

Beyond CASE— Applications Development Barriers and Opportunities

Thomas O'Flaherty
Vice President
INPUT

Agenda

- CASE Status
- Forecast Factors
- Technical Issues
- Impacts on Vendors
- Critical Issues

INPUT

2

Notes

CASE Status

AD-78

INPUT

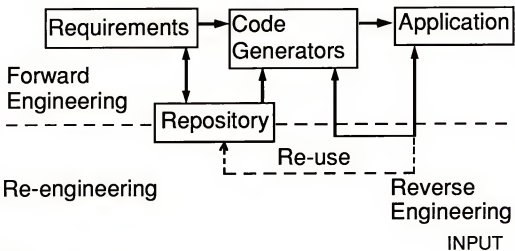
Notes

9/24/91

© 1991 by INPUT. Reproduction Prohibited.

INPUT

CASE Components

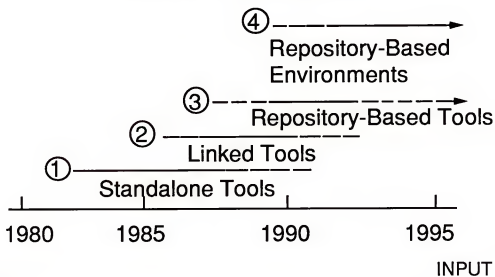


AD- 5

Notes

6/14/91

CASE Stages

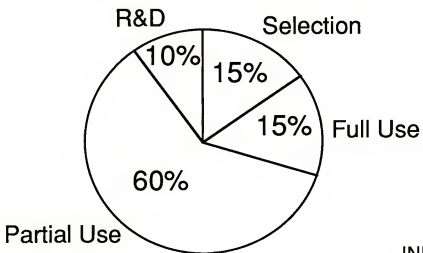


AD-16

Notes

6/14/91

1991 CASE Use



AD-20

INPUT

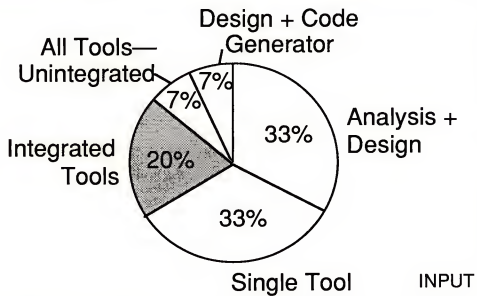
Notes

6/14/91

© 1991 by INPUT. Reproduction Prohibited.

INPUT

Degree of CASE Tool Integration

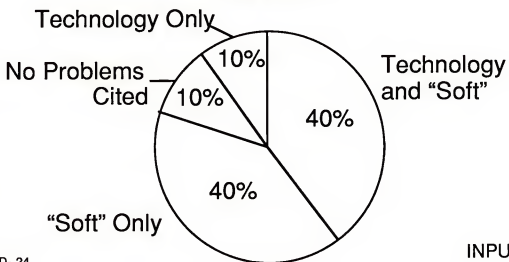


AD- 21

Notes

6/14/91

Technology vs. "Soft" CASE Problems



AD- 24

INPUT

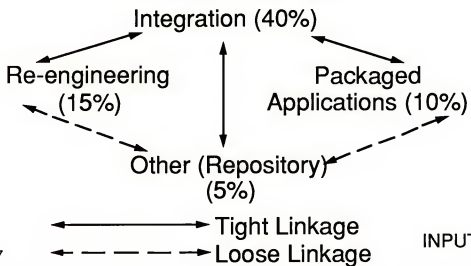
Notes

6/14/91

© 1991 by INPUT. Reproduction Prohibited.

INPUT

Technology Issues— Relationships



Notes

"Soft" Issues—Relationships

Methodology/
Standards (30%) Knowledge/
Training (30%)

Organization/Culture (35%)

Cost/Benefit (25%) Other (10%)

