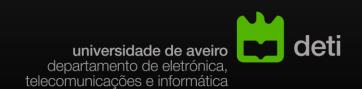
## 41951- ANÁLISE DE SISTEMAS

## Transformação digital e o SDLC

Ilídio Oliveira

v2023/03/21



## Objetivos de aprendizagem

Descrever exemplos da transformação digital dos negócios

Identificar três eixos principais na transformação digital

Relacionar o contexto das organizações com as exigências no processo de desenvolvimento

## PRR (pós-pandemia)

### **Prioridades:**

- Pacto Ecológico europeu
- Transformação Digital
- Resiliência/infraestruturas



## "[...] outra mudança faz de mor espanto: que não se muda já como soía."

"A inovação tecnológica permite - de facto, exige - que as empresas aumentem a sua agilidade e, consequentemente, a sua competitividade. É por isso que as principais prioridades dos CEOs devem ser a digitalização dos componentes essenciais do seu negócio e repensar a concepção organizacional e os processos de gestão. Apanhar esta rápida - e em crescimento rápido - "onda digital" é a única forma de evitar ficar para trás".

#### PROJECT **■** SYNDICATE

PRINT

THE WORLD'S OPINION PAGE



#### DOMINIC BARTON

Dominic Barton is the global managing director of McKinsey & Company.

JAN 15, 2016

## **Catching the Digital Wave**

NEW YORK – Technological change has always posed a challenge for companies. But, as we saw once again in 2015, it has never occurred as rapidly, or on as large a scale, as today. As innovation sweeps across virtually every sector, from heavy industry to services, it is transforming the competitive landscape, with the most advanced companies – rather than the largest or most established players – coming out on top.

For incumbents, the threat of displacement is very real. The average tenure of a company on the S&P 500 has fallen from 90 years in 1935 to less than 18 years today. Disruptive new players like Uber, which has upended the taxi industry, are tough competitors, often staking out market share by shifting more surplus to consumers. This is part of a broader trend of intensifying competition that, according to recent research from the McKinsey Global Institute, could reduce the global after-tax profit pool from almost 10% of global GDP today to its 1980 level of about 7.9% within a decade.

http://prosyn.org/lxXI60W

## THE WALL STREET JOURNAL.

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http://www.wsj.com/articles/SB10001424053111903480904576512250915629460

**ESSAY** 

## Why Software Is Eating The World

By MARC ANDREESSEN

August 20, 2011

This week, Hewlett-Packard (where I am on the board) announced that it is exploring jettisoning its struggling PC business in favor of investing more heavily in software, where it sees better potential for growth. Meanwhile, Google plans to buy up the cellphone handset maker Motorola Mobility. Both moves surprised the tech world. But both moves are also in line with a trend I've observed, one that makes me optimistic about the future growth of the American and world economies, despite the recent turmoil in the stock market.

In short, software is eating the world.

Marc Andreessen penned his famous "Why Software Is Eating the World" essay in The Wall Street Journal five years ago. Today, the idea that "every company needs to become a software company" is considered almost a cliché. No matter your industry, you're expected to be reimagining your business to make sure you're not the next local taxi company or hotel chain caught completely off guard by your equivalent of Uber or Airbnb. But while the inclination to not be "disrupted" by startups or competitors is useful, it's also not exactly practical.

#### Jeetu Patel

Contributor

Jeetu Patel is the chief strategy officer and head of Box Platform.

# Transformação digital

A utilização de TIC para melhorar de forma decisiva o desempenho ou proposta de valor de uma empresa

Experiência do utilizador

Proposta de valor/modelos de negócio

Processos operacionais









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#### (3) Universidade de Aveiro : Portal Académico



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SGQ

A partir de 26 de Janeiro, a Universidade de Aveiro (UA) implementa o Subsistema para a Garantia da Qualidade das Unidades Curriculares relativo ao 1º semestre do ano letivo 2014/2015.

A partir dessa data e até ao dia 22 de fevereiro, a UA promoverá o lançamento dos inquéritos pedagógicos junto dos estudantes. Os inquéritos são preenchidos eletronicamente, via PACO (<a href="http://paco.ua.pt/">http://paco.ua.pt/</a>) ou diretamente em <a href="http://sgq.ua.pt">http://sgq.ua.pt</a>.

Participa! A tua opinião é fundamental!



Customer Experience

Operational Process

Business Model

#### Customer understanding

- Analytics-based segmentation
- Socially-informed knowledge

### Process digitization

- Performance improvement
- New features

#### Digitally-modified business

- Product/service augmentation
- Transitioning physical to digital
- Digital wrappers

#### Top line growth

- Digitally-enhanced selling
- Predictive marketing
- Streamlined customer processes

#### Worker enablement

- · Working anywhere anytime
- Broader and faster communication
- Community knowledge sharing

