Delivering IT Solutions in the Real World!

27th September 2007
Agenda

Introductions

About Fujitsu

Damon Bound

Macroscope High Level Overview

Jim McLean

Project Management Methodology

Jim McLean

Systems Delivery Methodology

Effie Gomez

Questions
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About Fujitsu

- Damon Bound

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- Effie Gomez
The Fujitsu Group

A **global** force in
Information and Communications Technology

- Established 1935
- US$44.5 billion turnover (FYE March 2005)
- 160,000 employees operating in over 60 countries
- US$2 billion R&D, 32,000 patents
- Over 10 million customers
- Long-term clients include over half the Fortune Global 500
Fujitsu Australia and New Zealand

Global scale, local presence

- Established in Australia in 1972
- Over A$600 million turnover
- 3,000 professionals across Australia and New Zealand
- Over 2,000 customers
- Long-term clients in:
  - Utilities
  - Education
  - Taxation
  - Finance
  - Defence
  - Manufacturing
  - Telecommunications
  - Transport & distribution
  - Healthcare
  - Retail
  - Local Government
  - Justice
  - Local centres of excellence
  - World-class data centre facilities in Sydney and Melbourne
Fujitsu Australia and New Zealand

Wide geographic coverage
Innovative Solutions

Delivering real business benefits

Our customers have access to an extensive and innovative set of IT solutions that deliver measurable business improvements

- Consulting Services
- Enterprise Solutions
- Application Services
- Infrastructure Services
- Platforms and Systems

Our customised solutions are more intelligent, scalable and secure. Enabling organisations to be more responsive and successful
Consulting Services

Delivering **value** from business transformation and IT-enabled change

Our Consulting Services are based upon best-practice methodologies that deliver real results

- Strategy
- Yield improvement
- Enterprise architecture
- Enterprise value management
- Change & business transformation
- IT effectiveness
- Enterprise security
- Business intelligence
Enterprise Solutions

Business **agility** to compete more effectively

We consult, design, build and manage enterprise solutions spanning all core business and IT management processes

- Enterprise resource planning (ERP)
- Customer relationship management (CRM)
- Supplier relationship management (SRM)
- Enterprise intelligence (ECM, workflow, knowledge management)
- Business intelligence
Applications Services

Proven methods for evaluating and managing projects

We provide a complete portfolio of services across all major industry sectors

Business Applications Solutions
• Design
• Application development
• Packaged solutions
• Systems integration
• Deployment

Business Applications Management
• Business transformation
• Application portfolio management and support
• Optimisation
Balancing business efficiency, agility and ROI

Our service delivery model enables a standard build approach to be deployed with bespoke functionality.

Our project services assist with your deployment, and our field maintenance services ensure continuity.

- Infrastructure solutions
- Service desk
- Data centre services
- Desktop, Server & Network management
- Field maintenance
- Project services
- Voice and data convergence
- VoIP, PABX & Telco/carrier networks
Platforms and Systems

Freedom and flexibility to deliver the best solutions

Fujitsu is a leading systems integrator committed to delivering the best IT solutions through brand independence
Fujitsu Products

Delivering quality and innovation

We manufacture highly reliable, high-performance products based on powerful technologies

• Servers
• Storage
• Notebooks, Tablet PCs, Mobility solutions
• Voice and Data
• Retail
• Peripherals
Alliances

Extending capability through partnership

We partner with leading providers, globally and locally, to deliver integrated solutions, seamless support and outstanding value
What is “Methodology”?  

Why?  
- Repeatability  
- Quality  
- Predictability  
- Reliability  
- Efficiency  
- Best Practice  

How?  
- Standards  
- Frameworks  
- Methods  
- Patterns  
- Guidelines  
- Toolkits  

Macroscope®
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Macroscope®

A High Level Overview
What is Macroscope?

