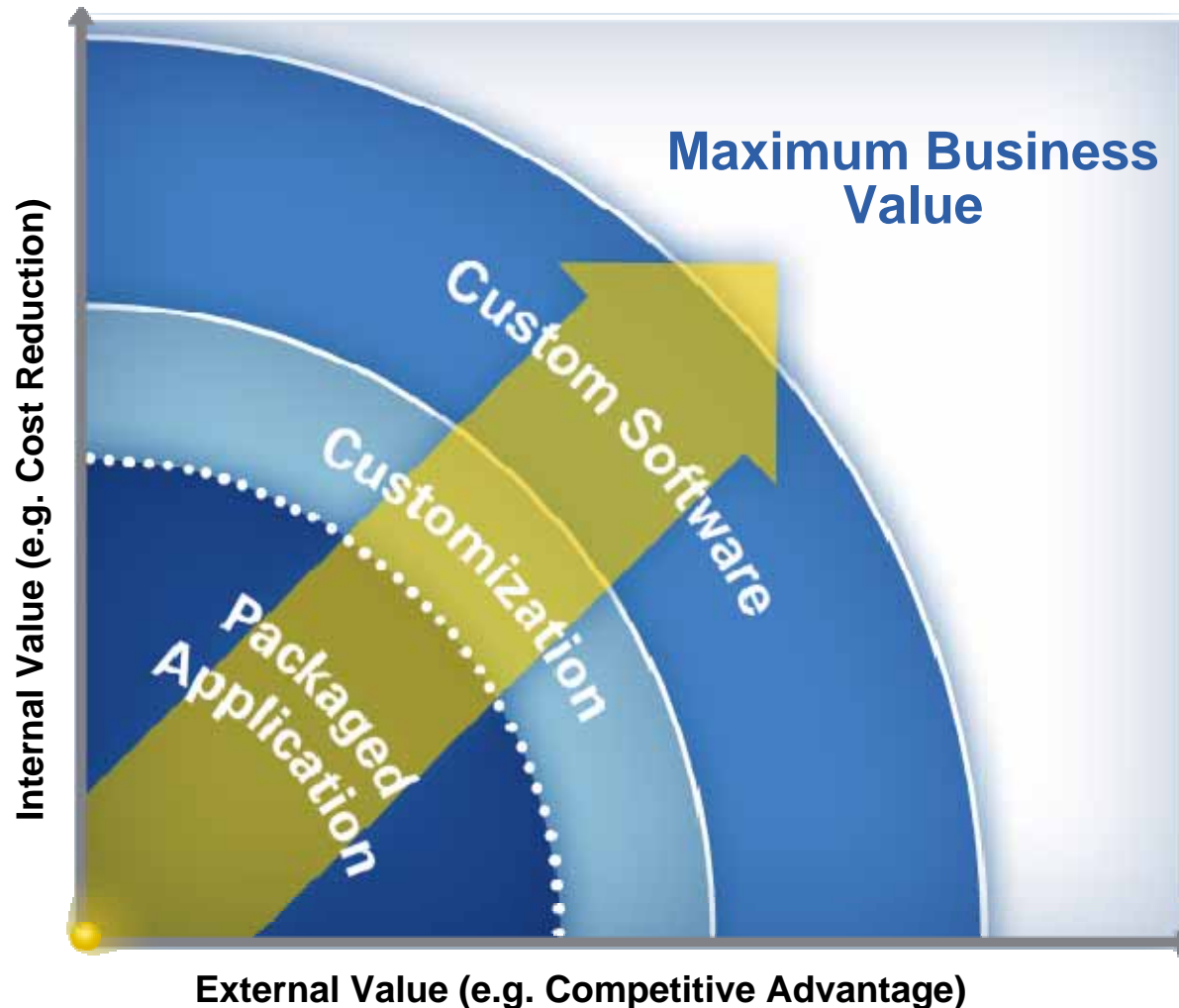
**Gartner Group**, August, 2004

**It Is Time For Change!**

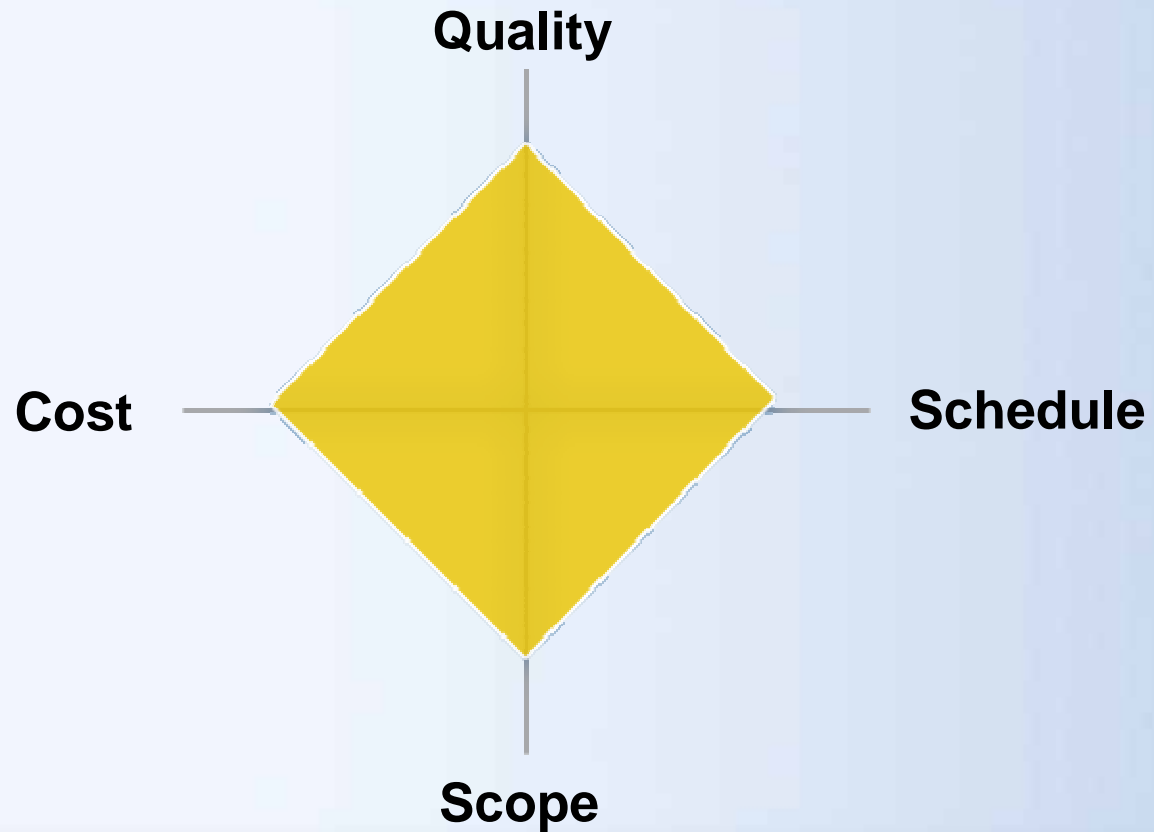
# Software Can Drive Competitive Advantage



