



Polarion Strategic Integrations

Clara Cismaru – Polarion Software

Presenter Background

Clara Cismaru – Polaron Product Manager Integrations

- 16+ years experience in software development, project and product management, led multiple initiatives on process improvement and introducing agile practices
- Holding PMP, Pragmatic Marketing, Scrum Alliance PO Certifications
- Toastmasters Area Governor

Philosophy:

I know Kung Fu!



I do not practice martial arts, but I believe in [continuous learning](#) and that it is possible to learn anything. Today there is so much information available.

Neo had an amazing computer that put all the information in his brain fast. I think that there is so much data in the tools that we use at work. These tools are the [amazing computer](#) that can accelerate our learning. There's a reverse to it. If not chosen correctly, they can slowing us down, or even mislead us.

Telephone Game



Are you familiar with the telephone game?

I worked once in a company that had lots of tools. It was a tools chaos: every team used a different one, there was no communication across them. I would write my requirements in one tool, development used another one, QA their own. The QA had access to my tool to mark the requirements as done when ready. I hardly had any visibility in the other tools. There was no way to trace all the implementation details. We relied a lot on verbal communication. I felt like I was playing the telephone game, not being sure whether I could rely on the information that I got.

One day my project manager told me that one of the requirements was not implemented exactly as I requested although they marked it as done.

I was going to a meeting with marketing and the chief of engineering. "There might be a problem", I told them. The chief of engineering got angry to me: "The requirement is marked as done. There is no problem. You are wrong!". When the only proof you have are the words, the one that has higher power wins.

I looked bad for not being able to proof my point. I entered the meeting thinking that I'm Neo, and I exited as Kung Fu Panda.

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Why Integration?

Have you ever been in difficulty because of the lack of complete information from other tools?

What is the solution for [connecting the silos](#) and accelerating collaboration, integrity, innovation? Is it even possible?

Polarion Unified Solution



We believe that this is an all-in-one unified ALM solution!
Polarion would have prevented my entering into that difficult situation.

Polarion Unified Solution



Then if we already have the solution, why am I here to talk about integration?

Challenges

Choose the preferred tools

High costs of change creates reluctance

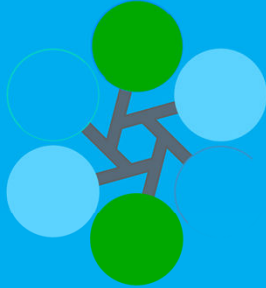
A lack of vision of massive enterprise development



Let's look at the current major challenges in adopting a one solution:

- By adopting the agile practices the teams become self-organized and can choose their preferred tools. Same for the distributed teams, or teams from different business units that have different budgets.
- Some organizations are reluctant to change to a better solution because of the costs involved in disruption and training, or because they got used to their current solution.
- Customers rarely start with a vision of massive enterprise deployment; instead, they seek to solve specific problems. As a result, most vendors have several overlapping solutions, rather than one.

Tools that work like a single solution



Work the way you want to,
NOT the way tools want!



People want to use their preferred tools, but not as disparate, but working together like a single solution. A solution that lets them work the way they want to and not work the way tools want.

Let's see what analysts have been saying about the integration:



2011

“ALM integration has been a perennial problem in the industry.”

Ovum: Software Lifecycle Management 2011



“ALM integration has been a perennial problem in the industry.”
(Ovum: Software Lifecycle Management 2011)



2012

“We’re a long way from arriving at a common integration strategy that makes it easier for customers to select ALM tools based on their individual merits outside of integration.”

The Forrester Wave™: Application Lifecycle Management 2012



“ALM vendors have acknowledged the inevitability of integration with other commercial and open source tools. However, we’re a long way from arriving at a common integration strategy that makes it easier for customers to select ALM tools based on their individual merits outside of integration”.

