

TITANIC

Четири лесни стъпки да „потопите“ вашите
проекти - какво научихме от Титаник

Димитър Цветков
HP Software
Югоизточна Европа

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TITANIC SINKS, 1500 DIE

Carthia Picks Up 675 Out of 2200---Races for New York---Survivors Mostly Women and Children.

POLICE ORDER DORR'S ARREST

Lynn Chief Accuses Him of the
Murder of George E. Marsh.

Suspect Said to Have Left Boston
Thursday Night---Auto Found Here.



Great Steamer Goes Down
Before Help Arrives.

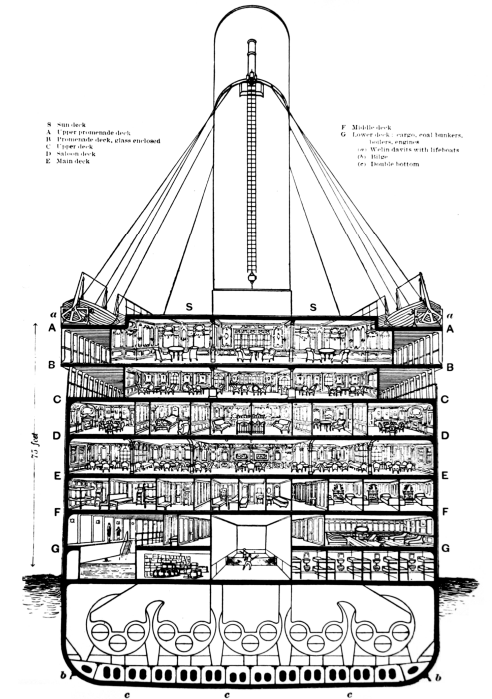
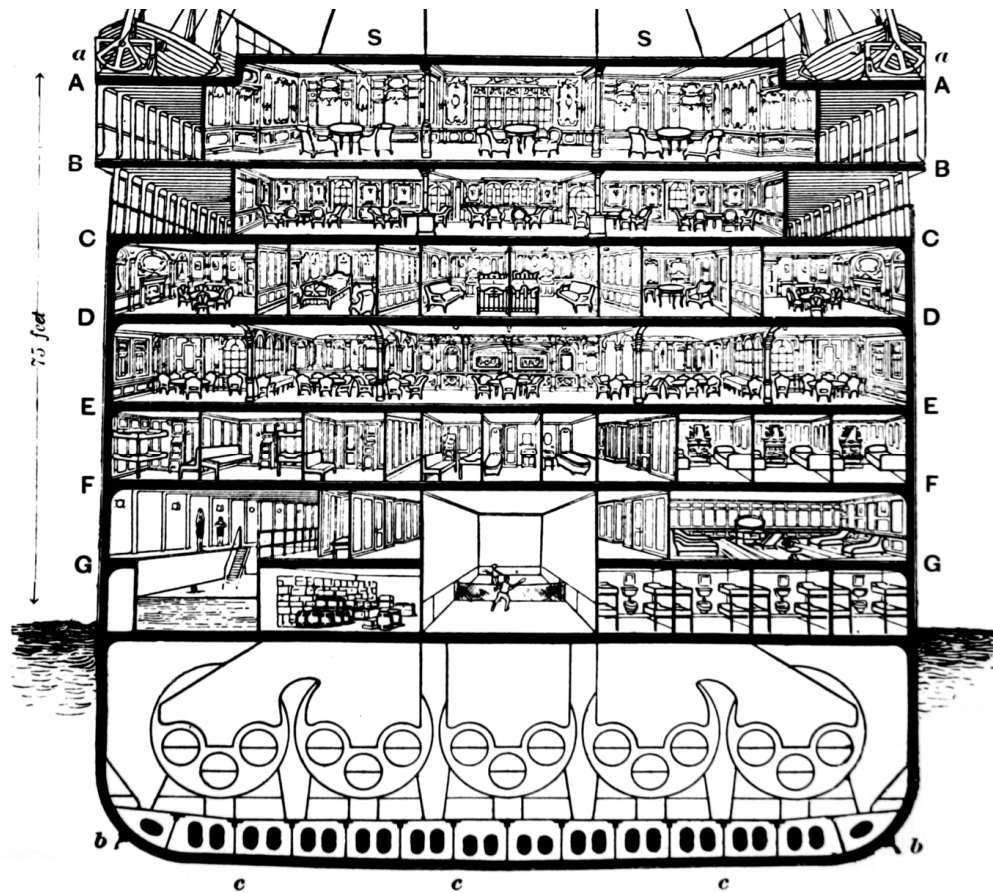
Virginian or Portuguese May
Have Seen Survivors.