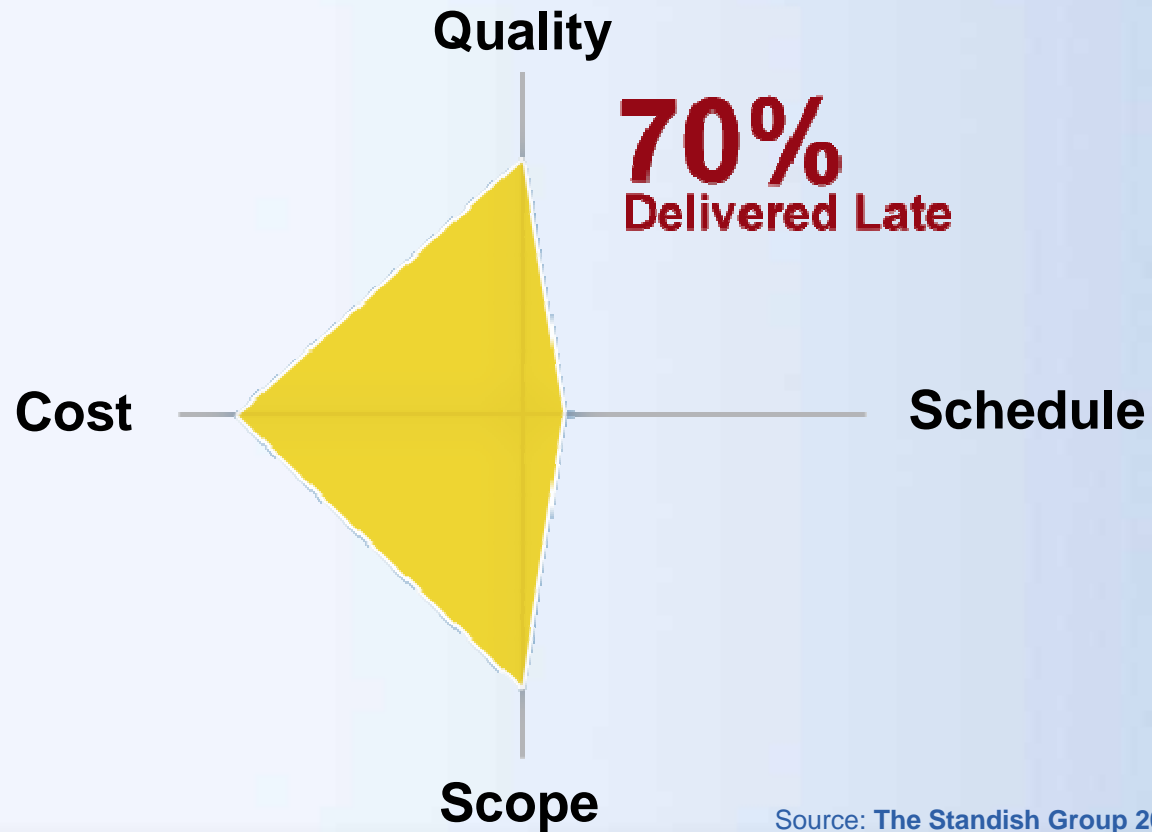
# Right Software Delivers Business Value Internal and External



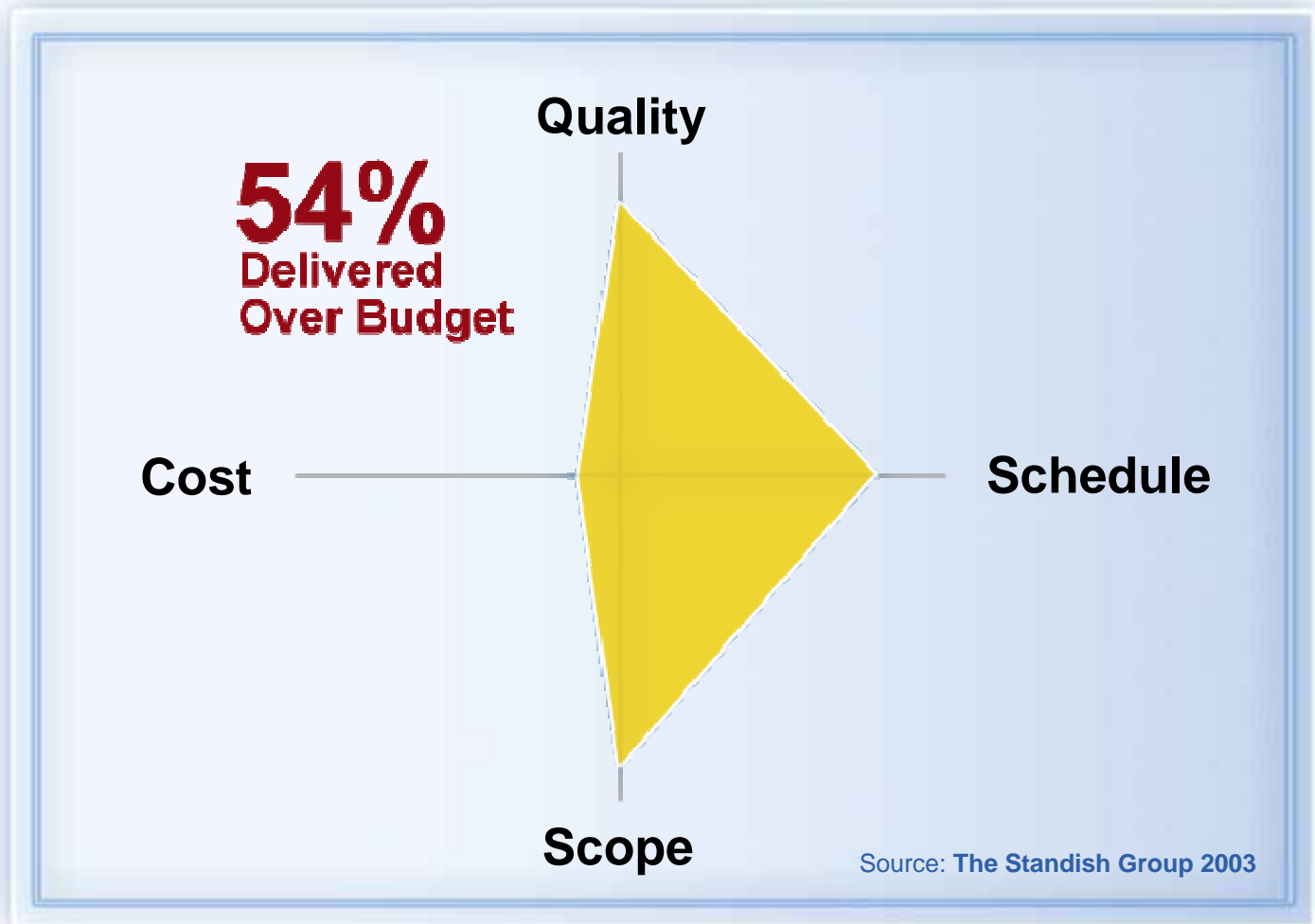
# Software Development Is Limited By Constraints



