OVERVIEW

Customers know the importance of software delivery for successful business outcomes. A recent IBM IBV study showed 70% of organizations that deliver software effectively outperform those that do not. As a result, more customers than ever before are investigating DevOps as a way to achieve better software delivery, deployment and management, while reducing time, cost and risk.

IBM UrbanCode fits elegantly into the overall IBM DevOps strategy and vision, providing superior capabilities for the Release and Deployment customer adoption pattern. There are three products in the IBM UrbanCode family.

- **IBM UrbanCode Deploy** orchestrates and automates the deployment of applications, databases and configurations into development, test and production environments, helping to drive down cost, speed time to market with reduced risk

- **IBM UrbanCode Release** UrbanCode Release is a collaborative release management tool that helps you handle the growing number and complexity of releases. You can plan, execute, and track a release through every stage of the delivery lifecycle.

- **IBM UrbanCode Deploy with Patterns** is a new offering that combines all the great capabilities of UrbanCode Deploy with additional capabilities for designing and deploying full-stack environments on Cloud and updating configurations for existing Cloud environments.

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TARGET AUDIENCE

Typical Sponsors:

Tier 1: Decision Makers
- CTO, VP Development, Development Project Manager
  - o **Message:** Accelerate delivery to meet business needs
- CIO, and VP IT Operations
  - o **Message:** Reduce cost and risk associated with delivery
- Release Manager, Release Engineering Manager, DevOps Manager, Release Coordinator, Software Architect, Application Engineer, and Application Architect.

- o **Message:** Shorten the software delivery cycle
- o **Message:** Manage a multi-application release without the spreadsheet

Tier 2: Key Influencers
- System Admin, Business Analyst

Tier 3: Secondary Influencers
- Developer
- Enterprises with error-prone deployment processes that need to deploy complex applications

Typical Environment to look for:
Customer will typically have a complex, heterogeneous environment with varying toolsets. They likely have examined virtualized environments and/or Cloud.

CUSTOMER PAIN POINTS

General pains across business
- 34% of new IT Projects deploy late
- 4-6 weeks to deliver simple change
- 41% experience delays in application testing, integration & configuration
- Up to 50% of applications get rolled back in production
- 45% experience delays in production from troubleshooting and fine-tuning

Pains met by UrbanCode Deploy
- Challenges deploying multi-tier applications across heterogeneous environments and platforms.
- Complex applications/failed deployments
- Takes days/weeks to manually set up testing production environments
- Inability to deliver continuously to development, test and production

Pains met by UrbanCode Release
- Poor visibility and communication for software delivery pipeline
- Inability to coordinate complex releases schedules & environments
- Unable to accurately gauge and predict release readiness
- Inability to know exactly what is going into deployments

Pains met by UrbanCode Deploy with Patterns
- Want updates to cloud deployments vs. tear-down & stand up model
- Challenge mastering API of different clouds to deploy environments

- Difficulty automating management tasks using repeatable processes
- Inability to knit disparate services, service catalogs, and technology stacks for deploying complex applications.

KEY QUESTIONS TO ASK

- Are you able to have a complete and comprehensive view of your software delivery processes?
- Are you able to have a consistent platform to manage your deployments for both mainframe and distributed systems?
- Are you able to easily manage globally distributed deployments and releases?
- How frequently are you deploying to test labs and production today?
  - o Do errors occur? What is the impact to testers and production; what would it mean if deployments were self-service, automated & reliable?
  - o Would you deploy more frequently if effort and risk were not an issue? What would more frequent deployments mean to your developers, testers and the business as a whole?
  - o Is your current pace something that everyone is happy with?

Dev-Test centric questions:
- Would you consider your shop Agile? (If yes): Are operations teams able to keep up?
- Do developers craft deployment documents for production support teams or sit in on calls during release nights? Would you rather they spent that time developing?
- Do developers triage bug reports that are deployment errors?
- Are your developers getting rapid feedback about their changes?
- How long does it take to configure a new testing environment?

Ops-centric questions:
- How long does a production release take? How many people?
- How often do you have to roll back changes? Is rolling back a smooth process?
- Do you spend a lot of evenings and weekends doing deployments?
- Do you spend a lot of time having to tear down and stand up environments just to modify the application environment?