White Star Officials Admit
"Horrible Loss of Life".

THE TITANIC ID

Titanic's Flag of Registry	British
Date Titanic's Keel Laid	31st March 1909
Titanic's Launch Date	31ST May 1911
Titanic's Build Number	401
Titanic's Length	882.75 feet
Titanic's Width (beam)	92.5 feet
Titanic's Height	175 feet
Titanic's Weight (displacement)	46,000 tons
Titanic's Crew	860
Titanic's Passengers	2,500
Number Of Propellers	3
Outer propellers diameter	23.5 feet
Centre propellers diameter	16.5 feet
Watertight compartments	16
Titanic's Funnels (somkestacks)	4
Titanic's Forward Mast Height	101.5 feet
Titanic's Aft Main Mast Height	97.5 feet
Cost to build Titanic	1,500,000
Titanic's Top speed	22.5 knots
Titanic's Boilers	29
Titanic's Engines	2 triple expansion + 1 turbine





S Main deck
 A Upper promenade deck
 B Promenade deck, glass enclosed
 C Upper deck, glass enclosed
 D Main deck
 E Main deck
 F Middle deck
 G Lower deck, cargo, mail bunkers, toilets, engine
 a Well deck with lifeboats
 b Hull
 c Inside bottom



The president:
J. Bruce Ismay
about the
TITANIC...



TITANIC: SINKING THE “UNSINKABLE”...

THE BEST TECHNOLOGY...AHEAD OF HER TIME!

- Advanced Acoustic Obstacle Detector...
- Telecommunication system...
- Navigation System...
- Luxurious Palace...

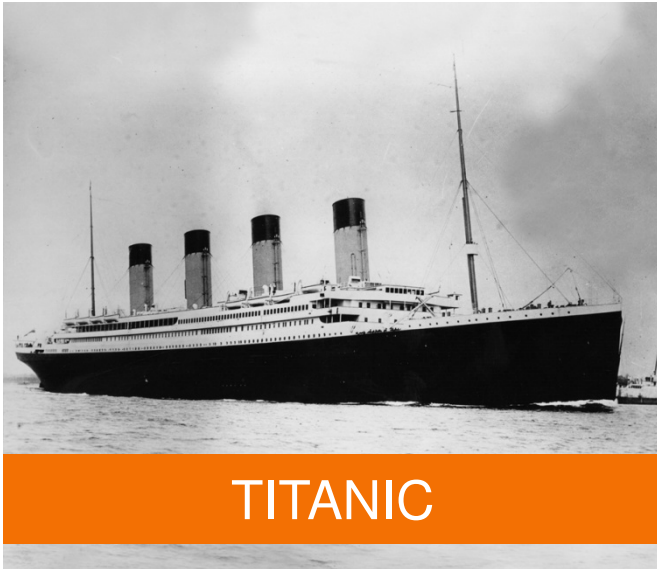
Simply: The Unsinkable floating Palace!



THE TITANIC: THE A380 OF HER TIME



THE TITANIC PROJECT: A RECIPE OF FAILURE...



No Clear Business Case...

Vague Business Role & Segment of the Titanic vs. the Olympic

THE TITANIC PROJECT: A RECIPE OF FAILURE...



THE PRESIDENT BRUCE ISMAY PERSON...

Ego, Prestige, Mood...
Ad-Hoc Design Changes, Ad-Hoc Procurement...



THE TITANIC PROJECT: A RECIPE OF FAILURE.



THE MANPOWER SHORTAGE...



THE TITANIC PROJECT: A RECIPE OF FAILURE...



THE FUND SHORTAGE...

The Life Boats Story...
and the “Cigar Lounge”...



THE TITANIC PROJECT: A RECIPE OF FAILURE...



THE “NONNEGOTIABLE”:

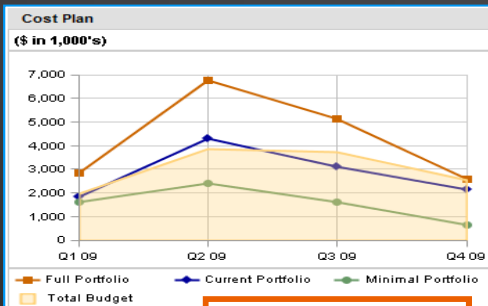
The Launch Date.