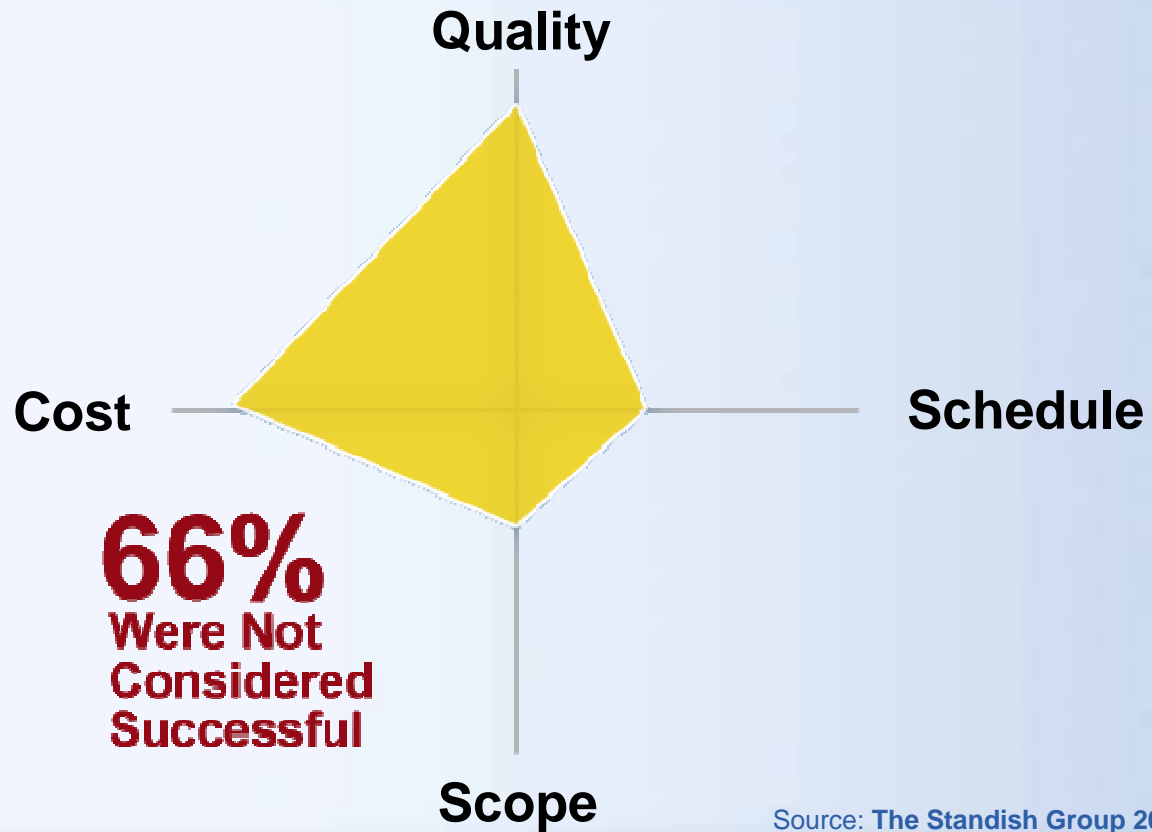
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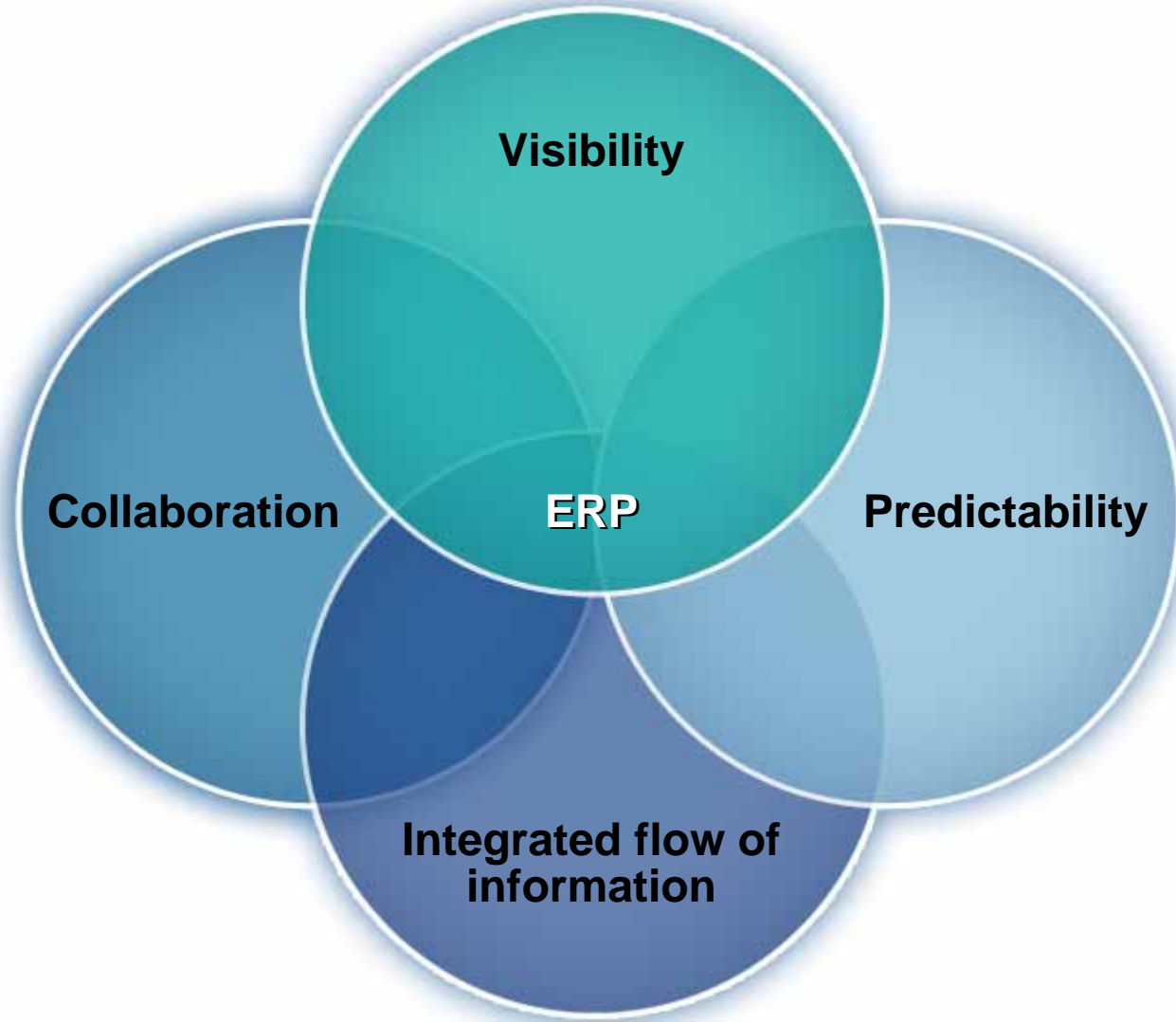
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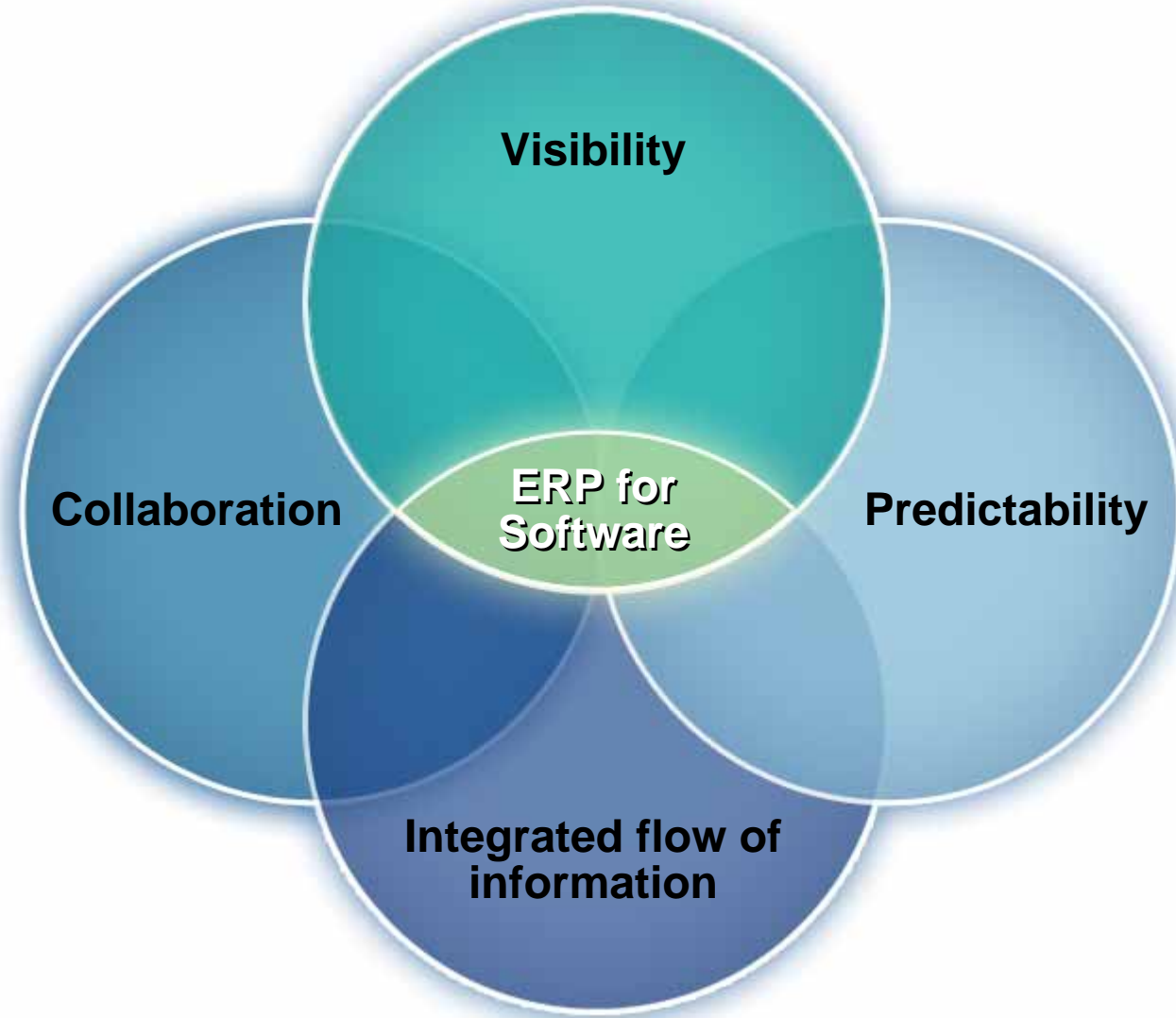
# Software Development Is Limited By Constraints



