Innovation at Light Speed:
The Case for Visualization

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#1 Focus for IT Leaders the Last Ten Years

Cutting cost through data center & application consolidation
#1 Focus for IT Leaders in 2010 & Beyond

Speeding up the delivery of innovation that supports revenue growth & transform business processes
Every Business is Under Extreme Pressure

- Shift to innovation
- Accelerate time to market
- Transform business processes
- Increasing complexity
  - Mobility
  - Globalization
  - Integration
  - Regulation
- Do it all at lowest possible cost!
Business Software is the Critical Link...
...But the Way That Software is Defined Hasn’t Changed in Over 30 Years!

Still making calls on a rotary phone?

Then why are you betting your business on 30 year old technology?
Issue #1: Business Users Don’t Know What They Want Until They See & Interact With It
Issue #2: Business Users Can’t Interpret Text Specs., Use Cases, Screen Shots, etc.
The Impact is Dramatic

- Long cycle times
- Late stage rework
- Poor adoption
- Risky global sourcing
- Blown business plans
- Strained relationships
The Definition of Insanity

"The definition of insanity is doing the same thing over and over again and expecting different results"

– Albert Einstein
The Solution: Software Visualization

iRise enables non-technical people to quickly assemble a working simulation of business applications & rapidly iterate with business stakeholders for fast consensus on what to build, without writing a single line of code.
Visualization is the First Step

- Visualization produced at light speed by your BAs as first step
- No coding – drag & drop
- Visualizations look, act & behave just like final software
- Business stakeholders get to ‘test drive’ the application
- User acceptance testing done BEFORE coding
- Change management starts on day one of the project
iRise Transforms Business & IT Communication
What Can You Visualize with iRise?

- Web 2.0 & rich Internet applications
- Enhancements to existing systems
- SAP, Oracle, IBM & other packaged applications
- Mobile applications
- Mainframe systems
Customer Success

FedEx
Rob Carter
Rationalization and Consolidation

JPMorganChase
Guy Chiarello
Rationalization and Consolidation

GM
Ralph Szygenda
Global Sourcing Enablement

bp
Dana Deasy
Global Sourcing Enablement

ups
Dave Barnes
Enterprise Enablement

- Reduced time to market
- Reduced rework
- Increased throughput
- Increased quality
- Improved scope & budgets
- Improved team communications
- Improved outsourcing/offshoring
- Accelerated innovation
Our 2020 Vision

By 2020 all business software will be visualized prior to development, the same way that visualization is a common practice in the design of every car, airplane & semiconductor today.
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