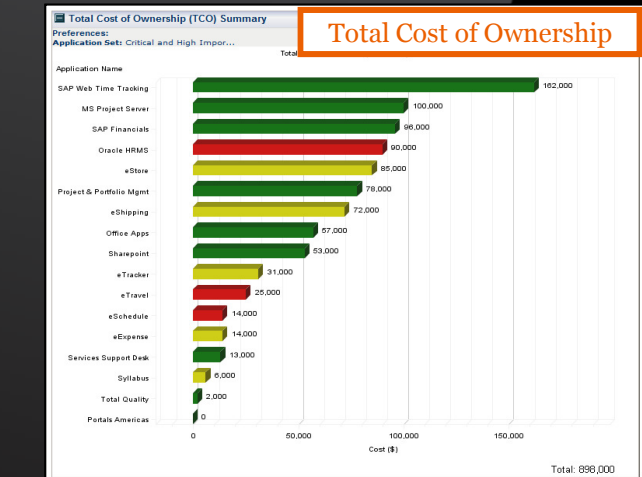
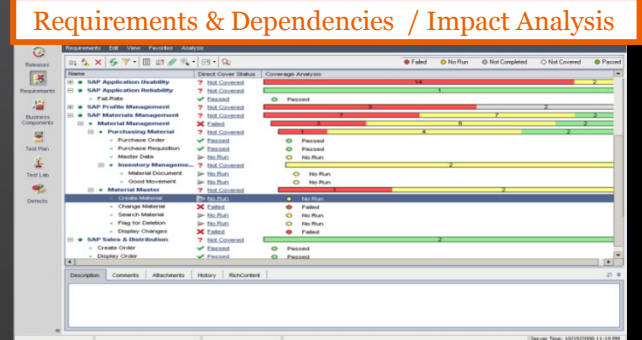
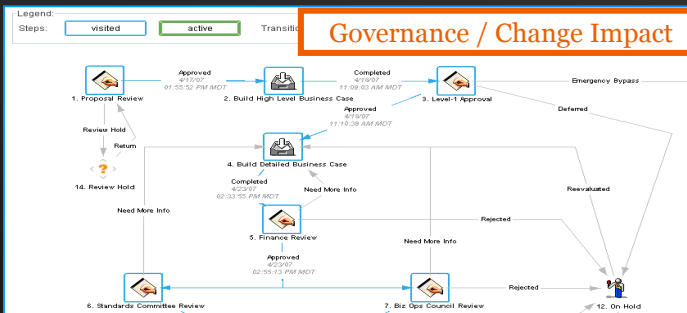
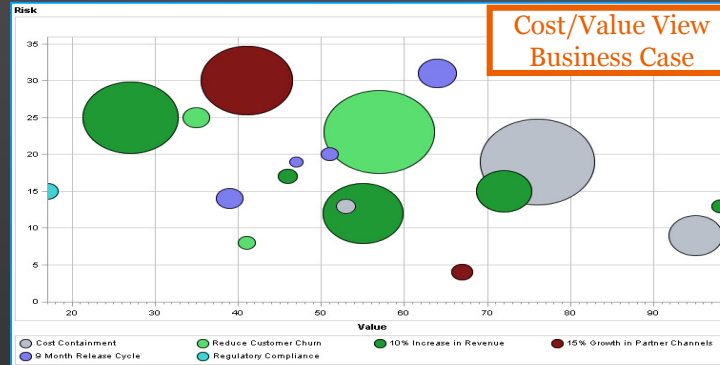
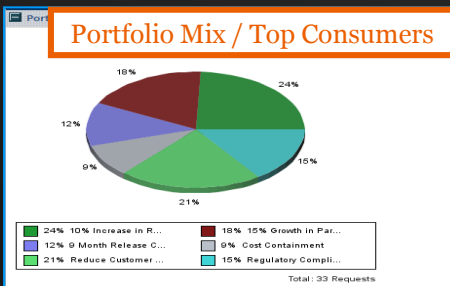
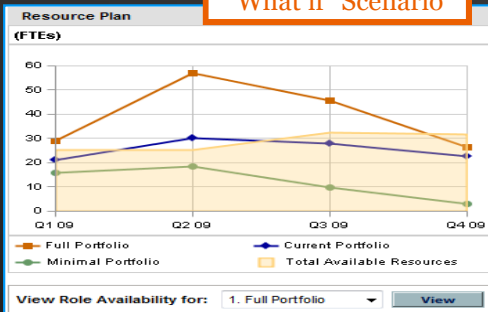
...Doesn't it sound familiar?



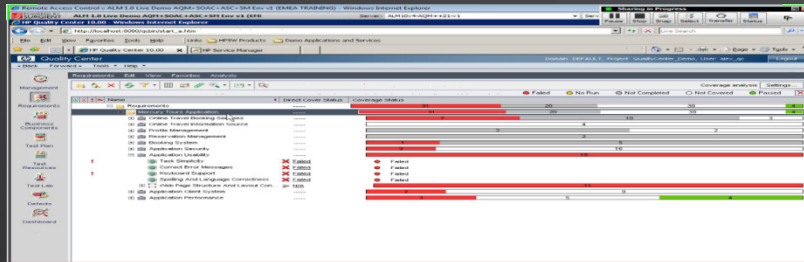
...Then HP Created Strategy, Planning and Governance !



