IBM

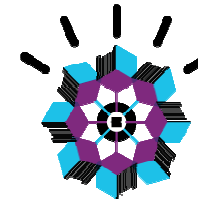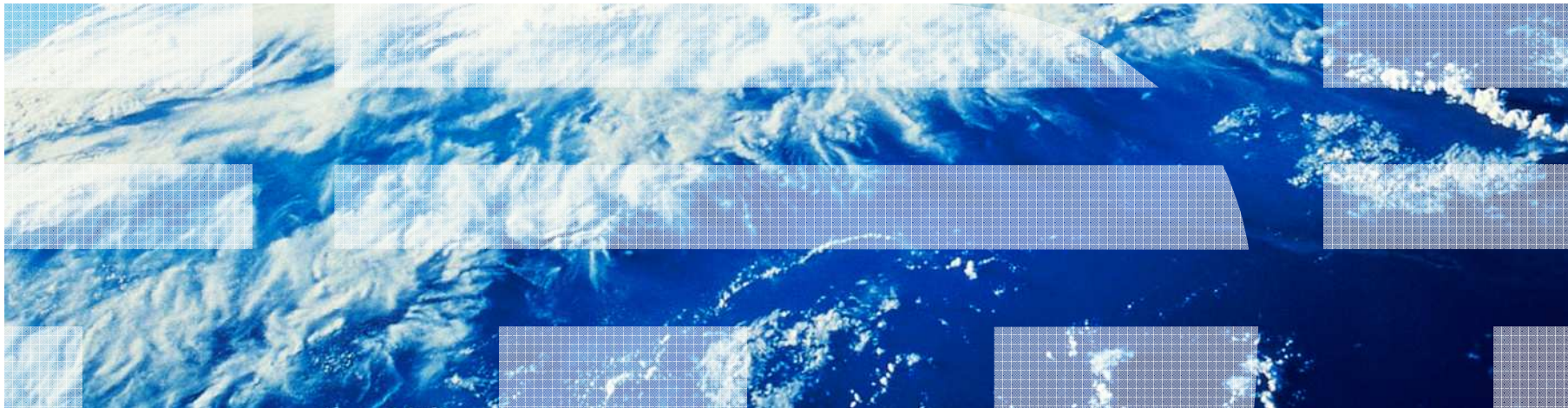**Rational Solution Brand Update Deutschland 2010**