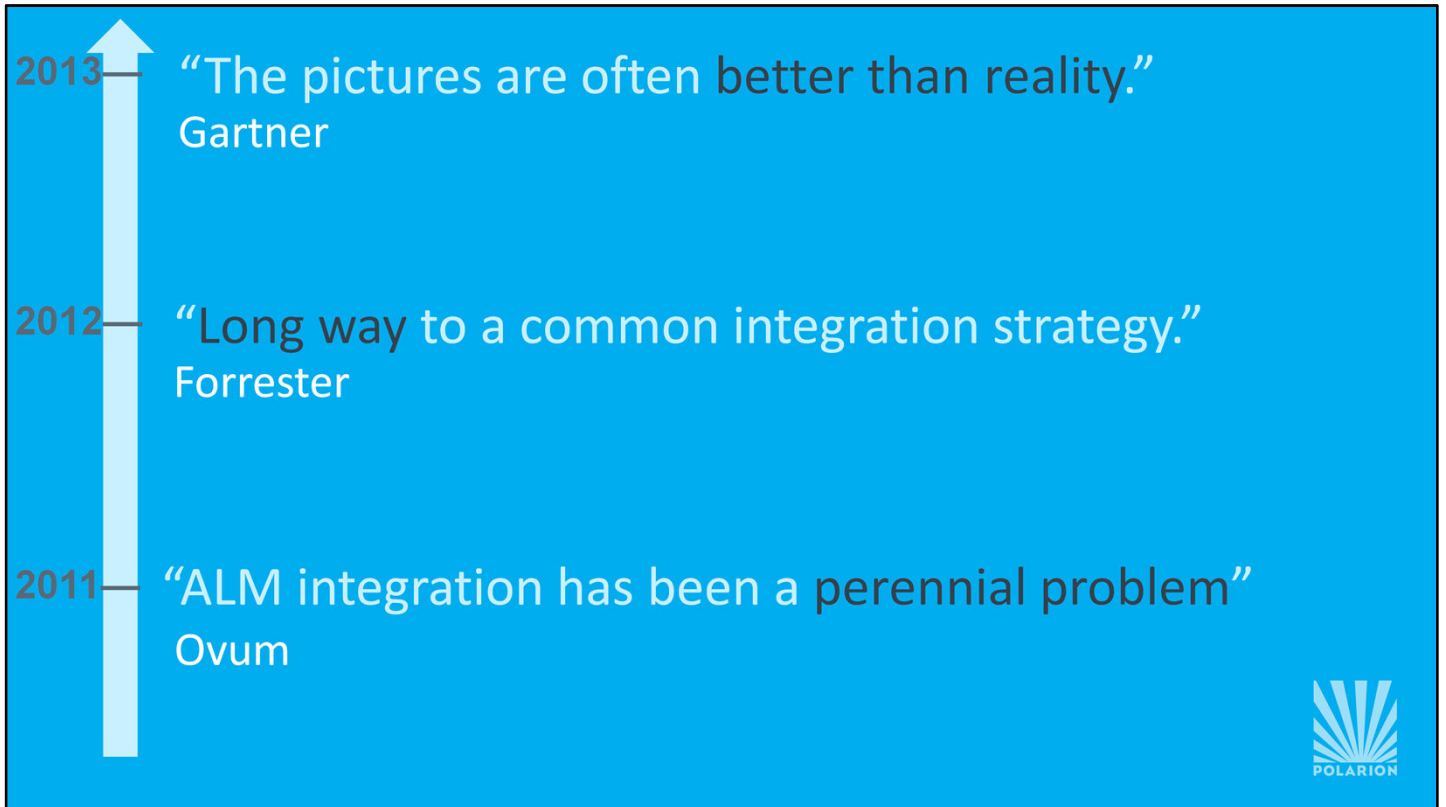
(The Forrester Wave™: Application Lifecycle Management Q4 2012).

2013

“[Integration] while tools provide the basic facilities, the pictures are often better than reality.”
Gartner: MQ for ALM 2013



“[Integration] while tools provide the basic facilities, the pictures are often better than reality.”
(Gartner: MQ for ALM Nov 2013).



The analysts have consistent reports: there are unresolved challenges with the integration.

Polarion Unified Solution



We at Polarion have heard you, and we have heard the analysts, too. Our vision is to offer you a unified solution that addresses any software development need. This means that integration becomes a feature of Polarion's unified solution.

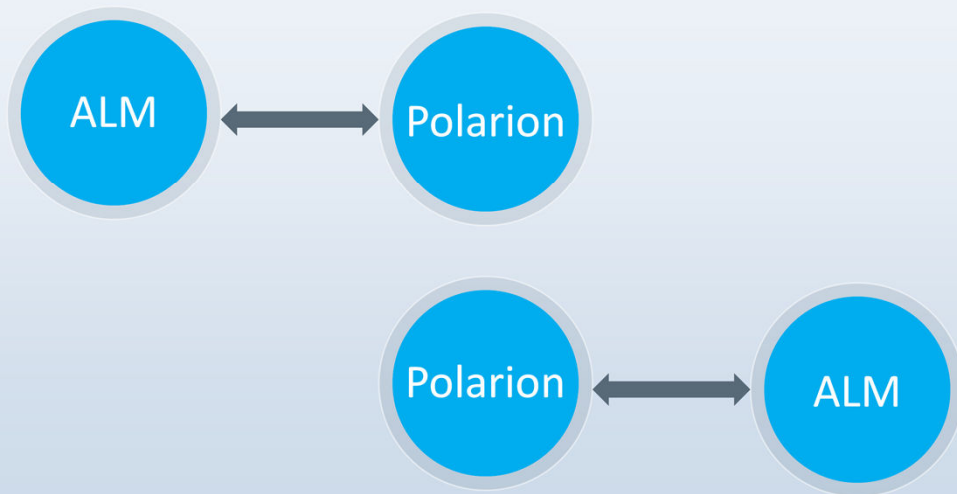
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Integration Platform