- It is a licensed, commercial off-the-shelf methodology
  - Encapsulates 25+ years of consulting experience - first publication in 1983
  - It evolves continuously and involves a large community of practitioners and experts from inside and outside the company
    - USD$70M+ of R&D invested to date
    - 200+ enterprise licenses sold worldwide

- ... fully supported and used by Fujitsu’s consulting units
  - To support internal and client work
  - To support deployment within client organisations through customisation, training, coaching and support services

- It is NOT
  - Software design automation or process workflow tool
  - Content management or requirements management tool
  - A silver bullet, a magic wand, a recipe book…
Why The Name “Macroscope”?

“Le Macroscope” by Joël de Rosnay – 1979
Market Recognition

Gartner Inc.
"A visionary suite among the best methodology sets in the world"

Project Management Institute (PMI)
« Registered Education Provider »

Object Management Group (OMG)
Key participant in the design of the
« Software Process Engineering Metamodel »

SEI CMM
« Macroscope significantly enhances the possibilities for CMM compliance » Source: Alcyonix Assessment Report

The Boeing Company
Fujitsu Consulting awarded « Supplier of the Year »

2003 'Methodware' Magic Quadrant*

*Magic Quadrant Disclaimer
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A World-Class Methodology

Gartner
"A visionary suite among the best methodology sets in the world"

Project Management Institute
Fujitsu Consulting, a Registered Education Provider

OMG
Fujitsu, a key participant in the design of the Software Process Engineering Metamodel

Carnegie Mellon Software Engineering Institute
“Macroscope significantly enhances the possibilities for CMM compliance”
Source: Alcyonix Assessment Report

Boeing
Fujitsu Consulting awarded « Supplier of the Year » in 2002
"We have been continually impressed with the high caliber of Fujitsu's consulting and the excellence of their products and services"
Scott Griffin, CIO, The Boeing Company
Address the Key **Value** Questions

The Four “Are’s”

- **Are we doing the right things?**
  - **Business and IT Strategy**
  - Addresses the **alignment** with business strategy and directions

- **Are we doing things the right way?**
  - **Business and IT Architecture**
  - Addresses the **integration** of the business capabilities

- **Are we providing value?**
  - **Program and Portfolio Management**
  - Addresses the **realisation** of the benefits (business outcome or value)

- **Are we getting things done?**
  - **System Delivery/Maintenance Project Management**
  - Addresses the capability to get the **work done efficiently**

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**Business, Technology, Organisation, Process and People (BTOPP)**
An integrated set of processes to help your organization evolve the business and its supporting systems.
A Practical Set of Process Guidelines

Process guidance
- What do we do? Who does it?
- When? In what sequence?
- Tailoring guidelines
- MS Project-ready templates

Role Description
- Clear roles and responsibilities
- Team dynamics
- Role perspectives on process

Comprehensive learning
- CBT
- Overviews
- Case studies
- Printable Guides
- In-class events*
- Workshops*
- Coaching*

Supporting techniques
- How do I do this?
- How to capture the results?
- What formalism should I use?

Deliverable-based
- What work products are required?
- Suggested content
- Which techniques can help me?
- Templates and examples

Enabling tools
- Web interface
- Deliverable Assistant
- Annotation and support material
- Other productivity tools

* Not part of the Macroscope commercial product. Subject to a service agreement.
Delivering Value to the Business

Integrated Business Transformation Framework

Organization

BD

Upper Mgmt

Enterprise Architect
Operational Management

Program and Project Managers
Business System Manager
Team Leader Project Team Solution Architect

StrategyForum

Reality
Organization
Resources
Market
Product

Vision
Mission
Objectives

Target
Organization
Resources
Market
Product

ArchitectureLab

Current Capabilities
Change Blueprint

Dynamics (Services)
Structure (Resources)

Target Capabilities
Change Initiatives

Dynamics (Services)
Structure (Resources)

ManagementSuite

Project
Solution
Solution
Solution

ProductivityCentre

Implementation
Evaluation of requirements
Solution of problems
Solution

Operational Solution

Benefits
Direction

Project 1
Project 3
Project 5
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Program Planning Approach

Results Chain

Benefits realization plan

Outcome 1

Outcome 2

Outcome 3

Project A

Project B

Project D

Project C

Project E

Program plan

Benefits Register

ID: SI001
TITLE: Product A Sales Increase
BUSINESS UNIT: Business Unit Two
ACCOUNTABLE MANAGER: Mary Profit
DESCRIPTION: This new product is forecasted to generate 1000 sales and generate $1 million of additional revenue per year.