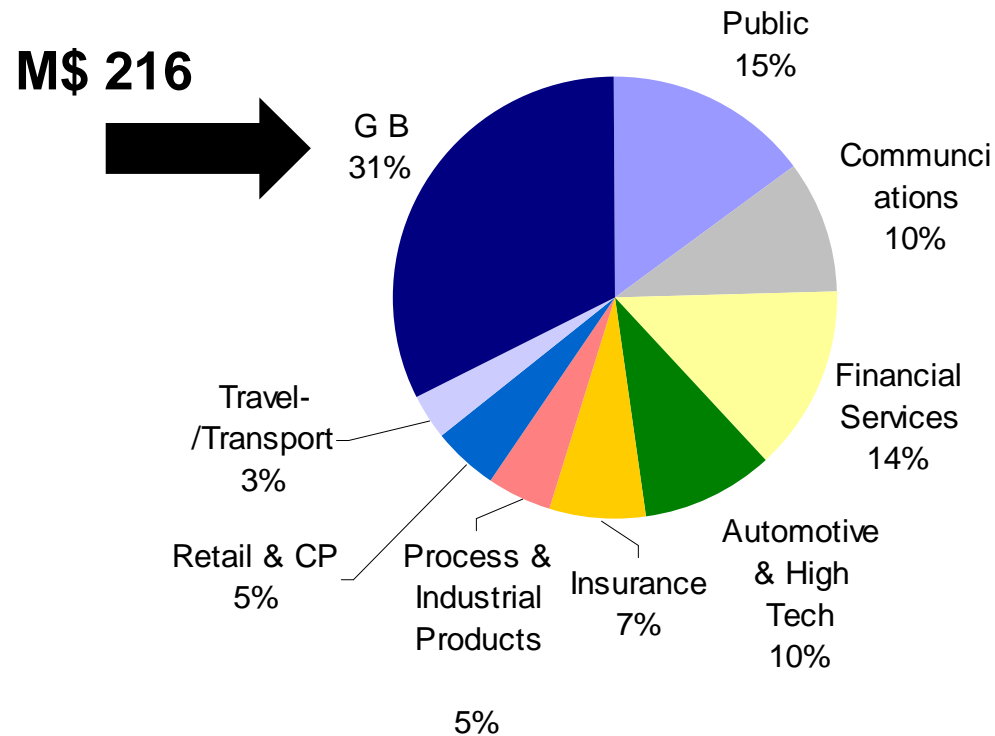Smart Products

Rational. software

## Agenda Rational Brand Update 15.04.2010 für Geschäftspartner:

**14:15 – 14:45 Uhr** **Vorstellung der Rational Key Soluton Plays 2010**
Wolfgang Glüder, Rational Channel Brand Specialist for Business Partner
Holger Kupke, Telelogic Channel Brand Specialist for Business Partner

**14:45 – 15:15 Uhr** **Qualitymanagement Lösungen für innovative Softwareentwicklung**
Edgar Böhm, Focal Point Channl Technical Sales Rational

**15:15 – 16:00 Uhr** **Anforderungensmanagement mit (Telelogic) Doors**
Andreas Plette, IT Specialist - Local CoP Leader Requirements & Quality Management