I am pleased and proud to introduce to you our Integration Platform. It a new technology that has been engineered in our labs for some time. And we believe that it will make the integration easier.

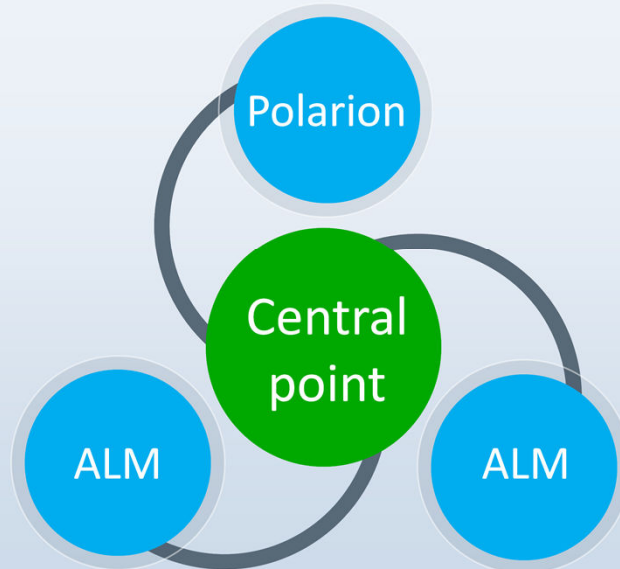
What is so special about this platform?

Point to Point Connections



As opposed to the point to point connectors where each tool is connected to each other separately and doesn't communicate with the other tools,

Integration Platform



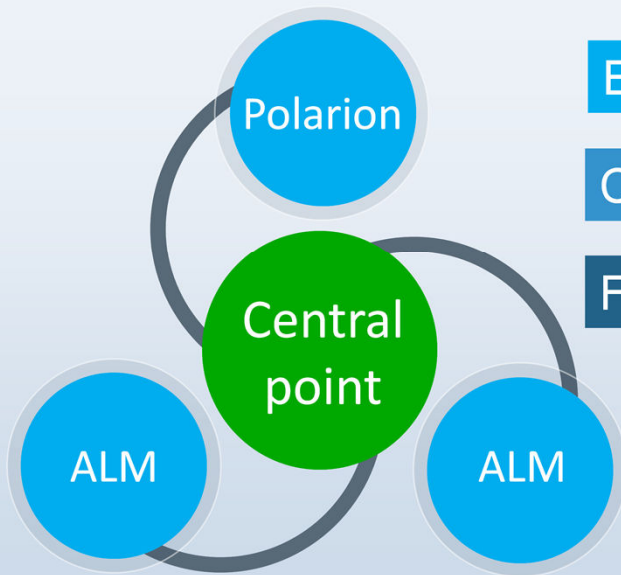
... the Integration Platform has a [central point](#).

All tools are connected to this central point which allows them to communicate with any other tool.

Such a simple and superb solution. Aren't the simplest solutions the best?

Let me explain to you why I am so enthusiastic about it.

Benefits



End to end traceability

Conflict resolution

Faster development & maintenance

- The major benefit is the end to [end traceability across multiple tools](#): you can see what has been built, you can track the impact of a decision, or analyze a potential change.
- Then you have a [resolution for the potential conflicts](#). Imagine an artifact that is synchronized across different tools. In the point to point connections the same artifact can be modified from different tools without knowing about each other which can lead to conflicting changes. With the Integration Platform every modification is communicated centrally so that each user is informed about the potential conflicts and be able to take a decision to solve it.
- [Faster development & maintenance](#). You only have to build the connector to the central point to gain access to all the tools integrated into the platform. The beauty is that you don't have to care what other tools are integrated. You do it with a standardized, easy and working API, and the connectors fit perfectly into Polarion.