# Software Development Must Become a Managed Business Process



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# The Test: Can Organizations Confidently Answer These Questions?

**Are we focused on the right projects?**

Optimized planning and resource allocation to attain maximum business value

**Are we doing them right?**

Optimized execution to achieve reliable and predictable software delivery

**How do we know?**

Optimized manageability by aligning engineering and management processes to achieve visibility and control

# The Borland Mission

## **Software Delivery Optimization:**

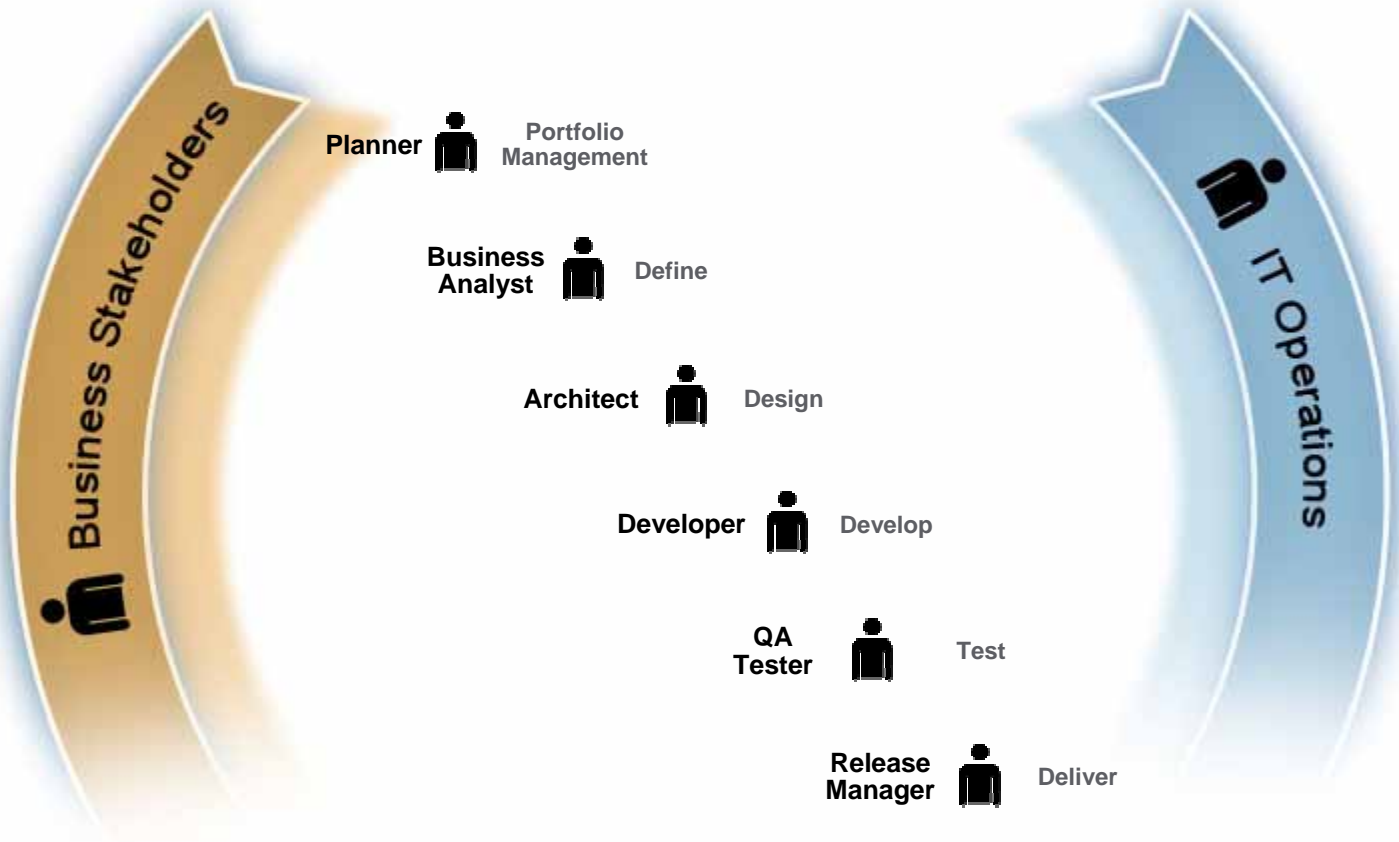
The transformation of software development to an accelerated, yet disciplined approach that aligns teams, technology and process to maximize the business value of software.