**16:00 – 16:30 Uhr** **Pause**

**16:30 – 17:15 Uhr** **Software Modellierung mit (Telelogic) Rhapsody**
Wolfgang Sonntag, Sr. Consultant Modelling

**17:15 – 17:30 Uhr** **Diskussion**

**Rational.** software

**- Marktdaten Rational IMT Germany 2010**

**- Entscheidungskriterien für ALM - Lösungen**

**IBM**

**Rational.** software

## Rational Markt in Deutschland — FY10: M$ 698

**M$ 216** →



- G B 31%
- Public 15%
- Communciations 10%
- Financial Services 14%
- Automotive & High Tech 10%
- Insurance 7%
- Process & Industrial Products 5%
- Retail & CP 5%
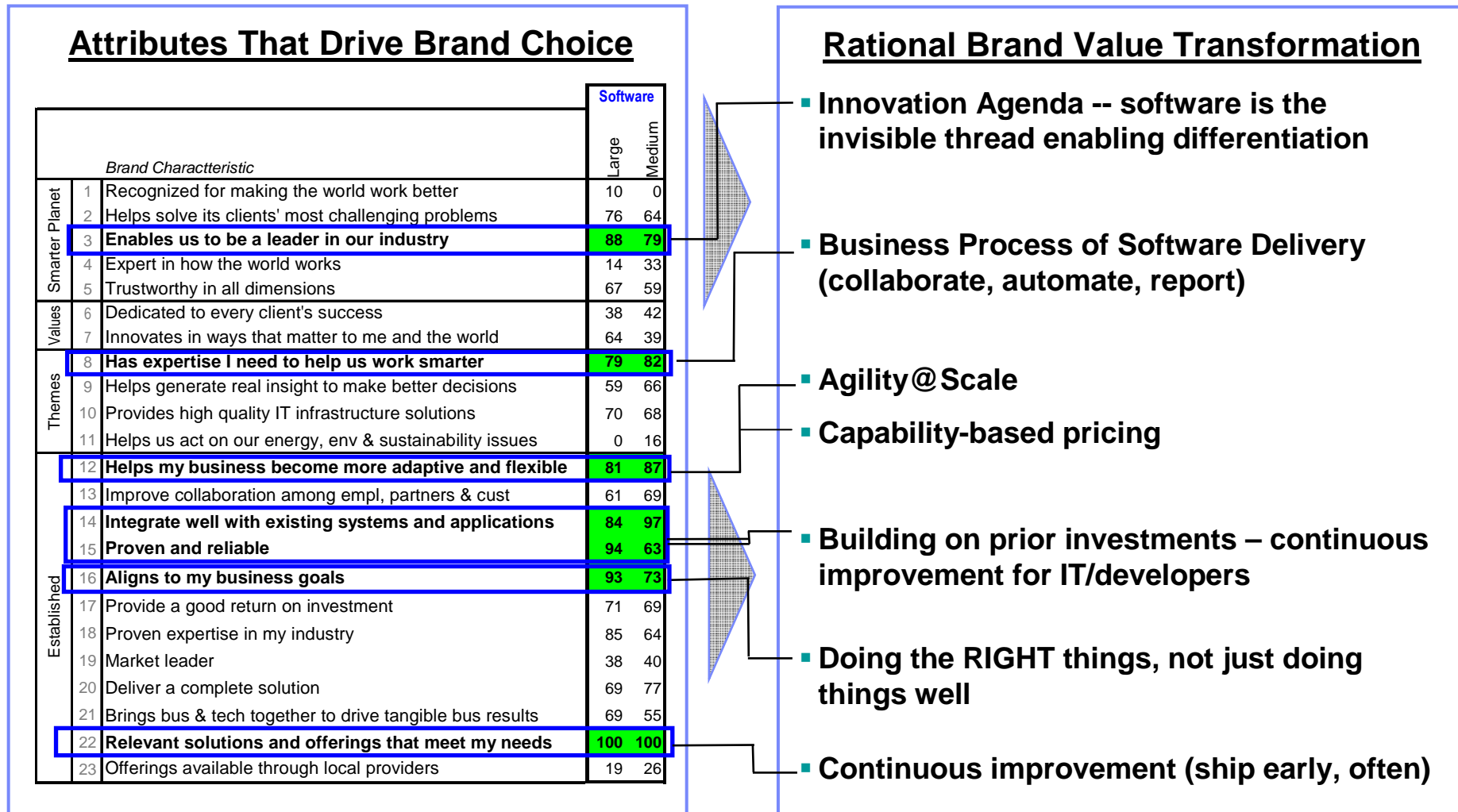- Travel-/Transport 3%

## Rational ist Markführer für Application Development Lifecycle in Deutschland

**Source:** xQMV Oct 09, served Market @ Actual Currency. Figures based on actual currency exchange rates.

**Was sind die Kriterien für die Auswahl eines Anbieters für Application Lifecycle Management?**

**Übersicht für die Auswahl von Anwendern einer ALM – Lösung / Rational Brand Attribute:**

## Attributes That Drive Brand Choice

| | | Brand Charactteristic | Software Large | Medium |
|---|---|---|---|---|
| Smarter Planet | 1 | Recognized for making the world work better | 10 | 0 |
| | 2 | Helps solve its clients' most challenging problems | 76 | 64 |
| | 3 | **Enables us to be a leader in our industry** | **88** | **79** |
| | 4 | Expert in how the world works | 14 | 33 |
| | 5 | Trustworthy in all dimensions | 67 | 59 |
| Values | 6 | Dedicated to every client's success | 38 | 42 |
| | 7 | Innovates in ways that matter to me and the world | 64 | 39 |
| Themes | 8 | **Has expertise I need to help us work smarter** | **79** | **82** |
| | 9 | Helps generate real insight to make better decisions | 59 | 66 |
| | 10 | Provides high quality IT infrastructure solutions | 70 | 68 |
| | 11 | Helps us act on our energy, env & sustainability issues | 0 | 16 |
| Established | 12 | **Helps my business become more adaptive and flexible** | **81** | **87** |
| | 13 | Improve collaboration among empl, partners & cust | 61 | 69 |
| | 14 | **Integrate well with existing systems and applications** | **84** | **97** |
| | 15 | **Proven and reliable** | **94** | **63** |
| | 16 | **Aligns to my business goals** | **93** | **73** |
| | 17 | Provide a good return on investment | 71 | 69 |
| | 18 | Proven expertise in my industry | 85 | 64 |
| | 19 | Market leader | 38 | 40 |
| | 20 | Deliver a complete solution | 69 | 77 |
| | 21 | Brings bus & tech together to drive tangible bus results | 69 | 55 |
| | 22 | **Relevant solutions and offerings that meet my needs** | **100** | **100** |
| | 23 | Offerings available through local providers | 19 | 26 |