The cherry on top of this cake is the power of data collected centrally. This opens possibilities for process automation and aggregated dashboards and reports.

The platform is suitable for the situations when you need to [synchronize artifacts](#)

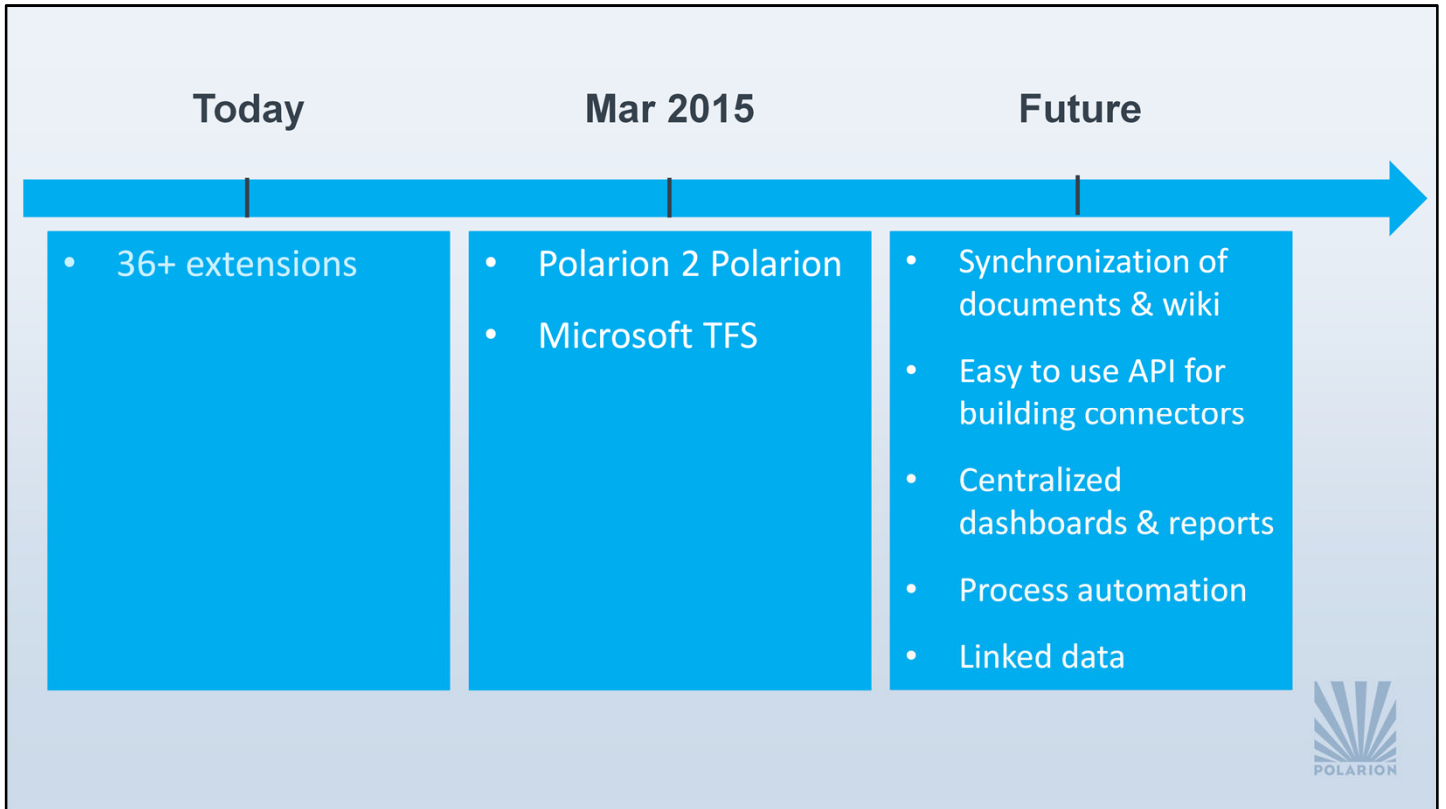
from one tool to another.

This is our vision.

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Integration Plans

Let's move to the concreteness and see what are our plans.



Today

There are 36+ extensions and growing.

We already have integrations with other tools build on a so called connector framework. You probably know already about the HP and JIRA connectors. This year we also build Salesforce.