<table>
<thead>
<tr>
<th>Date</th>
<th>Base Line</th>
<th>Target Sales</th>
<th>Target Revenue</th>
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<tbody>
<tr>
<td>Sep 30/99</td>
<td>0</td>
<td>200</td>
<td>$200K</td>
</tr>
<tr>
<td>Dec 31/99</td>
<td>0</td>
<td>500</td>
<td>$500K</td>
</tr>
<tr>
<td>Mar 30/00</td>
<td>0</td>
<td>1000</td>
<td>$1000K</td>
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</tbody>
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Measurement Mechanism: Sales & Revenue Report

Key Assumptions & Risks

1. Economic growth 8%
2. Competitive response
3. Technology acceptance

Benefits Impact

High

Benefits Review Schedule

Oct 30/99

Apr 30/00

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Are we delivering on time and on budget?
ManagementSuite

…is about getting things done:

- Efficiently initiate, plan, execute, control and properly close project-based initiatives
- Ensure delivery of expected outcomes on time and on budget
- Increase the maturity level of project Management practice

Are we delivering on time and on budget?
Fujitsu, Macroscope™ Project Management

Initiating

Planning

Controlling

Closing
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MacroScope ProductivityCentre

Are we getting things done?

Using MacroScope
- Getting Started
- Overview
- User Interface
- What's New?
- FAQs

Administration Functions
- Manage Support Material

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Version 4.0, November 2005

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The Base Process

- ProductivityCentre is about “delivering solutions”
- Its base process is named “Solution Implementation”
  - can be followed in the context of a majority of projects
  - the basis of more detailed pre-tailored paths
    - e.g. the Generic Development Path
The Base Process (cont.)

- The base process describes:
  - Phases
    - Each phase addresses different stages of system development
    - A major decision point at the end of each
  - Sub-processes and Activities in a phase
    - Each activity produces or changes one or more deliverables
    - An activity is the exclusive responsibility of a single role
  - Deliverables
    - What an activity produces, so that we can measure progress
    - Containers to capture decisions as they are made
    - Solution development deliverables structured into six major groups:
      Requirements, System Architecture, System Specifications, System Components, Quality, and Results
Incremental Approach

- System components can be built and delivered progressively
  - Progressive construction and implementation, release by release
  - Progressive construction of subreleases

![Diagram showing incremental approach with time line and releases](image-url)
The Iterative approach is also used

- e.g. in various Prototyping Techniques described in Macroscope
- in revisiting deliverables worked on to Outline or Draft stages in earlier Activities or Phases
Delivery, Maintenance and Operation Paths

Delivery Paths
- Package Solution Delivery
- Generic Development
- Accelerated Development

Maintenance Paths
- Request Management
- Emergency Fix
- Corrective Adjustment
- Functional Enhancement
- Technical Enhancement
- Maintenance Release Implementation

Construction Paths

Operation
- Information System Monitoring
- Maintenance Operation Management
**Path Guidelines**

- **The Base Process:**
  - good starting point
  - streamlined process and deliverables
  - medium projects, small system
  - can extend and tailor
  - basis of other Paths

- **Generic Development:**
  - new custom development
  - medium to large projects
  - complex systems
  - possibly many unknowns

- **Accelerated Development:**
  - timely delivery is top priority
  - predictable technology
  - problem domain well-known
  - highly skilled team

- **Package Solution Delivery:**
  - packaged products or services are dominant in the delivery

- **Maintenance and Operation Paths:**
  - set of 8 integrated paths
  - support, maintain, enhance
  - preserve quality, integrity, maintainability
THE POSSIBILITIES ARE INFINITE