# Delivery Is More Than Development

Chasms Exist Between Organizations  
in the Delivery Chain

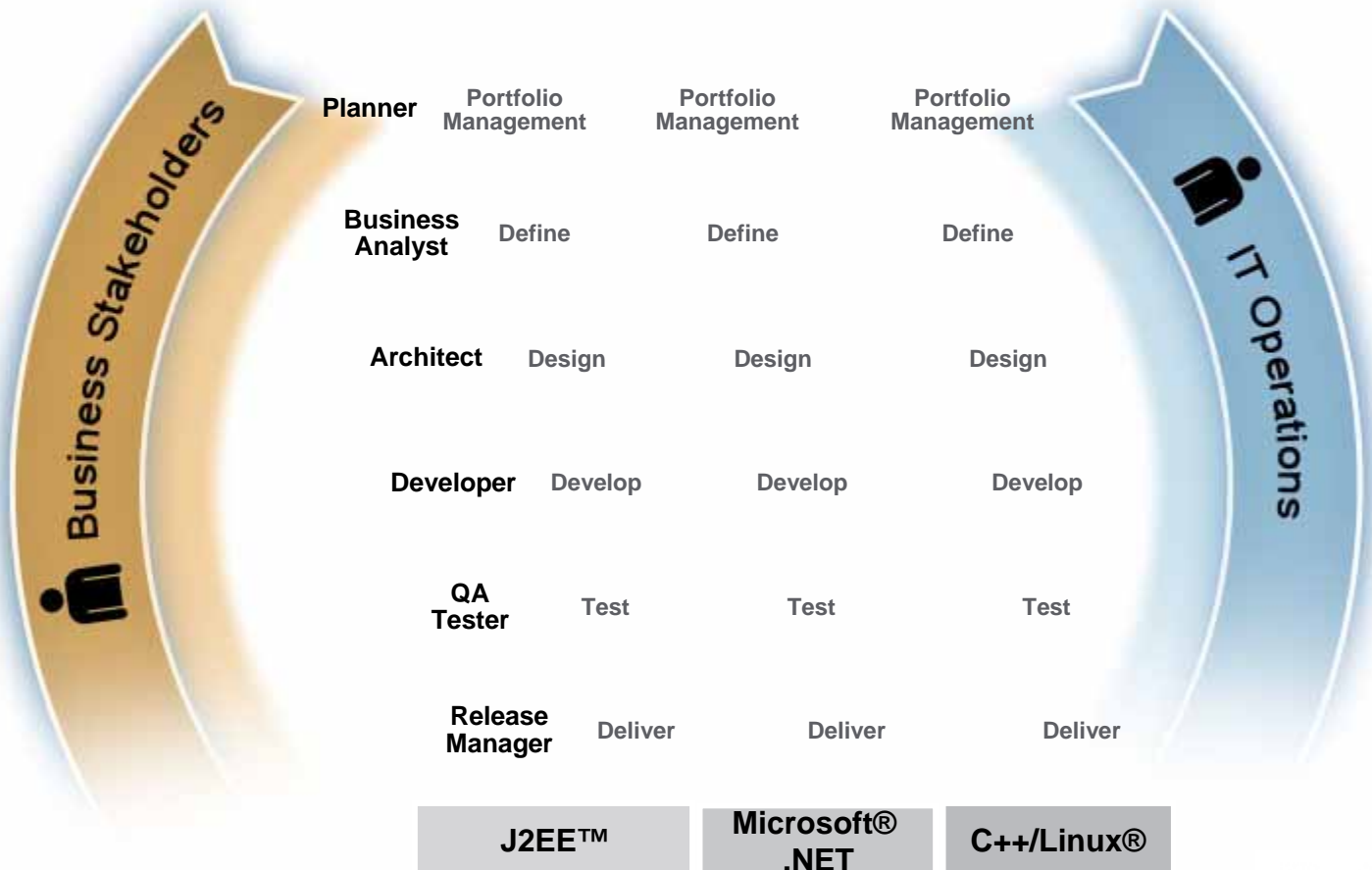


# Significant Challenge: Communication and Process Gaps Between Individual Roles



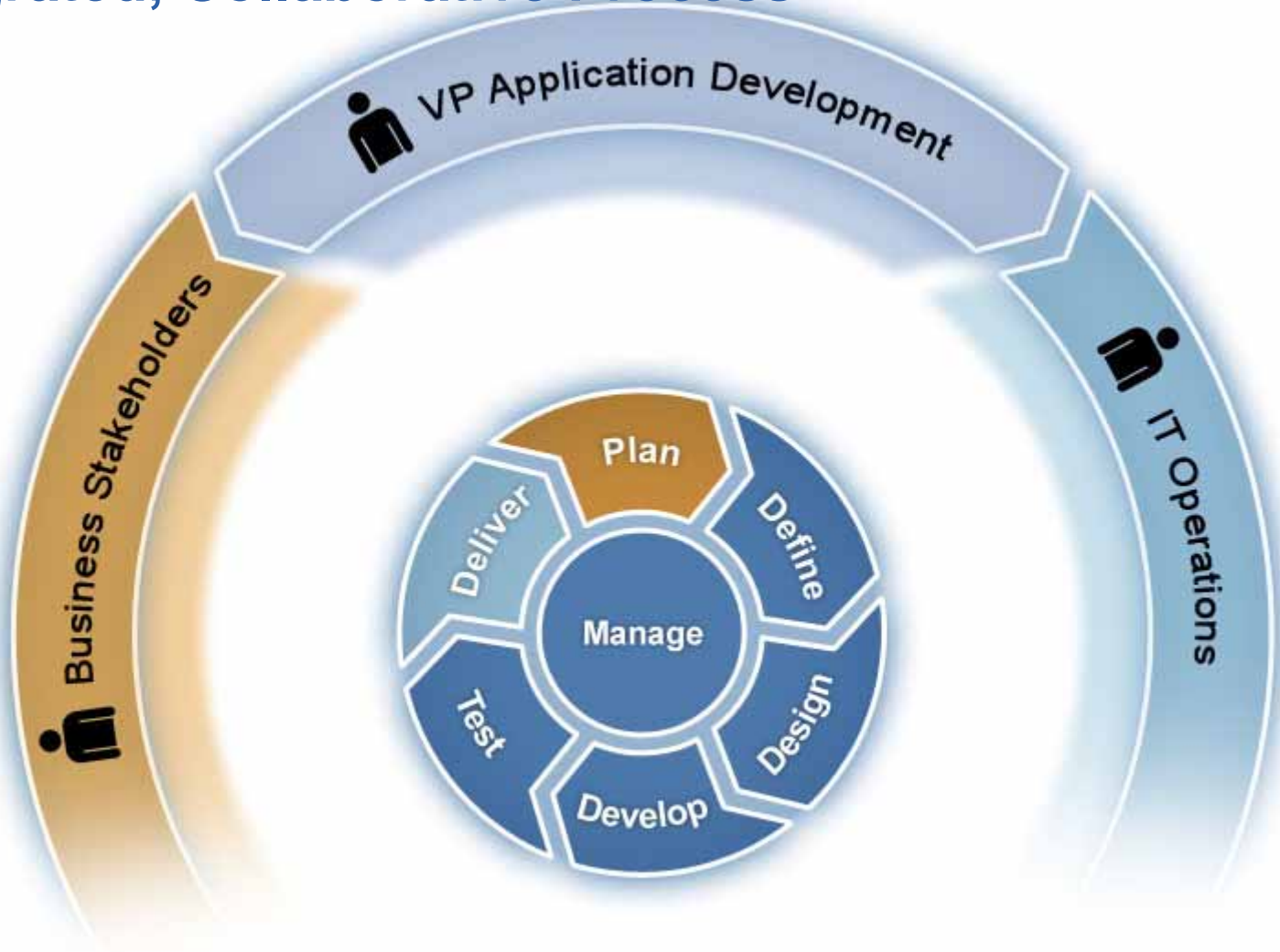
# Compounding Challenges

## Complexity & Heterogeneity



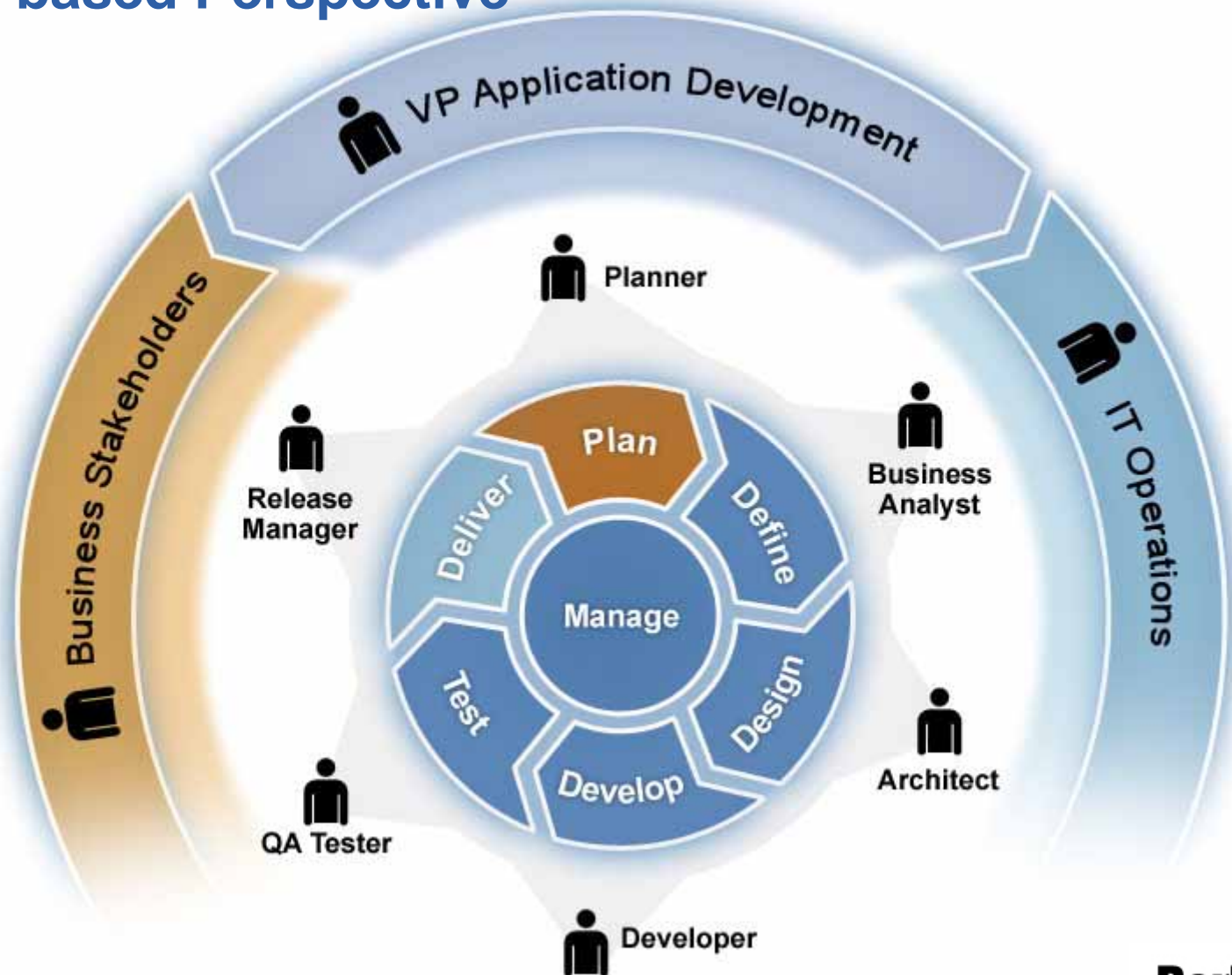