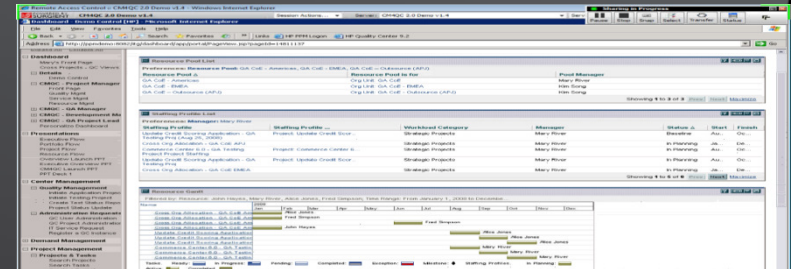
"What if" Scenario



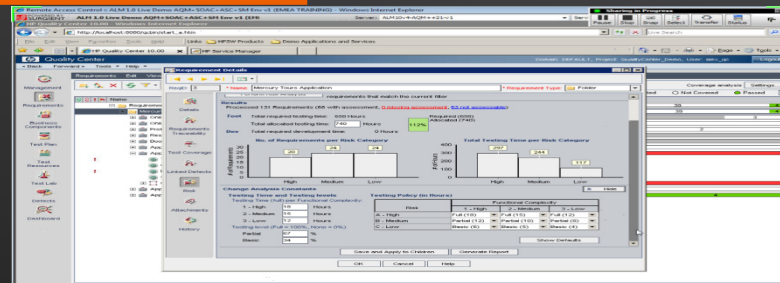
...Then HP Created Business Applications Lifecycle Management!



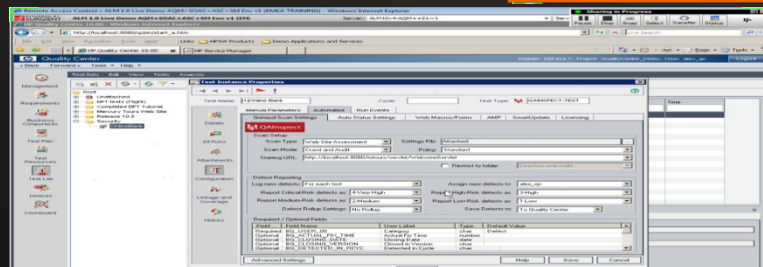
Test Plan & Test Dependencies
Priorities & Test Status



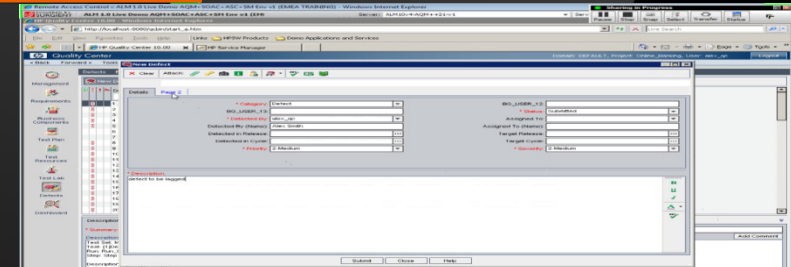
Performance Testing & What If Scenario vs. SLO



Functional Testing vs. Business Requirements



Defect Management & Final Product Quality Dashboard



Packaging & Production Specifications (Desired State)

Today's Problem



Business
Teams

"40%
of Project Budgets are
wasted
due to poor
requirements"



IT Project
Teams

DANGER

Source: Voke, IDC, IAG Study

HP Application Lifecycle Management

Domain: DO_NOT_TOUCH, Project: ALM_Demo, User: alex_alm Logout

DashboardManagementRequirementsBusiness ModelsTestingDefects

Models Edit View Versions

0 Models are checked out by alex_alm Check In...

Product Specifications

HP Application Lifecycle Management

Domain: DO_NOT_TOUCH, Project: ALM_Demo, User: alex_alm Logout

DashboardManagementRequirementsBusiness ModelsTestingDefects

Requirements Edit View Versions Favorites Analysis

Coverage analysis Settings...