## Rational Brand Value Transformation

- **Innovation Agenda -- software is the invisible thread enabling differentiation**

- **Business Process of Software Delivery (collaborate, automate, report)**

- **Agility@Scale**

- **Capability-based pricing**

- **Building on prior investments – continuous improvement for IT/developers**

- **Doing the RIGHT things, not just doing things well**

- **Continuous improvement (ship early, often)**

Source: MW Buyer Behavior Research, 2009

- **Kunden „Pain Points" bei der Entwicklung und Pflege von Anwendungssoftware**

## Reduce your Cost of Quality – Maintain Reputation and Perform With Less

12 month ROI

### Customer pain points

- **Rework cost on projects**: Poor requirements gathering contributes to at least 70% of rework costs

- **Late detection of requirements errors**: Errors detected late in the maintenance phase can cost up to 200x more than detected early in requirements analysis phase

- **Lack of visibility to relevant project status**: Information overload and inability to access tailored metrics by role and context

- **Inability to forecast and assess overall project success**: Difficult to find and capture best practices, and leverage successful assets

- **Delays in time to market**: Business solutions late to market by 6 months or more will cost organizations 33% of their 5-year ROI.

### Solution business benefits

- Reduce rework costs by using collaborative techniques to drive consensus between business and technical experts – eg. estimated project overrun reduction of 20%

- Improve team productivity by automating labor-intensive processes – eg. estimated process-led automation yields savings of 4700 hours per project

- Make confident decisions faster to proactively address ever-changing inputs with greater visibility to metrics and effortless reporting

- Reduce overall project delivery cost with improved predictability enabled by reuse of assets, best practice and trends

**Rational.** software

- **Rational (Telelogic)  Key Plays  2010**
  - **WW und IMT Germany**

**The** *Innovation* **Agenda**

## Rational Key Plays (Lösungen)

▸ Smart Products & Services

▸ Security & Compliance

▸ Business Analytics for Software

▸ Collaborative ALM / Agility@scale

▸ Cloud / Dynamic Infrastructure for SW Delivery

▸ Enterprises Modernization

## IMT Germany

▸ DOORS für non IT & PLM

▸ Jazz Integration (Rational Team Concert)

▸ Modellierung (Rhapsody)

▸ SAP Testen (QS Lösungen)

▸ Anwendungsmodernisierung (l / p / z)

▸ Rational Developer für system z (RDz)
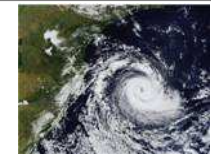
*Managing the Business Process of Software & Systems Delivery*

*Smarter Planet Vertical Industry Context*

# Alignment of 6 German Sales Focus Themes and WW Sales Acceleration Plays

| SWG Sales Acceleration Play | Local Sales Focus Theme | Cross IBM Play Alignment | Smarter Planet Theme |
|---|---|---|---|
| **Innovation through Collaboration : ALM 2.0** | 1. *Jazz as integration platform and for a range of domain specific solutions*<br>2. *SAP Testing* | *Smart Collaboration* | *Smart Work* |
| **Systematically Smart!.** | 3. *DOORS for PLM related and non-IT domains*<br>4. *Manage complexity by Modeling* | *Smart Products & Service Management* | *Dynamic Infrastructure* |
| **IT Stimulus :** Radically Lower Application Maintenance Cost | 5. *Application Modernization*<br>6. *Development for System z* | *Virtualization Consolidation* | *Dynamic Infrastructure* |