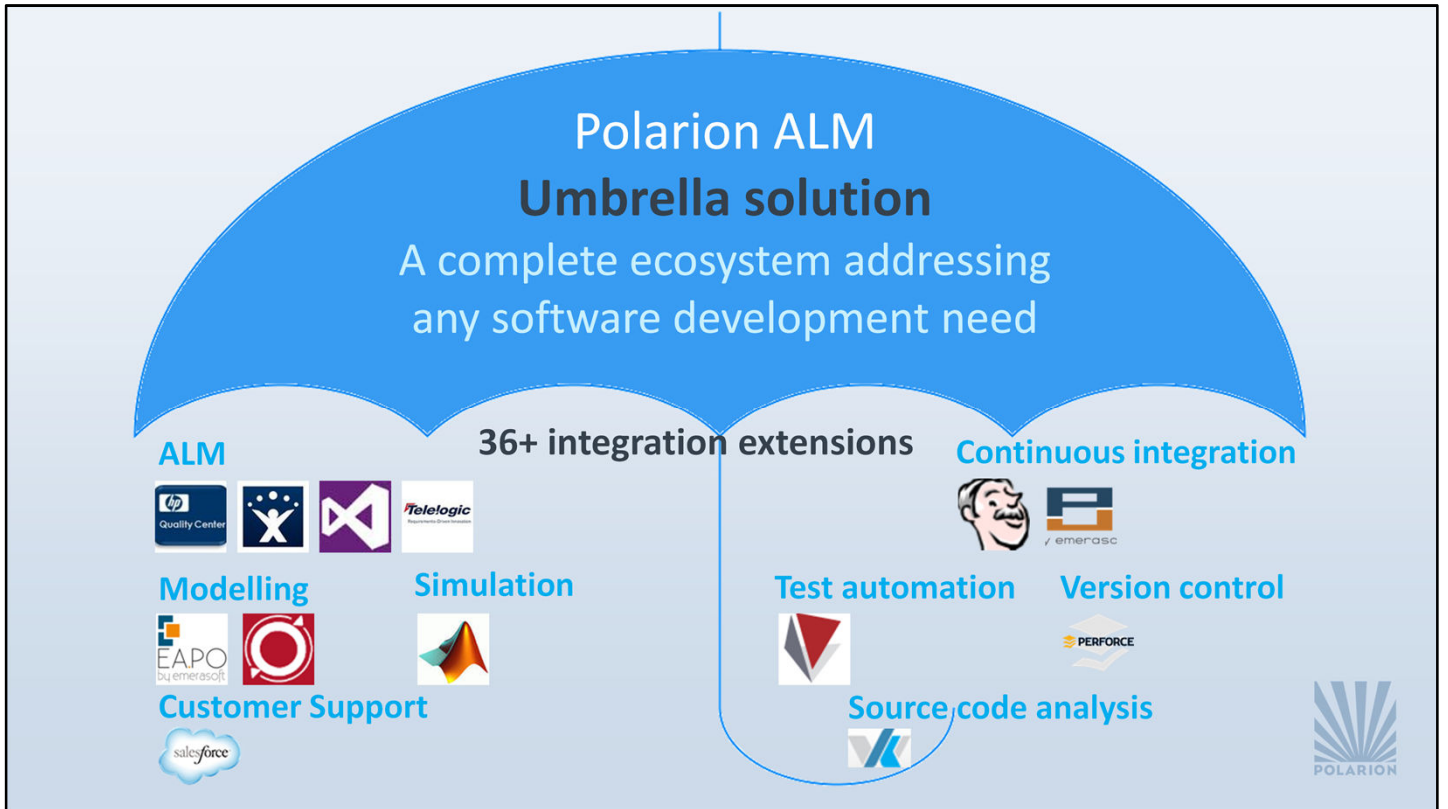
- It bridges the gap between Sales & Support using Salesforce, and Product & Development teams using Polarion by synchronizing Salesforce Cases with Polarion work items in real time.

For the GE March 2015 we release our Integration Platform with two new connectors:

- Polarion to Polarion
Use cases: connect different business units, archive and production, 2 clients.
Available in EAP.
- TFS
Use cases: Dev prefer to use it, but it's not an appropriate tool for requirements and QA.
Not part of EAP.

Next releases :

We plan to add more features to the platform, and have more connectors to it. The connectors can be build by our partners, or can be built by us for the strategic integrations.



Our vision is for Polarion to offer you an

Umbrella solution = a complete ecosystem addressing any software development need.

We currently have 35+ extensions build by us and our partners.

With the new Integration Platform we want to **accelerate the integration**. We give you the instrument that will accelerate your collaboration, integrity and innovation so that you can also say: “I know kung fu”.

Questions?

Thank you.