Legend

Name	Direct Cover Status	Coverage Analysis
Requirements	---	46 32 9 115 15
Business Models	---	15 1 45 3
Model Comparison_Sales order proc...	Not Covered	5 2
Contract processing (As Is)	Not Covered	1 1 1 4 2
Fill Order	Failed	11 3 32 3
Build Product	No Run	44 6 8 65 7
Assemble Order	Not Covered	2 14 2 2 7
Mercury Tours Application	---	12 4 2 2 4
Online Travel Booking Services	---	2 1 1 4 1
Products/Services On Sale	Not Covered	1 2
Flight Tickets	Not Covered	Not Covered
Hotel Reservations	Not Covered	Not Covered
Car Rentals	Failed	Not Covered
Tours/Cruises	Not Covered	Not Covered
Flight Reservation Service	Not Covered	Not Covered
Online Travel Information Source	---	2 4 3 2 4 2
Profile Management	---	2 2 2 1 2 1
Registration	Not Covered	Not Covered
Profile Editing	Not Covered	Not Covered
Profile Deletion	Not Covered	Not Covered
Reservation Management	---	2 4 3 2 4 2
Booking System	---	2 2 2 1 2 1
Secure Purchase	No Run	Not Covered
Payment Methods	Not Covered	Not Covered
Credit Card	No Run	Not Covered
Credit Card Type	No Run	Not Covered
Credit Card Number	No Run	Not Covered
Credit Card Expiration Date	Not Completed	Not Covered
Credit Card Owner	Failed	Not Covered
Credit Card Owner Address	Failed	Not Covered
Application Security	---	3 1 22 1
Access Authorization	Not Covered	1 3 2 1
Secure Transmission	Not Completed	3 3
Privacy Protection	Not Covered	3 12
Data Storage Protection	Not Covered	Not Covered
Third Party Security Compliance	Not Covered	Not Covered
Security Policy Announcement	Not Covered	Not Covered
Application Usability	---	2 14 14 3
Application Client System	---	3 1 10 3
Application Performance	---	5 5
Assemble order	Passed	11 5
Test assembly	Passed	11 5
Select specifications	Passed	11 5
Assemble components	Passed	11 5
Repair abbeby	Passed	11 5
Contract processing	No Run	11 5

Description Comments Rich Text Attachments History

The Mercury Tours Application must provide the traveler's information directory.