## Rational Business Partner 1H 2010
## Marketing and Sales Plays

| Solution Area | Marketing and Sales Play |
|---|---|
| **Security and Compliance** | **Decrease risk and cost - security and compliance best practices** |
| **IBMi – Enterprise Modernization** | **Reduce Your TCO with Rational Solutions for i** |
| **Software Quality** | **Reduce Your Cost of Quality – maintain reputation and perform with less** |
| **Rational Automation Framework for WebSphere** | **Cut Costs & Accelerate Delivery for Websphere & Portal Customers with Rational Automation Framework For Websphere** |
| **Portfolio and Requirements Management** | **Act on right information - Turn innovative ideas into Smarter Products** |
| **Agility and Collaboration** | **Increase Team Collaboration, Transparency and Agility** |
| **Microsoft Competitive** | **Break down barriers in mixed IT environments - One solution for Collaborative Software Configuration Change, & Build Management** |

Ein Beispiel

- ***Bezeichnung des Sales - Plays***
  - Beispiel Rational Quality / Testing Lösungen für SAP Anwendungen…..
  - Kurzbeschreibung: Testen und Customization (Qualität) wird immer bedeutender für die SAP Anwender Community. ***Die Rational Lösungen RFT and RPT werden von SAP selber beim Testen genutzt.***

- **Was wir für den Vertrieb benötigt:**

| Materialien | Was ist derzeit verfügbar & llink | Was ist geplant / was und für wen? / erstellt von ? / |
|---|---|---|
| **Interne Präsentation ORG und Geschäftspartner** | | |
| **Kundenpräsentation** | **SAP Testing** **SAP (Overall)** | |
| **Referezen / Fallstudien / Win Meldungen** / | **SAP CoE – RPT** | |
| **White Papers** | **External web page** | |
| **Material für Worskshops nd Seminar verfügbar** | **3 Demos under "Demos" section** | |
| **Weitere Themen wie Promotion verfügabr / Sales Kits** / … | | |

- **Rational Play Enterprise Modernization / Application Modernization**

  **IBM Power Systems**

**Rational Software Delivery Platform** *powered by jazz*

*Increase system utilization*

*Increase flexibility*

**Exploit Infrastructure**

**Integrate Applications**

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# IBM Rational Lösungen für Power Systems Software Family Anwendungs Modernisierung ,

### IBM Rational Developer für Power Systems Software

Einheitliche Entwicklungswerkzeuge nunmehr für alle IBM Systeme ( system p / i / z p)  gewähren eine integrierte Entwicklungsumgebung

### IBM Rational Team Concert für Power Systems Software

RTC ermöglicht cross Server- Infrastrukturen **collaborative coordination** für **" multi-platform development teams"**

### IBM Rational Compilers

Neue **Compiler nutzen** Power Systems Hardware einschliesslich der neuen POWER7 Architektur sowie Multi-Core Technology, bessere Performance, Produktivität und und Portabilität

Rational Team Concert for Power Systems
*Collaborative Application Lifecycle Management*