#### New digital business

- Digital products
- Reshaping organizational boundaries

#### Customer touch points

- Customer service
- Cross-channel coherence
- Self service

#### Performance management

- Operational transparency
- Data-driven decision-making

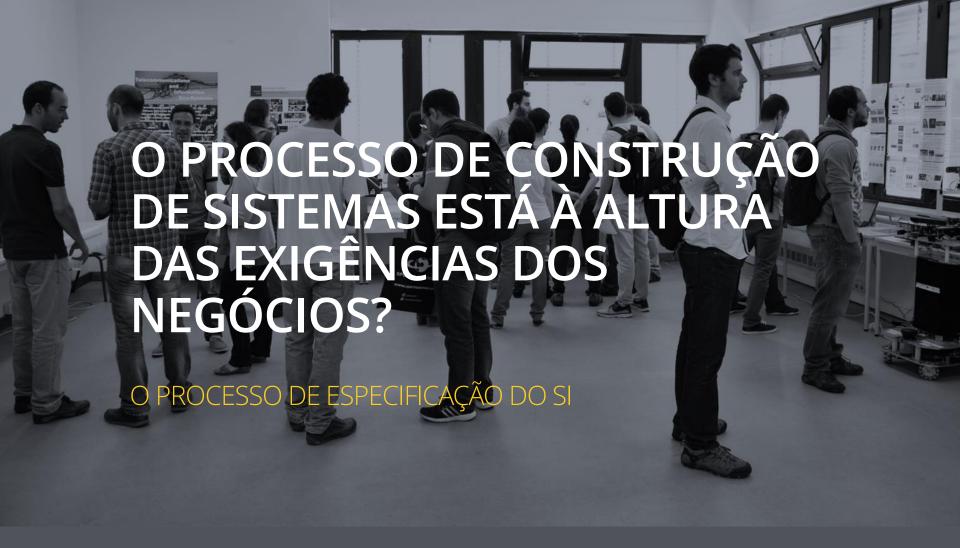
#### Digital globalization

- Enterprise Integration
- Redistribution decision authority
- Shared digital services

- Unified Data & Processes
- Analytics Capability

#### Digital capabilities

- Business & IT Integration
- Solution Delivery





#### In 2020



https://zenexmachina.com/waterfall-vs-agile-a-knowledge-problem-not-a-requirements-problem/



## requirements engineering.

Como é que compara com outras "engenharias"?

Integrated Requirements Engineering: A Tutorial

Ian Sommerville, Lancaster University

efore developing any system, you must understatem is supposed to do and how its use can supposed to do and how its use can supposed to do and how its use can suppose the individuals or business that will pay for that volves understanding the application domain tions, railways, retail banking, games, and so on); the system constraints; the specific functionality required by the stakel ple who directly or indirectly use the system or the information.

and essential system characteristics such as performance, security, and dependability. Requirements engineering is the name given to a structured set of activities that help develop this understanding and that document the system specification for the stakeholders and engineers involved in the system development.

This short tutorial introduces the fundamental activities of RE and discusses how it has evolved as part of the software engineering process. However, rather than focus on established RE techniques, I discuss how the changing nature of software engineering has led to new challenges for RE. I then introduce a number of new techniques that help meet these challenges by integrating RE more closely with other systems implementation activities.

The fundamental pr

The RE process varies ing on the type of appl oped, the size and culture volved, and the software used. For large military tems, there is normally a the systems engineering prensively documented set ware requirements. For eveloping innovative softw process might consist of sions, and the product simply be a short vision software is expected to describe the size of the size of

Whatever the actual pr tivities are fundamental to

The need for rapid software delivery. Businesses now operate in an environment that's changing incredibly quickly. New products appear and disappear, regulations change, businesses merge and restructure, competitors change strategy. New software must be rapidly conceived, implemented, and delivered. There isn't time for a prolonged RE process. Development gets going as soon as a vision for the software is available, and the requirements emerge and are clarified during the development process.

This tutorial introduces the fundamental activities of requirements engineering and discusses recent developments that integrate it and system implementation.

- Elicitation. Identify sources of information about the system and discover the requirements from these.
- Analysis. Understand the requirements, their overlaps, and their conflicts.
- Validation. Go back to the system stake-

## Analista de sistemas é um papel chave do SDLC

O analista de sistemas analisa a situação do negócio, identifica oportunidades de melhorias e projeta um sistema de informação para implementá-las.

Ser analista de sistemas é um dos trabalhos mais desafiantes na eng.a de software.



O principal objetivo de um analista de sistemas não é criar um sistema "topo de gama" (na perspetiva da tecnologia), mas criar valor para a organização.

The Systems Analyst: Skills

## Agents of change

Identify ways to improve the organization Motivate & train others

Skills needed

**Technical**: must understand the technology

**Business**: must know the business processes

**Analytical**: must be able to solve problems

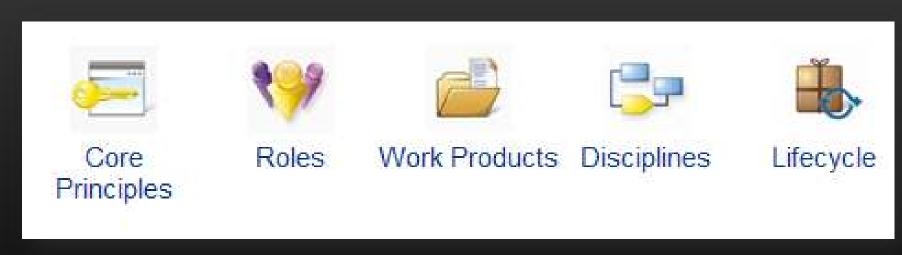
**Communications**: technical & non-technical audiences

**Interpersonal**: leadership & management

**Ethics**: deal fairly and protect confidential information

# O SDLC é concretizado em **processos de desenvolvimento**

O que é que inclui um processo?



https://sweet.ua.pt/ico/OpenUp/OpenUP\_v1514/