←————→ Tight Linkage

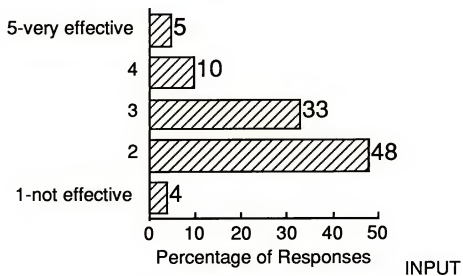
←-----→ Loose Linkage

INPUT

AD- 25

Notes

Effectiveness of CASE

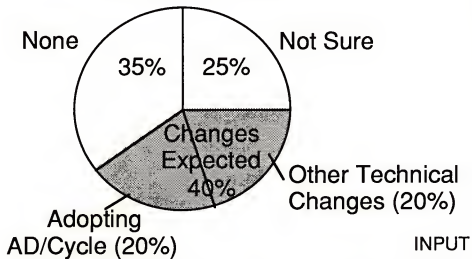


AD- 22

Notes

6/14/91

Expected Changes in CASE Plans

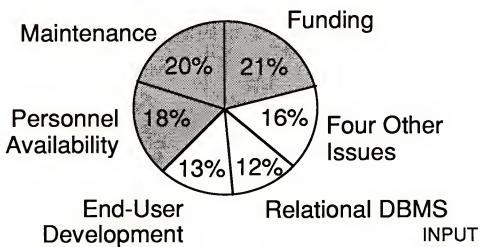


AD- 8

Notes

6/14/91

Most Important Systems Development Issues



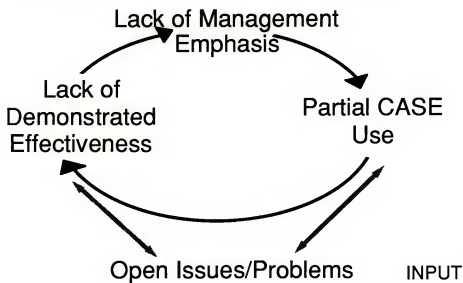
AD- 3

INPUT

Notes

6/14/91

CASE's Vicious Circle



Notes

CASE Market Forecast Factors

AD- 6

INPUT

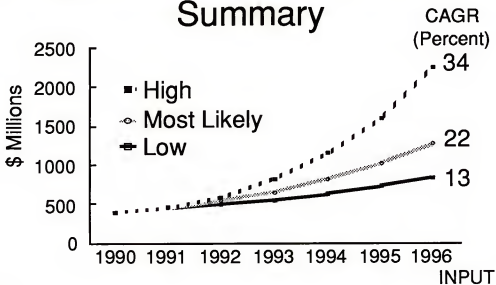
Notes

6/14/91

© 1991 by INPUT. Reproduction Prohibited.

INPUT

CASE Product Growth Scenarios Summary



AD- 7

Notes

6/14/91

© 1991 by INPUT. Reproduction Prohibited.

INPUT

Major Variables

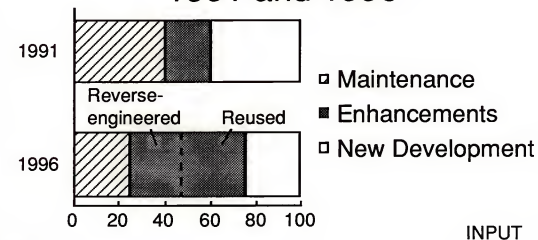
- Re-engineering
- Organizational readiness

AD-79

INPUT

Notes

New, Maintenance and Enhancement Activities: 1991 and 1996



Notes

Organizational Readiness

- Cultural/organizational readiness
- Development methodology
- Measurement
- CASE planning

AD- 26

INPUT

Notes

6/14/91

CASE Technical Issues

AD-80

INPUT

Notes

9/24/91

© 1991 by INPUT. Reproduction Prohibited.

INPUT

Integration Trends—IBM and Non-IBM Platforms

Tool Architectures	IBM Platform	Non-IBM Platform
Individual	Obsolete	Prevalent
Integrated Tools	Prevalent	Emerging
Repository-based	Emerging	On Horizon

AD- 29a

INPUT

Notes

6/14/91

Integration Trends—IBM and Non-IBM Platforms

Tool Standards	IBM Platform	Non-IBM Platform
AD/Cycle	De Facto	Possible
Other Platform- Specific	Under Pressure	Prevalent

AD- 29b

INPUT

Notes

6/14/91

Integration Trends—IBM and Non-IBM Platforms

Tool Standards	IBM Platform	Non-IBM Platform
Cross-Platform Methodologies	Unclear AD/Cycle-Driven	Possible Mixed Trends

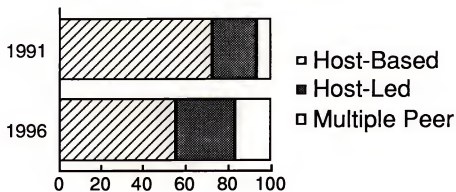
AD- 29c

INPUT

Notes

6/14/91

Target Environments 1991 and 1996



AD- 11

INPUT

Notes

6/14/91

© 1991 by INPUT. Reproduction Prohibited.

INPUT

Re-engineering Options

Factor	Reverse-eng. Application	Re-used Application
Platforms	Unchanged	Changed
Host/workstation	Unchanged	Changed
Applications linkage	Loose	Tight
End-user involvement	Moderate	Intensive
Repository experience	Low	High

AD- 33

INPUT

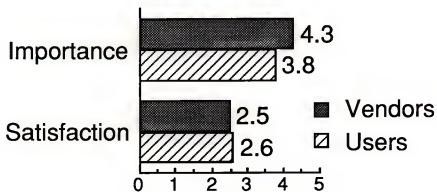
Notes

9/24/91

© 1991 by INPUT. Reproduction Prohibited.