HP Application Lifecycle Management 11.00

HP Application Lifecycle Management 11.00

Local intranet | Protected Mode: Off

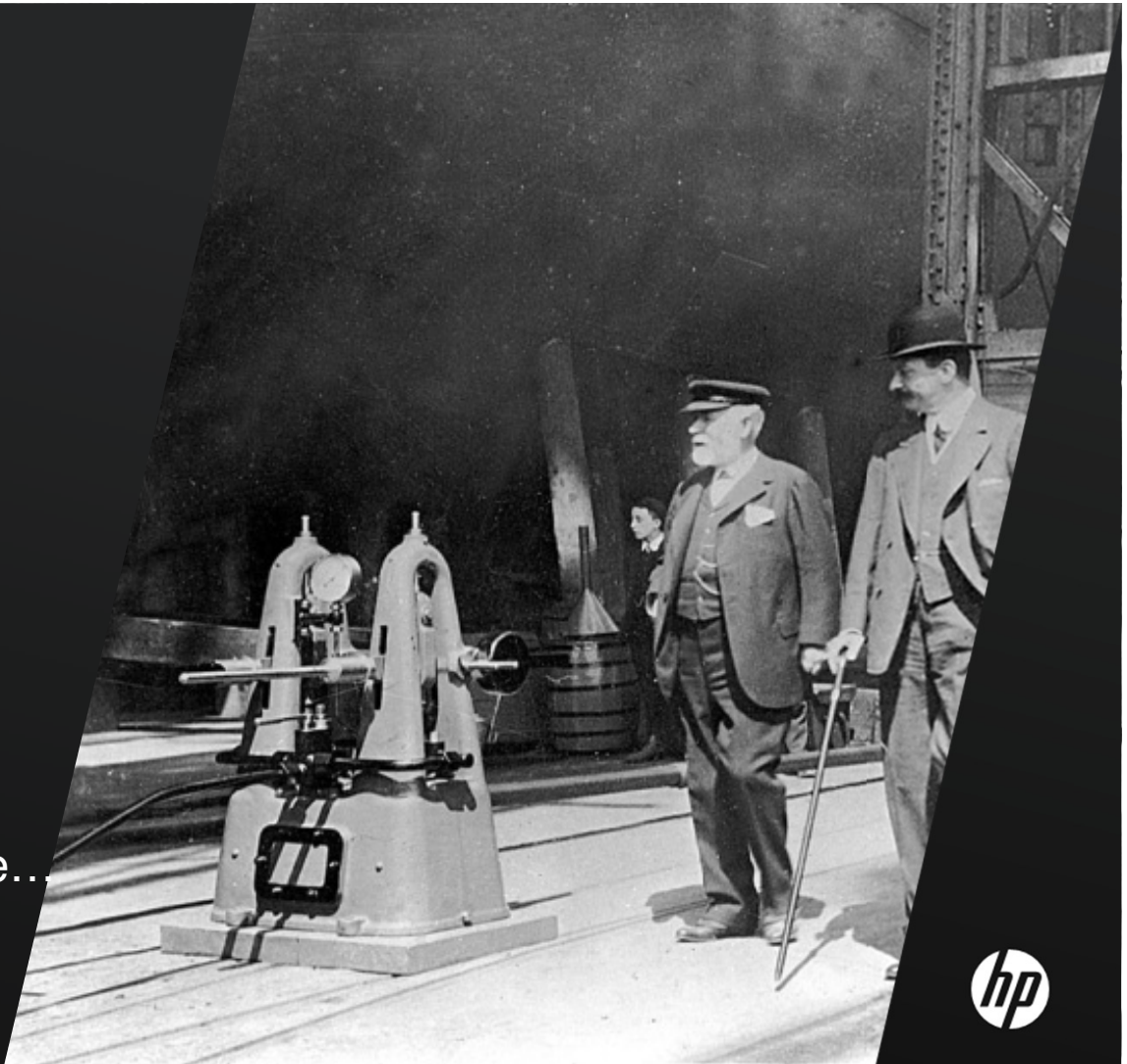
Server Time: 7/31/2010 12:03 AM

THE FIRST AND LAST TRIP...

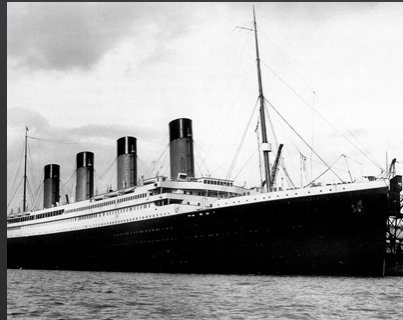


THE PRESIDENT BRUCE ISMAY:

“We must arrive ahead of schedule...
to IMPRESS the Press!”



THE FIRST AND LAST TRIP...



Captain Smith, busy dealing with first class passengers' demands and complains...

...The ship was under the command of unskilled crew!

THE FIRST AND LAST TRIP...

DEUTSCHE TELEGRAPHEN-GESELLSCHAFT
FÜR DRABELOSCHENDE UND FÜR H.
RECHENUNGEN
AMERIKA

Station: 1012, Apr 14, 1912, 11:20 AM
Message No. 5
Text: Hydrographic Office Washington D.C.
America passed two large icebergs
in 41° 27' N 50° 8' W on the 14th of April
Rumth

Form No. 1-100-185-11
Che Marconi International Marine Communication Company, Ltd.
WATERGATE HOUSE, YORK BUILDING, LONDON, W.C.

No. 111
Prefix MSY
Office of Origin CARONIA
Service Instructions Radio

Office CARONIA
Words 28
CHARGES TO PAY
Marconi Charge
Other Line Charge
Delivery Charge
Total
By whom paid MSY 7/10

To: Captain Titanic
Read the conditions printed on the back of this form.

Witnessed	Stamps	Report	By
and	field-ice	in	MSY
119	to	51 West	April

The High Tech Wireless Message Room..

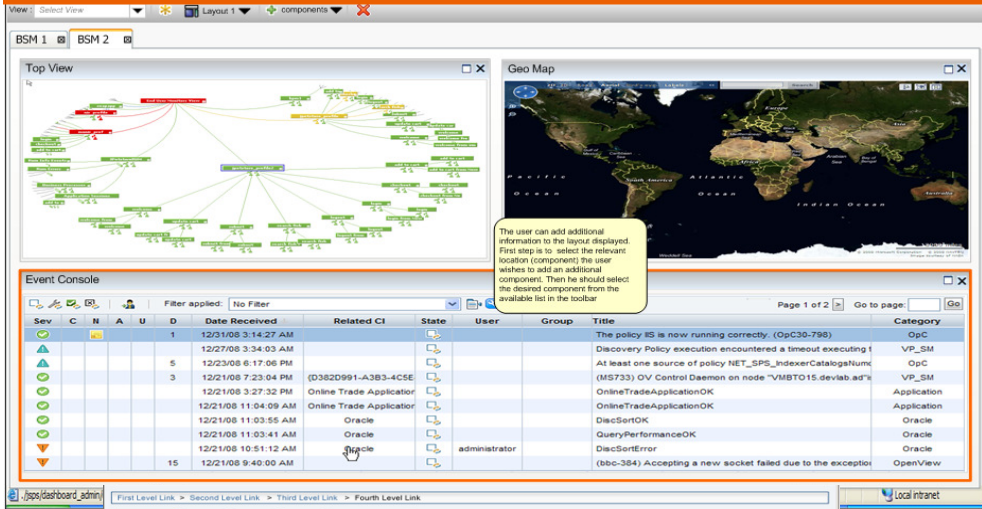
...The 1st class passenger's Broadcast

...Doesn't it sound familiar?