**Only IBM can Unify ALL your customers development teams!**

- Rational Team Concert for Power Systems Software
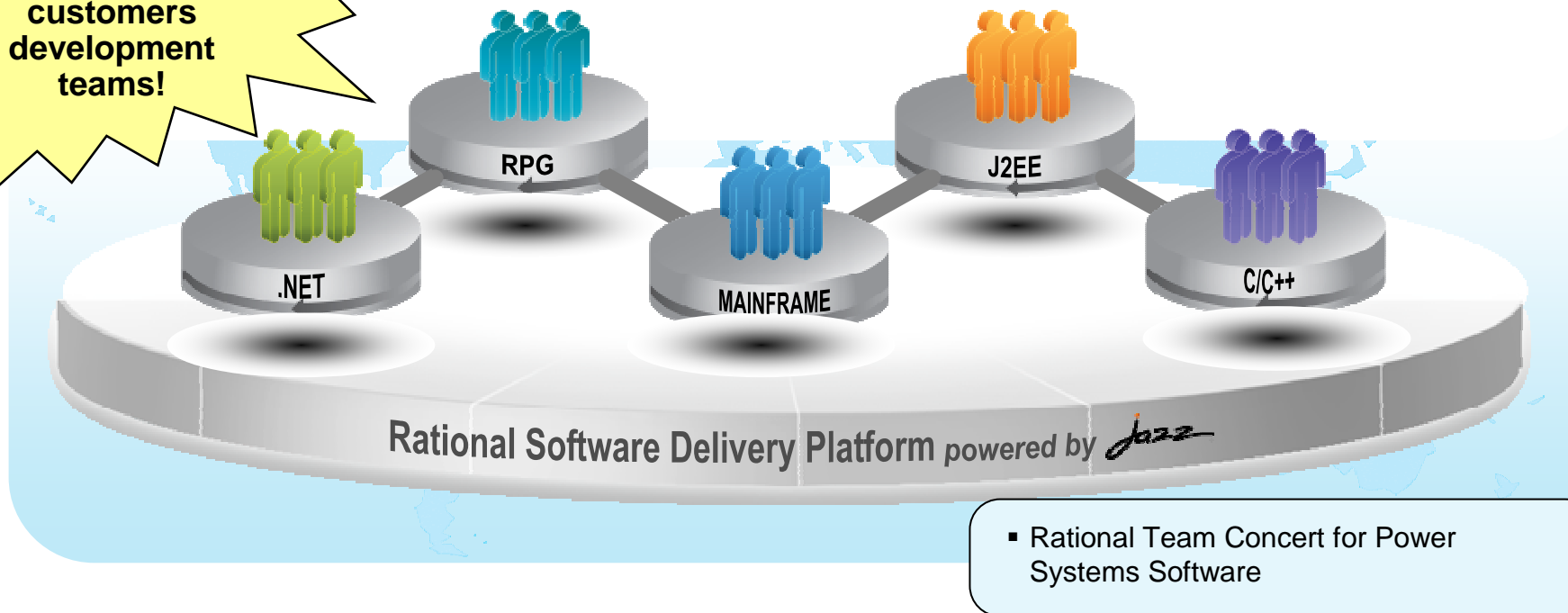
✓ Ermöglicht die Kommunikation quer unterschiedlichster  IT teams

✓ Erkennt frühzeitig Fehler und beschleunigt deren Behebung

✓ Ermöglicht Entscheidungen auf Basis von gesamtheiltich vorliegenden Informationen

✓ Rational Lösungen unterstützen eine mehr automatisierte transparenter Softwareentwicklung

**Play Name :** *IT Stimulus: Radically Lower Application Development and Maintenance Costs*

**Play Description :** Mainframe and Power Systems application development and maintenance consume as much as 75-80% of customer IT budgets, This play provides means for them to lower their maintenance costs and leverage those funds on other innovative projects.

