



Building the Business Case for CA Gen

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Session # - 9A

Date, time - October 13, 2009 - 9:00 AM

Building the Business Case for CA Gen

Purpose

In any enterprise, proposing a significant change in strategy requires that you present a solid business case. The successful proposal typically articulates how the change supports the primary goals of increase revenue and/or improve profits. (Non-Profit organizations look for value statements that can support a goal of "enhancing community status.") The proposal must address the question "What's in it for me?" as asked by each member of the CXO leadership team. Further, any stated value proposition must successfully pass the "SO WHAT" test, as this phrase will be asked by reviewers of the business case.

This presentation helps to prepare the attendee for building the business case for implementing CA Gen. It reviews the roles and responsibilities of the CXO suite and articulates how CA Gen can be an enabler to support their responsibilities (A must for a successful business case). Further, it articulates CA Gen and community value propositions and demonstrates a technique for clarifying how each statement of value must correlate back to the primary enterprise goals.



Building the Business Case for CA Gen

Upon completion of this session the participant will:

- Understand the “bottom line” of any proposal
- Understand the roles and responsibilities for each member of the CXO leadership
- Gain an appreciation how CA Gen *and the community* delivers value to an enterprise
- Learn a simple technique for making sure individual statements of value can truly articulate “value” to the enterprise



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Building the Business Case for CA Gen

Agenda

- Introduction
- Technical proposal components
- The CXO suite
- CA Gen statements of Value
- The “SO WHAT” test
- Summary



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Introduction



HP – Enterprise Services





Communications



Consumer Industries & Retail




Energy



Financial Services



Government



Healthcare



Manufacturing




Transportation

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Introduction

HP-ES – Beliefs



EDGE TECHNOLOGIES AND ACCESS WILL EXPLODE

WHERE, HOW, WHEN AND BY WHOM WORK GETS DONE IS SHIFTING

LEGACY SYSTEMS AND PROCESSES ARE BARRIERS

GLOBALIZATION WILL ACCELERATE

BUSINESS ECOSYSTEMS WILL DOMINATE

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Introduction – Business Case

Successful proposals - the bottom line

“You are not selling your technology. Nor are you selling solutions to a customer business problem such as ‘improving materials for’ or ‘decreasing production backlogs.’ You are selling improved profits; They are your product and your proposals must set them forth.”

- Mack Hanan, Consultative Selling

Experience dictates that proposal must link back to three basic goals:

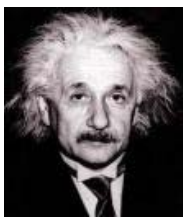
- Increase Revenue – gain market share
- Improve Profit – do more or the same with less
- Enhance Corporate image – positive community impact



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Technical Proposal Components

Preparing for the “SO What” test



“Not everything that can be counted counts, and not everything that counts can be counted.”

Albert Einstein

Measurable financial outcome

Links to business's strategic goals, operational and financial plans

Reliable and credible financial projections

Performance measures to be improved

Situation Analysis

- Contingency plan
- Analysis of risk
- Realistic timetable
- Consequences of doing nothing



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The CXO Suite

CEO – Chief Executive Officer

A Chief Executive Officer (CEO), or Chief Executive, is the highest-ranking corporate officer, administrator, corporate administrator, executive, or executive officer, in charge of total management of a [corporation](#), [company](#), [organization](#) or [agency](#).

The CEO is usually charged with improving share-holder value and company image

What CEO's find interesting is:

- improved profits
- increased revenues (which leads to improved profits)
- enhanced Status in the community

If the CEO needs to buy in, the proposal needs to be interesting!



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The CXO Suite

CFO – Chief Financial Officer

The Chief Financial Officer (CFO) of a [company](#) or public agency is the [corporate officer](#) primarily responsible for managing the [financial risks](#) of the business or agency. This officer is also responsible for financial planning and record-keeping, as well as financial reporting to higher management. (In recent years, however, the role has expanded to encompass communicating financial performance and forecasts to the [analyst](#) community.) The title is equivalent to finance director, commonly seen in the [United Kingdom](#). The CFO typically reports to the [Chief Executive Officer](#), and is frequently a member of the [board of directors](#).

What CFO's find interesting:

- reduced risk of change to the enterprise
- managed to budget
- improved market share



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The CXO Suite

CTO – Chief Technology Officer

A chief technical officer or chief technology officer (abbreviated as CTO) is an executive position whose holder is focused on scientific and technical issues within a company. Often, the CTO will oversee technical staff at a company, particularly those building products or creating services that embody industry-specific technologies. In some cases the CTO will also oversee the work of the research and development organizations.

