TBM CONFERENCE 2015

Stand for Excellence

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Founder & Analyst
voke

APPTIO®

Stand for Excellence

Theresa Lanowitz, voke Founder
Chicago, IL | 28 October, 2015

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Agenda

- Change Your Perspective
- Executive Champion for Quality
- Software Lifecycle: Action Items
- Net/Net

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Change Your Perspective

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Current Reality

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- **July 8, 2015** – Where Were You?

THE WALL STREET JOURNAL.

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- **Twitter Trading Halted** – 28 April, 2015

Forbes @Forbes · Apr 28

Selerity published the key figures from **Twitter**'s earnings report more than an hour before the official release: onforb.es/1DyhkMB

Forbes

Twitter Plummets After Halt As Earnings Sleuths Strike Again

Twitter shares drop after data-mining firm reveals its earnings before planned release.

View on web

22 19

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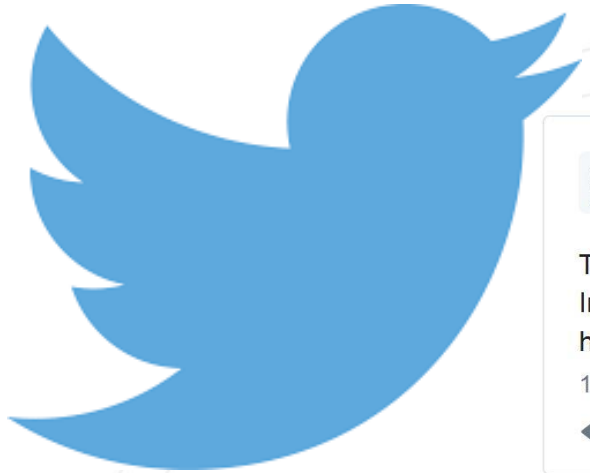
- **Twitter Earnings** – 28 April, 2015



Selerity
@Selerity

Follow

Today's $TWTR earnings release was sourced from Twitter's Investor Relations website investor.twitterinc.com. No leak. No hack.

12:34 PM - 28 Apr 2015

587 316

#EpicFail

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More Software Failures Daily

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Executive Champion for Quality

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Today’s Solutions are Tomorrow’s Problems