## Rational Lösungsansätze:

▪**Desktop:** Modernize &  Standardize Developer Desktop

- ▪ SELL -**Rational Developer for Power  (RD Power)**

▪**Server:** Standardize and Federate your Change Management needs

- ▪ SELL - **Rational Team Concert for Power (RTC Power)**

▪**ROA:** Increase **r**eturn **o**n **a**ssets - defer capital expenditures

- ▪ SELL –**AIX Compilers – start with the C++ Install base list**
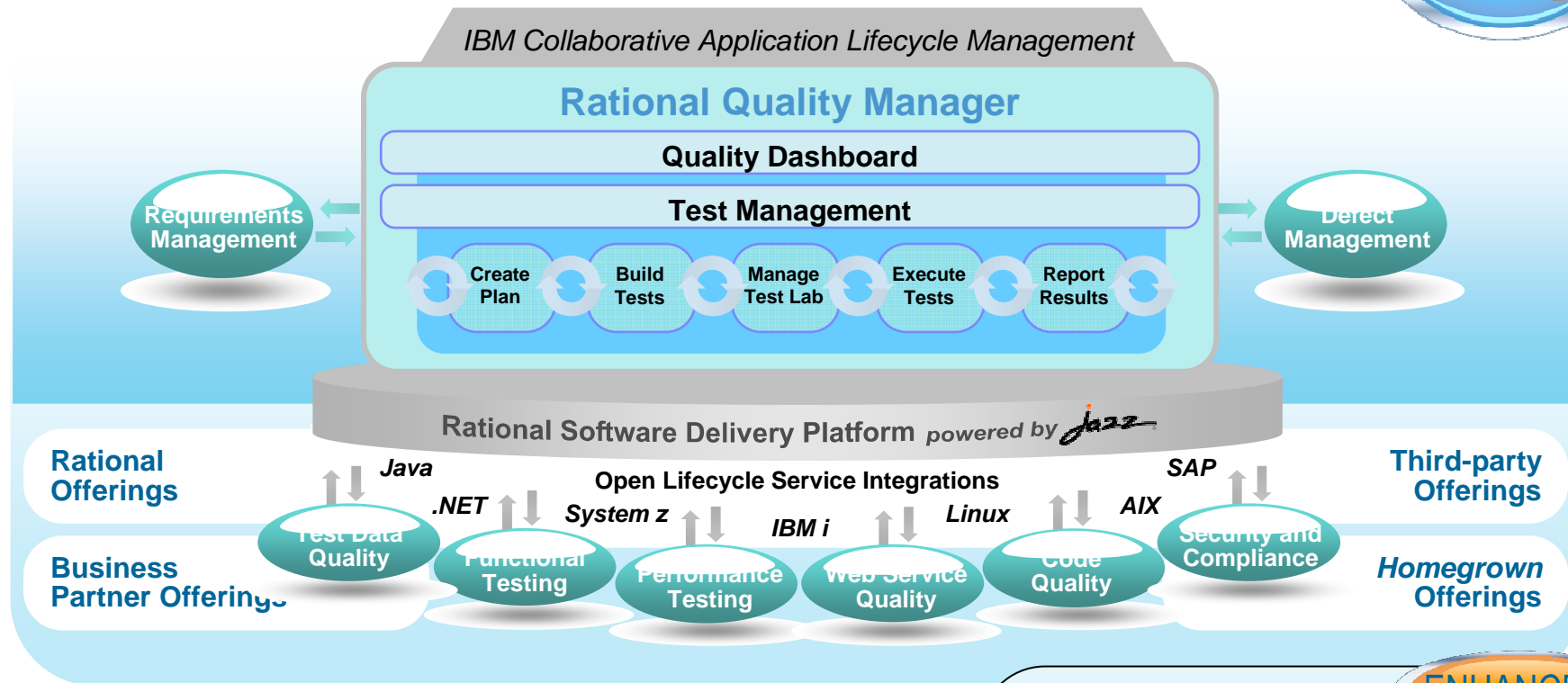- ▪ SELL - **HATS, and Open Access RPG to IBM i customers**

Join the Rational Enablement Friday May 7th - **Powering up the IT Stimulus Sales Play**

- **Rational Brand Play Quality Management Solutions (für SAP Applications)**

## Optimize software quality with a centralized test management hub

**Revitalize Applications**

**IBM Collaborative Application Lifecycle Management**

### Rational Quality Manager

**Quality Dashboard**

**Test Management**

Requirements Management

Create Plan | Build Tests | Manage Test Lab | Execute Tests | Report Results

Defect Management

**Rational Software Delivery Platform** *powered by* Jazz

**Rational Offerings**

**Business Partner Offerings**

*Java*

.NET

Open Lifecycle Service Integrations

*System z*

IBM i

*Linux*

*SAP*

AIX

**Third-party Offerings**

*Homegrown Offerings*

Test Data Quality | Functional Testing | Performance Testing | Web Service Quality | Code Quality | Security and Compliance