INPUT

Re-engineering



AD- 34

INPUT

Notes

CASE Impacts on Vendors

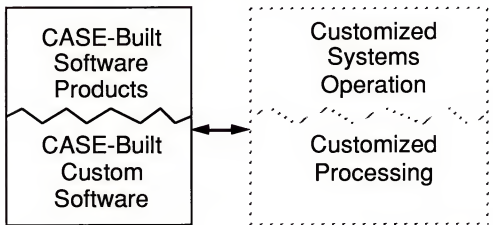
AD-58

INPUT

Notes

6/14/91

Business System Solutions

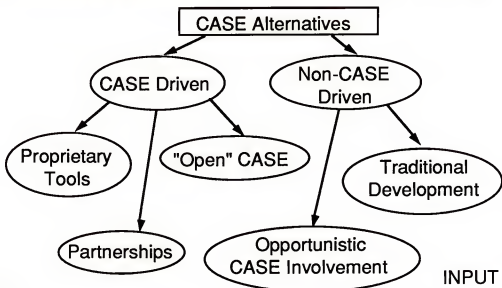


INPUT

AD- 59

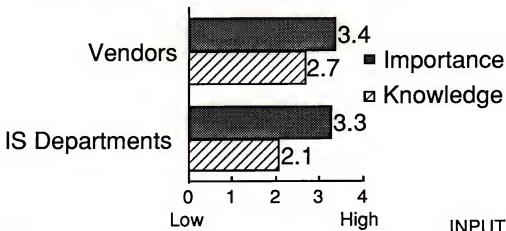
Notes

Professional Services/SI Firms



Notes

Impact of CASE on Other Software Product Vendors



AD-64

Notes

"Insourcing": Potential Competition

- CASE offers chance to overcome in-house development inadequacies
- In-house staff can understand:
 - Enterprise
 - Industry
 - Business issues

INPUT

AD-72

Notes

Critical Issues

AD- 81

INPUT

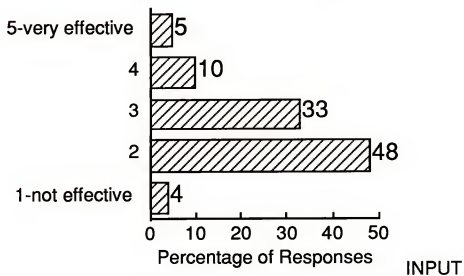
Notes

9/24/91

© 1991 by INPUT. Reproduction Prohibited.

INPUT

Effectiveness of CASE

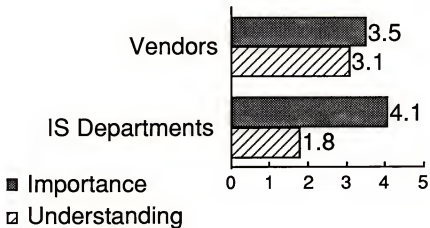


AD-22

Notes

6/14/91

CASE Standards

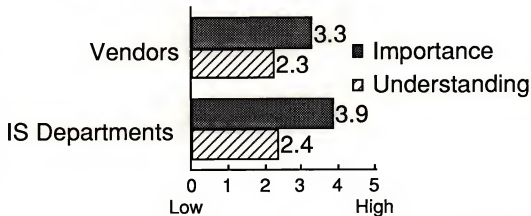


AD- 13

INPUT

Notes

CASE Impact on End-User Departments

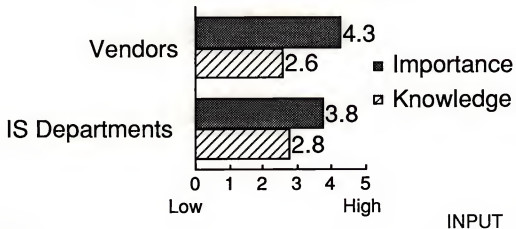


AD- 32

INPUT

Notes

Understanding Reasons for CASE Success



AD- 30

Notes

6/14/91

CASE Equals

- CASE = Magic bullet?
- CASE = Component of application development process?

AD- 82

INPUT

Notes

Development Issues

- Why do projects succeed or fail?
What is/will be role of CASE?
- What is the *minimum* level of readiness for benefiting from tools and methodologies?

AD-83a

INPUT

Notes

Development Issues

- How important are organization and culture? How easily can these be changed?