# Software Delivery Optimization

## Integrated, Collaborative Process



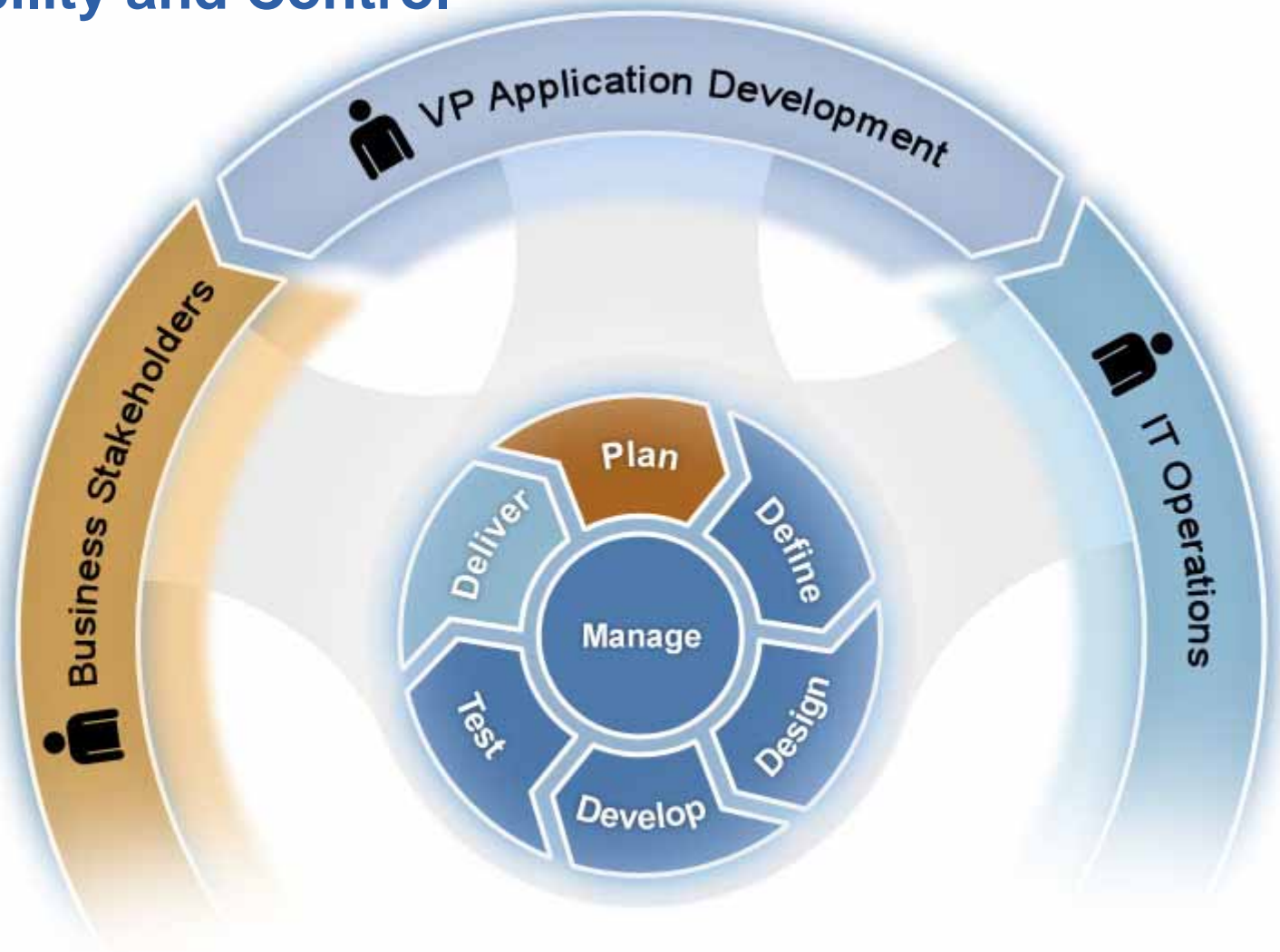
# Software Delivery Optimization

## Role-based Perspective



# Software Delivery Optimization

## Visibility and Control



# Software Delivery Optimization /s the Change

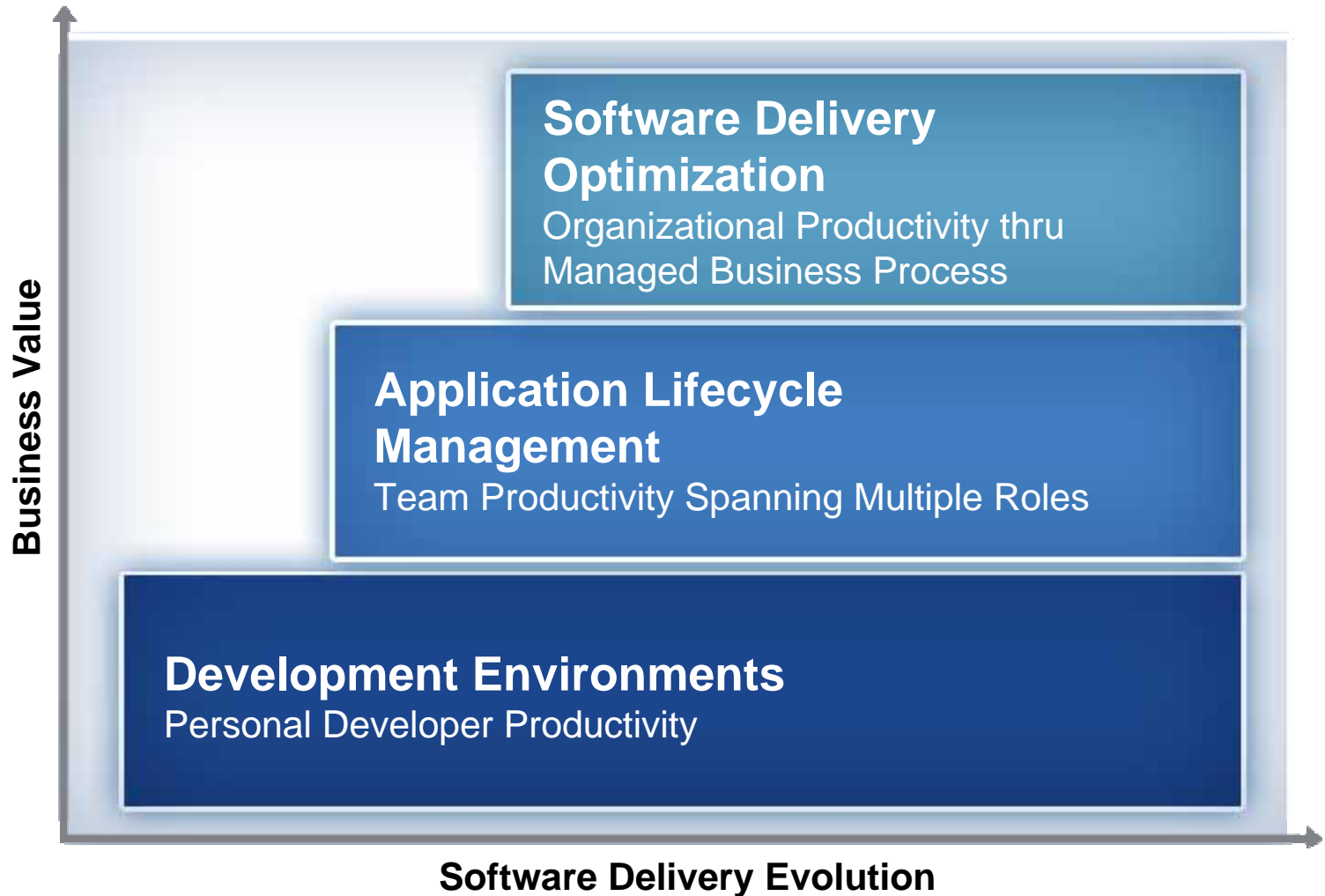