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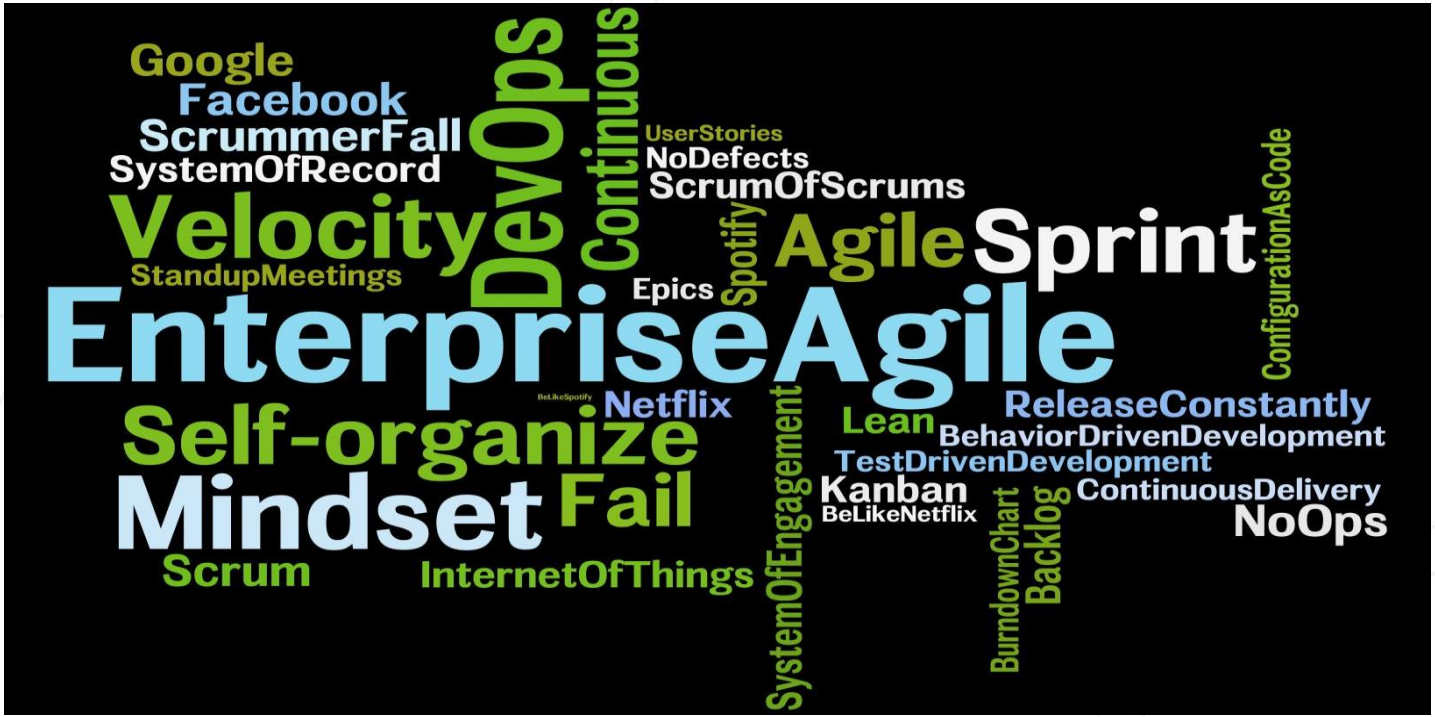
- **Question Buzzwords**



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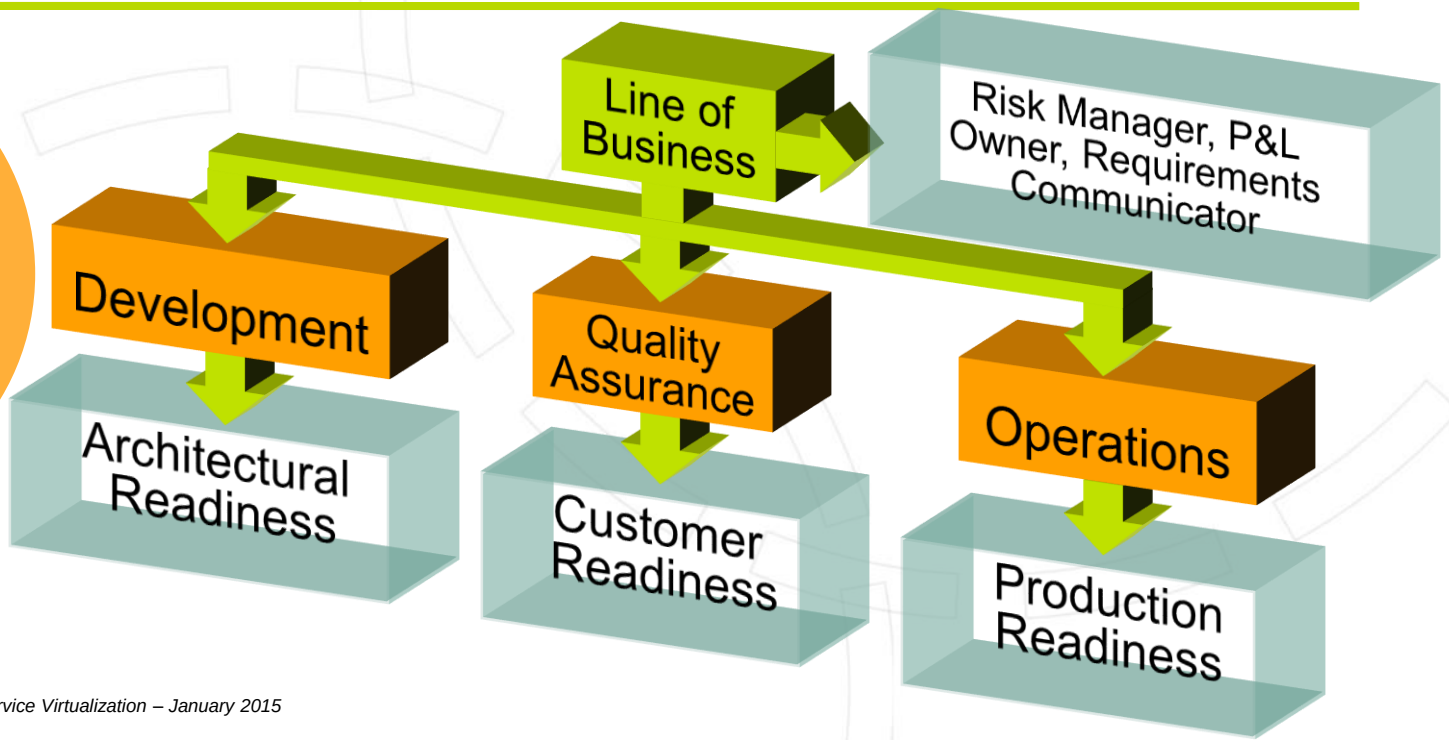
You MUST Hear from Every Team