Release Management questions:

- Do you have large releases on a regular cadence requiring dozens or scores of people to execute?
- How consistent are deployments moving through environments? Does inconsistency lead to quality issues?
- Do you have large releases with lots of applications that take hours or days to execute?

SOLUTION BENEFITS

- Automatic execution of tasks for application configuration and testing.
- Simplified, standardized and scalable delivery process and automated delivery to ALL environments - from Dev through Prod.
- Easily manage globally distributed deployments.
- Update and easily manage cloud deployments through lifecycle stages
- Internal Library to track versions of application components, enabling better tracing
- Dashboard to track pipeline flow and metrics

VALUE PROPOSITION

Drive down cost:
- o Reduce amount of manual labor, resource wait-time, and rework by eliminating errors & providing self-service environments

Speed time to market:
- o Increase frequency of software delivery through automated, repeatable deployment processes across development, test and production

Reduce risk:
- o Deliver higher quality application releases with increased compliance through end-to-end transparency, auditability and reduced time to feedback

Increase Confidence
- o Reduced production defects and improved success rate of production rollouts
- o Standardized & automated delivery of production-like environments
- o Improved visibility
- o Integrated process for reproducing and resolving defects and issues

- o Push-button full-stack deployment for developer and operations

COMPETITIVE DIFFERENTIATORS

UrbanCode Deploy

- Snapshots for easier promotion of changes through environments
- Orchestrate changes across tiers / servers
- Support multi-tenant scenarios
- Globally distributed artifact caching for rapid deployment across global data centers
- Heterogeneous server environments
- Compliancy view of what is in each environment and server
- Historical Inventory dashboard

UrbanCode Release

- Planning & Execution of releases
- Delivery Pipeline views
- Release Impact Analysis view
- Federated Release Dashboard

UrbanCode Deploy with Patterns

- Design and collaborate on full-stack portable application blueprints
- Deploy full-stack blueprints to cloud
- Integrate with Multi-stage delivery pipeline to automate delivery of full stack environments
- Update existing environments where required, without having to tear down existing infrastructure
- Easily manage the change to environments templates and lifecycle.
- OpenStack based templates avoid vendor lock-in.

PRICING / AVERAGE DEAL SIZE

- **IBM UrbanCode Deploy**
  - Virtual Server + Managed Virtual Server
  - Token (Simultaneous Session)
  - Managed PVU
- **IBM UrbanCode Release**
  - User based model (authorized, floating and token).
- **IBM UrbanCode Deploy with Patterns**
  - Managed Instance Hours metric

For detailed pricing information please consult the IBM pricebook

REFERENCES

Customer reference:

Public Healthcare company

Fidelity Worldwide Investment

Additional customer references in the customer reference database

SELLER CALL-TO-ACTION

- **Review value prop/Elevator pitch**

- **Review** Rational install base opportunity
- **Seek** Cross Brand opportunity
  – Leverage deal alerts
  – Leverage IBM SWG install base
  – Account Planning Sessions
- **Connect** with IBM Client Team – SCLs, SWITA, GBS, WS Rep etc
- **Build** an account plan and **Act Leverage the Sales Transaction Hub**

TECHNICAL REQUIRMENTS

Details on software and hardware requirements can be found here.

SOLUTION BASED UP-SELL OPPORTUNITIES

The following are just some of the other Rational products that work very well with UrbanCode

IBM Rational Team Concert

IBM Rational Quality Manager

IBM Rational Test Workbench

IBM SmartCloud Orchestrator & IBM PureSystems

ADDITIONAL RESOURCES

UrbanCode Sales Kit

eBooks: DevOps for Dummies, and Application Release and Deployment for Dummies

Contacts:
Sales: Ann Marie Somerville, Greg Wunderle, Dwayne Dreakford,
Enablement: Rob Cuddy, Sanjeev Sharma, Lou Varvaris
Partner Help: Sika Sullivan, Christopher Mowry
Product Management: Erin Buonomo (UrbanCode Release and Deploy), Maneesh Goyal,(UrbanCode Deploy with Patterns)

- **Product marketing:** Leonard Callaejo Steve Weaver