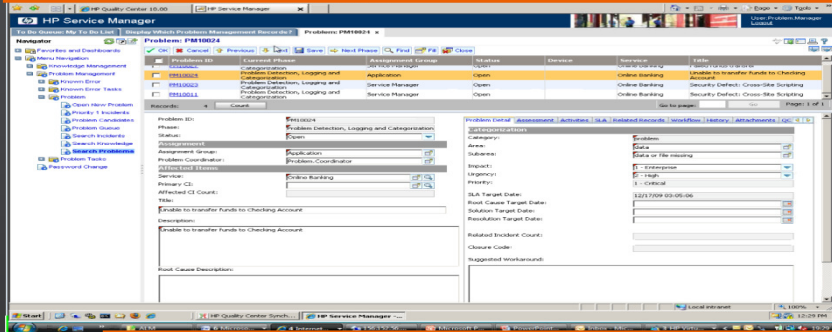


...Then HP Created Predictive Operations & Risk Management!

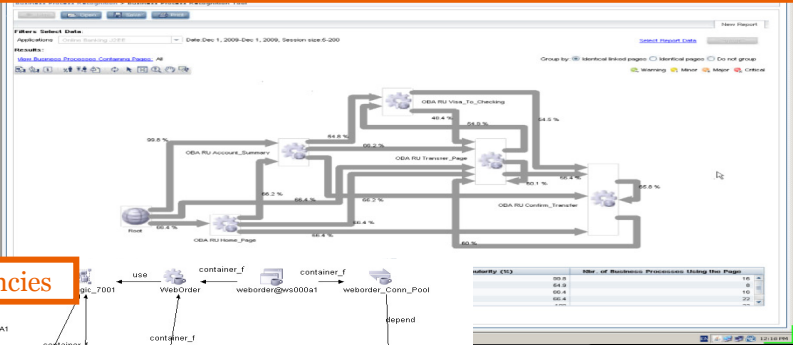
Single Platform: Measure, Baseline, Assess, Prioritize, Automate and Escalate



ITIL V3 Process Management Platform



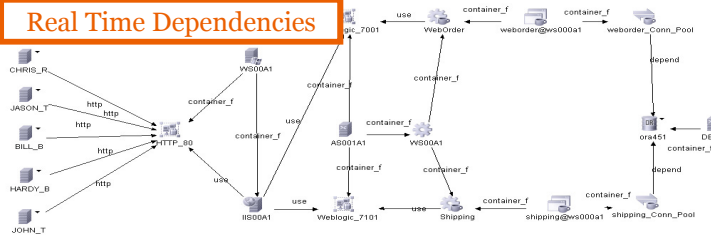
Diagnose and Repair



Predictive Business Service Management



Real Time Dependencies



THE TITANIC PROJECT: A RECIPE OF FAILURE...

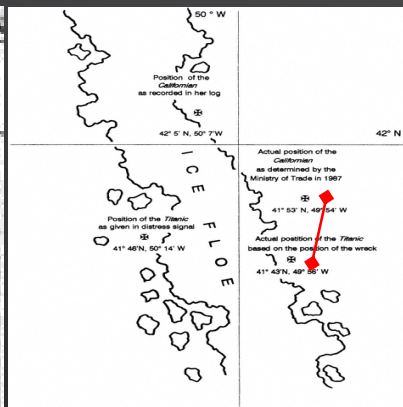
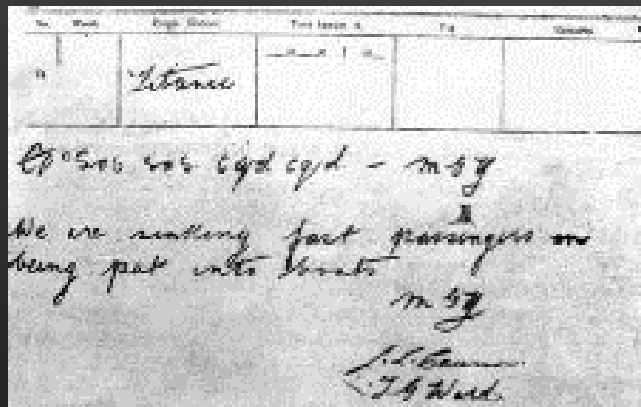


THE UNEXPECTED HAPPENED...

...The “Can’t be true attitude!”



THE FIRST AND LAST TRIP...