22%

Organizational parity



Source: *voke Market Snapshot™ Report: Service Virtualization – January 2015*

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Research and Development – R&D

R	D
Innovation	Execution

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- **Microsoft Annual Report** – Research and Development

Microsoft

Fiscal Year 2014 – R&D $11.4 billion (13% of revenue)

Source: *Microsoft Annual Report FY 2014*

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- **Where is the Budget for “R”?**

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Software Lifecycle: Action Items

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Virtualize the Lifecycle

	Virtual and Cloud-based Labs	Service Virtualization	Network Virtualization	Data Virtualization
Market Adoption	Evolving	Trending	Early	Early
Solves	Shrinking lab	Unavailable components	Network and app together	Data security

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The Problem – Shrinking Lab

Source: *voke Market Snapshot™ Report: Cloud and Virtual Labs– August 2014*

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Virtual and Cloud-based Labs – Definition

Virtual and Cloud-based Labs – The creation of a virtual instance of a physical environment to enable anyone to access a virtual equivalent of any environment on demand at any time without the need to wait for a physical machine set-up or additional hardware.

Cloud and virtual labs offer the server virtualization equivalent for the dev/test use case.

Source: *voke Market Snapshot™ Report: Cloud and Virtual Labs – August 2014*

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ROI Virtual and Cloud-based Labs – Summary

Category	Metric
Reduced CAPEX	Average 93 **servers**, 101 **client machines** eliminated
Reduced Defect Reproduction Time	63% – achieved 50% - 100% reduction in defect **reproduction time**
Reduced Production Defects	65% – achieved 30% - 60% reduction in **production** defects
Reduced Total Defects	50% – achieved 40% - 50% reduction in **total** defects
Increased Platforms Tested	67% – achieved 2X - 5X increase in **platforms** tested
Increased Versions Tested	58% – achieved 2X - 5X increase in **versions** tested
Increased Test Coverage	50% – achieved 50% or greater increase in **test coverage**
Increased Number of Tests	69% – achieved 40% or greater increase in number of **tests executed**
Reduced Testing Cycles	76% – achieved a 30% - 75% reduction in **test cycle time**

Source: *voke Market Snapshot™ Report: Cloud and Virtual Labs– August 2014*

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Net/Net

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Net/Net

- Prevent business failures and protect the brand
- Stand for excellence and champion quality
- Ensure parity
- Invest in R + D
- Virtualize the lifecycle

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Thank You!!!

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