“Software Delivery Optimization bridges the gaps between management, software development and the operations teams. This transformation will do for software development what ERP did to the process of manufacturing.”

**Tom Murphy**, Meta Group

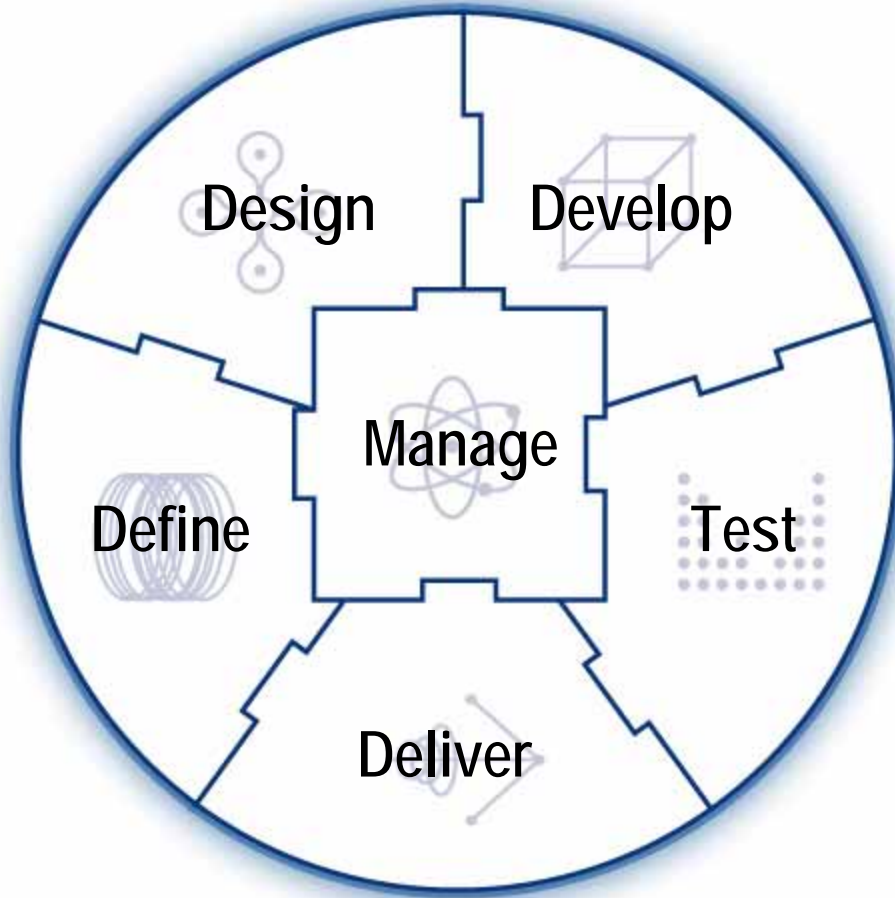
# Advancing the Priorities of the Development Organization