A list of responsibilities that have been identified by CTOs are:

Advise	- offering the "technical slant"
Value	- analyzes options, offers opinions, makes predictions
Vision	- articulates how technology COULD enhance the business
Communicate	- translates business vision through technology
Manage	- staffers who are implementing the vision (R&D)
Innovate	- put's the phrase "What if" in action

What CTO's find interesting:

Innovation
Improving the technology portfolio without impacting the bottom line



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The CXO Suite

CEO – Chief Executive Officer

The chief information officer or CIO is a job title for the head of the information technology group within an organization. They often report to the chief executive officer or chief financial officer.

Information technology - "the study, design, development, implementation, support or management of computer-based information systems, particularly software applications and computer hardware." In short, IT deals with the use of electronic computers and computer software to convert, store, protect, process, transmit and retrieve information.

What CIO's find interesting:

Improved business performance through enabling technologies
Ability to respond quickly to market and/or enterprise demands
Leveraging information as an asset for the enterprise

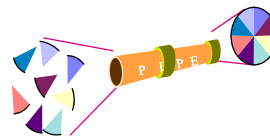
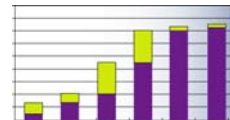


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Statements of value

Value propositions for CA Gen

- Improves productivity
- Easy to use and learn
- Simplifies technology
- Improves quality
- Enables applications modernization
- Supported by a community



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Statements of value

CA Gen improves productivity



"A picture is worth a ten thousand words"
Chinese Proverb

- Model Driven Development is more productive than structured language development
- Code generation builds applications through a standard and "structured" framework
- Encyclopedia management facilitates distributed (world-wide) resource pooling
- Pattern development, "Wizards" and plug-ins further speed construction
- Rapid Application Development and SCRUM methods can be leveraged
- Facilitates and implements Function Point Counting

<http://www.qsm.com/resources/function-point-languages-table/index.html>

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Statements of value

CA Gen is easy to learn and use

- Graphical User Interface facilitates “what you see is what you get” development
- Point and click “detailed requirements” eliminate much of the typing of text
- Intelligence in Action Diagramming facilitates what can be accomplished at the point of insertion
- “Object change mechanism” enables instance change in different views
- Eclipse Based option and UML modeling enables “schooled” developer to be more productive faster
- Training partners and products enable fast deployment



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Statements of value

CA Gen simplifies technology



Kilocore™
1025

“A thousand Cores on a Chip”
Actually 1024 cores

Deploys to native platforms, advanced frameworks and different compute models through one centralized set of artifacts

Allows developers to focus on Business requirements and not technical specifications

Supports Web Enablement, Service Oriented Architecture, Cloud Computing, Software as a Service deployment models

Facilitates integration with other enterprise applications not developed in CA Gen

Deals with advancing technologies and provides an easy migration path

<http://www.rapportincorporated.com/>



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Statements of value

CA Gen improves quality

RDP



Quality equals
Conformance to
requirements *and*
expectations.
HP-ES RDP

Developers model using requirements at various levels of detail

Encyclopedia management facilitates software control and standards enforcement

Logic anomalies are debugged at the requirements level

100 percent code generation that is generated based on a framework

Facilitates reuse of tested blocks of business logic – test once deploy many!

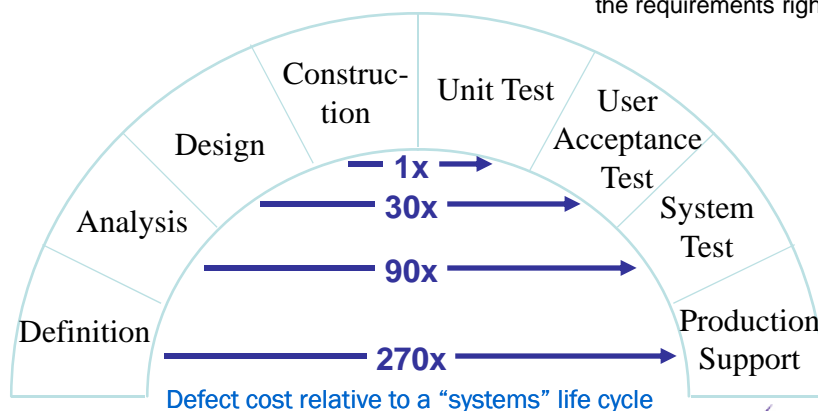


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Statements of value

CA Gen improves quality

CA Gen enables getting the requirements right!



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Statements of value

CA Gen enables applications modernization



Business logic can be deployed across multiple platforms enabling movement from one to another

Partner technologies are providing ways to harvest business rules and produce CA Gen Models

Synthesizing CRUD produces fact "shell" applications

Component-Based Development methods easily implemented in CA Gen



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Statements of value

CA Gen is supported by a community



You'll never walk alone!



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The “SO What” Test



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An award winning proposition!

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