AD- 83b

INPUT

Notes

Application Development Components

- Success measures
- Tools
- Methodologies
- Training
- Skills
- HW/SW platforms
- Project characteristics
- Metrics
- Planning

AD- 84

INPUT

Notes

Applications Development Data Base

Data

- Success measures
- Tools
- Training
- Platforms
- Planning



Uses

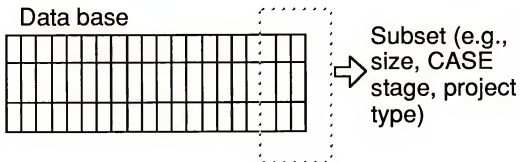
- Benchmarks
- Success factors
- Readiness gaps
- Service needs

AD- 85

INPUT

Notes

Specific Applications Development Situations



AD- 86

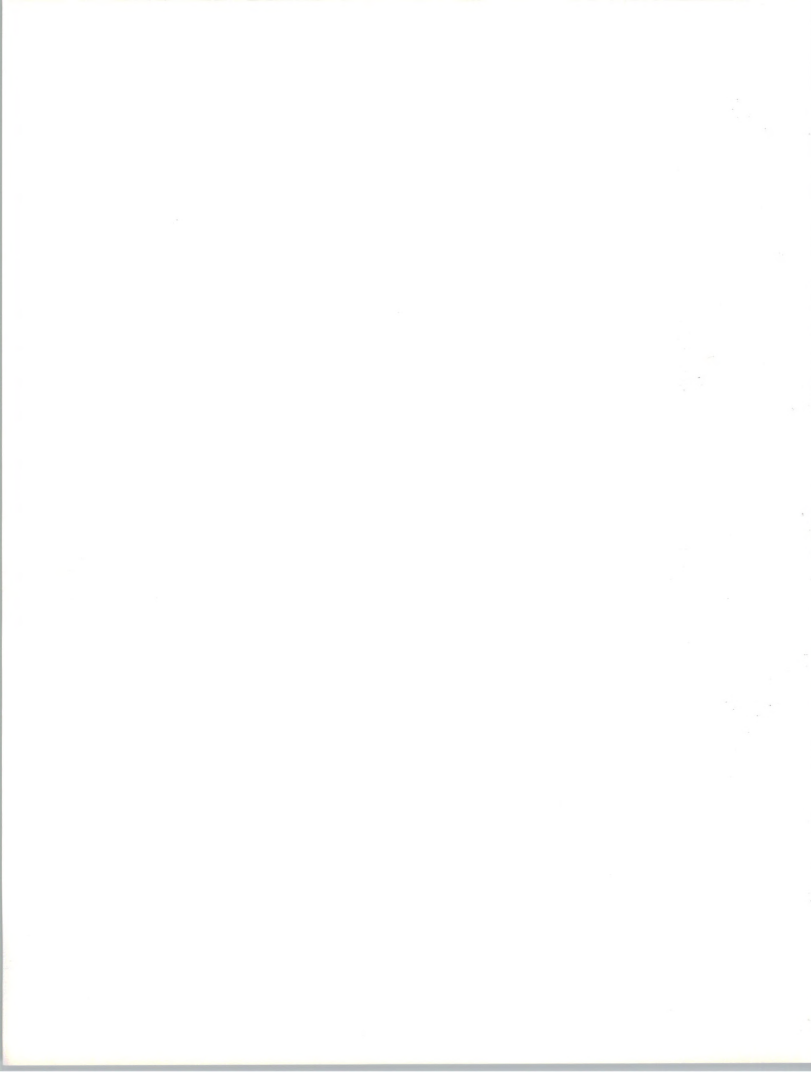
INPUT

Notes

9/24/91

© 1991 by INPUT. Reproduction Prohibited.

INPUT





Thomas J. O'Flaherty

Vice President

PROFILE

CAPABILITIES

- Design and manage research projects for determining market needs, competitive positioning, and the viability of products and services.
- Provide consulting advice on market strategy, new products and services, growth/diversification alternatives. Two systems initiatives added \$13 million and \$21 million to the bottom line.
- Experience includes over 100 research and consulting assignments for clients ranging from start-ups to firms such as ADP, Ameritech, AT&T, Citicorp, Continental Insurance, Coopers & Lybrand, General Motors, GTE, IBM, ITT, Marriott Corporation, McKinsey & Co., Metaphor, Mobil, and Unisys.

BACKGROUND

- Director of Research, Broadview Associates. Responsible for professional support functions (company analysis, client consulting, proprietary data base development) for an international investment banking specializing in information technology.
- Principal, Information Service Strategies. Consultant on markets and products. Marketing director for start-up firm offering innovative PC communications product.
- Principal Consultant, INPUT. Directed research and consulting projects for a variety of clients.
- Hands-on experience at every IS department level, including IS Director.

EDUCATION/PROFESSIONAL ACTIVITIES

- B.A., Colgate University
- Certificate in Data Processing (CDP)
- Member of the ACM, the Society for Information Management, and a founding member of the American Association for Medical Systems and Informatics. Extensive speaking to professional groups.
- Regular contributor to *Computerworld* Softline column since 1983.

INPUT

10/1/91