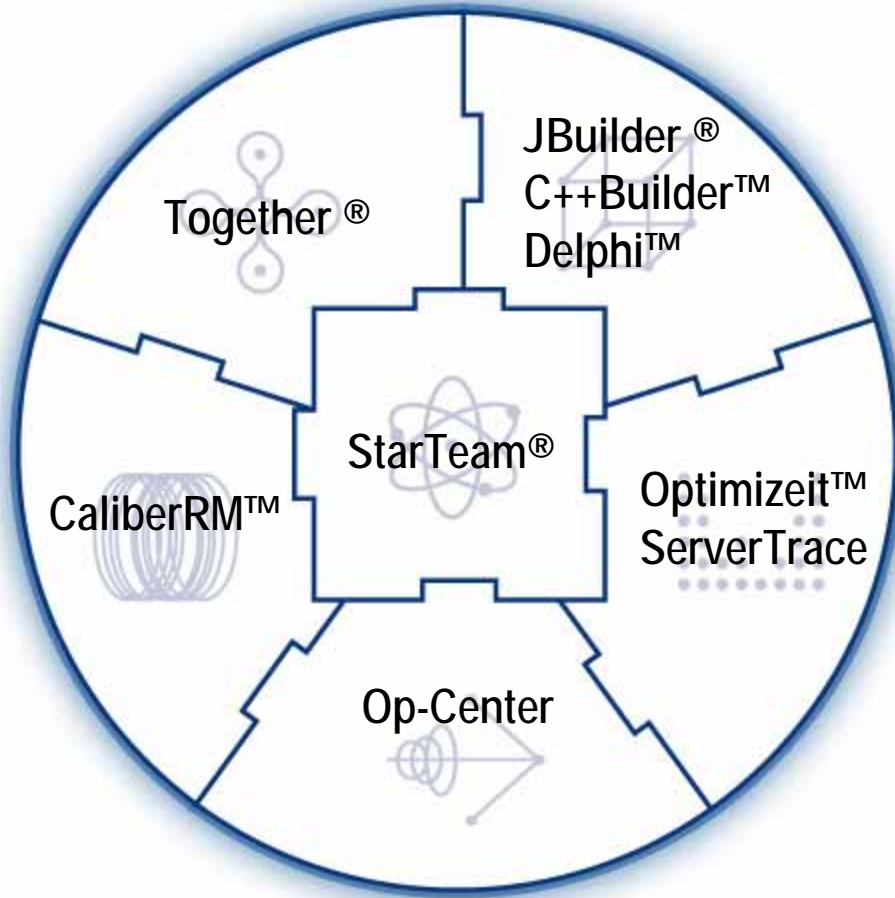
# Building on Strength and Experience



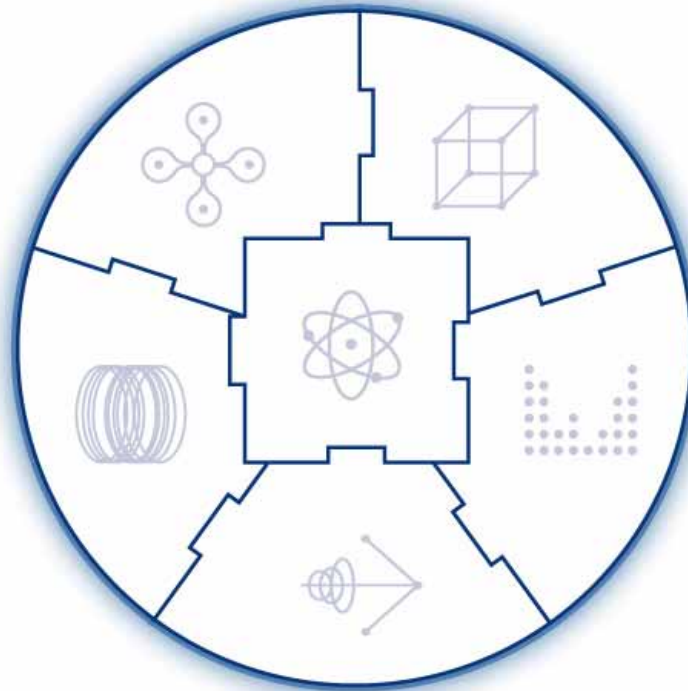
# Comprehensive Strategy for Software Delivery Optimization



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# Comprehensive Strategy for Software Delivery Optimization



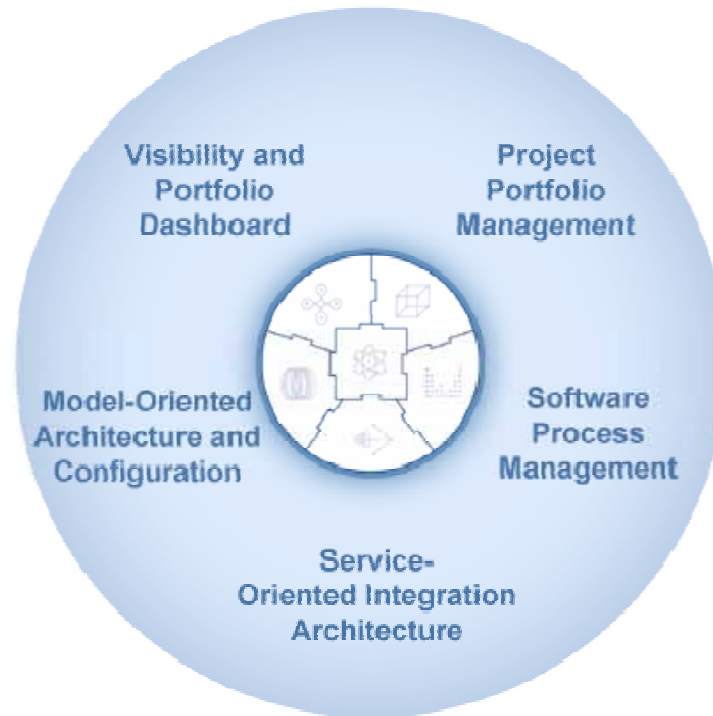
# Comprehensive Strategy for Software Delivery Optimization



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# Comprehensive Strategy for Software Delivery Optimization



# Borland — *in a Unique Position to Deliver*

**Experience**

.....  
**Technical Excellence**

.....  
**Customer-Aligned Agenda**



**Software  
Delivery  
Optimization**



# Thank You

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