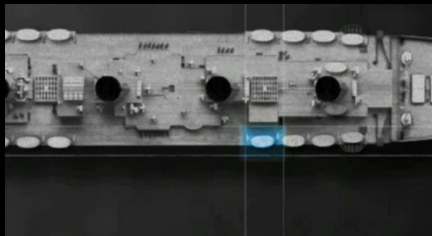
The Murphy Law in Practice....

...Wrong Position of the ship!

...Wrong Visual SOS!



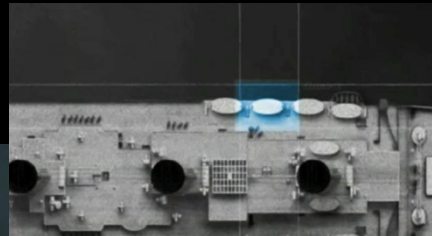
THE FIRST AND LAST TRIP...



45 MINUTES AFTER IMPACT

The first lifeboat lowered away with only 28 people aboard!

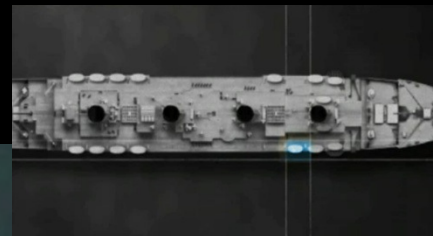
(It should carry 65 people!)



55 MINUTES AFTER IMPACT

The second lifeboat lowered away with only 24 people aboard again!

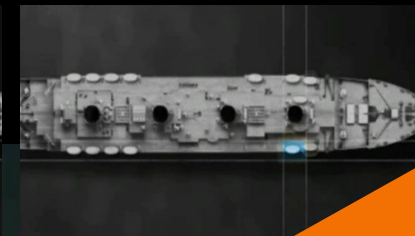
(41 people missed it!)



THE THIRD LIFEBOAT

lowered away with 41 people aboard, President Ismay among passengers...

(24 people missed it!)



THE FOURTH LIFEBOAT

lowered away with 11 people aboard, 11 Crew members among passengers...

(32 people missed it!)

...Doesn't it sound familiar?



...Then HP Created **Business Service Automation!**

Inform & Give Accurate messages in Panic Situation (Crisis Management)

The screenshot shows the HP Service Manager interface. On the left is a navigation pane with categories like 'Problems', 'Incidents', and 'Procedures'. The main area displays a 'Problem: P0010024' record. It includes a 'Problem Details' tab with fields for 'Problem ID', 'Problem Name', 'Status', 'Priority', and 'Severity'. Below this is a 'Resolution' section with a list of steps and their status. The interface is designed for managing and resolving IT issues efficiently.

Automate Business Service Provisioning

The screenshot displays the HP Business Service Automation interface. The left pane shows a 'Results Summary' for a task named 'Repair_MSSQL'. It lists various checks and their outcomes, such as 'Get Current Date and Time' (SUCCESS), 'Check if recent' (SUCCESS), and 'Verify MSSQL Processes' (SUCCESS). The right pane shows a flow diagram with nodes representing different steps in the automation process, connected by arrows to show the sequence of operations.

Capture Changes and Report Compliance

The screenshot shows the HP Business Services Compliance Dashboard. It features a table listing various business services and their compliance status across different locations. Below the table is a line graph titled 'Compliance % By Date' showing the percentage of compliance over time for different service types.

Business Service	Location	Relational	Net	Storage	Server	Virt	Process
SAP ERP Financials	San Diego	●	●	●	●	●	●
Oracle Siebel CRM	London	●	●	●	●	●	●
Oracle Siebel CRM	San Diego	●	●	●	●	●	●
SAP ERP HCM	London	●	●	●	●	●	●
SAP ERM Operations	San Diego	●	●	●	●	●	●
SAP ERP Operations	London	●	●	●	●	●	●
BranchManager	New York	●	●	●	●	●	●
BranchManager	San Diego	●	●	●	●	●	●
BranchManager	Las Vegas	●	●	●	●	●	●
SAP ERP Operations	Las Vegas	●	●	●	●	●	●
SAP ERP Financials	Las Vegas	●	●	●	●	●	●

Compliance % By Date

The graph shows compliance percentage on the Y-axis (0.00 to 100.00) against dates on the X-axis (2/15/07 to 8/2/07). It includes a legend for 'Compliance Type' with categories: Audit (blue square), Software (red square), and Patch (green square).



PRESIDENT ISMAY WANTED TO IMPRESS THE PRESS?



I wish the Titanic had ITPS!

Goal Achieved 100%!



There are many “TITANIC” projects in IT!

...And there are many Bruce Ismay of our “TITANIC” of IT!

...And there are many Captain Smith...

...And there are many 1st Class Passengers ...



Thank you !

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