✓ Cut risk and cost with flexible, integrated test mgmt

✓ Simplify labor-intensive activities with automation

- Rational AppScan Family
- Rational Functional Tester
- Rational Performance Tester
- Rational Purify Plus
- Rational Quality Manager
- Rational Service Tester for SOA Quality
- Rational Software Analyzer

**ENHANCED!**

# Reduce Your Cost of Quality – Maintain Reputation and Perform With Less

**Rational. software** **IBM**

| | | | |
|---|---|---|---|
| **Global Play Owner:** Denise Wynn | **Play Date:** 1H 2010 | **Target:** GB-LE & GB-MM | |

| | |
|---|---|
| **Business Area/Need:** Quality Management | **Primary Product Groups:** Rational/Quality Management (+ for SAP Application) |

| | | |
|---|---|---|
| **Program Framework:** Software Delivery Program | **Smarter Planet:** Smart Work & Dynamic Infrastructure | **Industries:** Cross Industry |

| Play Description | IBM Rational Solution helps reduce your **"cost of quality"** with **powerful automation, collaboration and reporting capabilities** that empower you to cut IT and systems delivery costs without compromising quality | | | |
|---|---|---|---|---|
| **Customer Value Proposition** | **IBM Rational Quality Management Solution** increases solution delivery efficiency, speeds testing cycles, and improves overall quality by enabling customers to: Mitigate the business risk of delivering low-quality applications, Reduce the costs of post-production defects repair, Yield real savings by automating software quality management processes, Make confident decisions with effortless real-time reporting | | | |
| **Lead Offerings** | **RQM Express Edition** : USD 7,000, max five RQM and unlimited Viewer Client Access Licenses (CALs), includes three RQM CALs) (IGF-USD 519/mo for 36 mo or USD 17,000 typical deal size) **RRC:** Server price: USD 10k which includes three authorized users. **Doors** | **Hardware:** | **Upsell, Cross Sell Opportunities**<br><br>**SAAS: Rational AppScan** USD 2-3K/mon and **Rational Policy Tester** USD 2- 3k/mon **Rational Functional Tester:** licenses are priced at USD 5440 USD Authorized User or USD 10,500 Floating. Test teams will typically require one AU per tester or one FL license per 2-3 testers. Typical deal size USD 15K. **RTC, Rhapsody** | **Competitive Differentiation:**<br><br>IBM Rational wins when we elevate the discussion to talk about the business solutions above the individual features of products. HP - Quality Center, Microsoft - Excel/Word, Compuware - QA Center, **IBM Advantages**: Mitigate business risk, Improve operational efficiency, & Gain greater visibility |
| **Sales Scenario** | ***GB MM & LE: Cross Industry***.  CxO and Executive level managers, business analyst, Development Managers, Leads, Product /Project Managers, Project Management Officers, QA Managers and Teams, WAS customers.  Average deal size RQM Express Edition: $7,000 (max 5); RQM & unlimited Viewer CALs, includes 3; RQM CALS (IGF-$519/mo for 36mos for $17K typical deal size). Sales cycle 60-90 days, sometimes faster.  Initial implementation 30-60 days. | | | |
| **Partners** | SIs, ISVs, VARs, VADs. Who operate in highly regulated/competitive market segments who demonstrate expertise in delivering customized software applications or support packaged applications. | | | |
| **Reasons to Sell** | Businesses spend **80% of development costs** identifying and correcting defects. More than **40% of development** budget can be consumed by poor requirements**.** Business solutions **late to market by 6 months** or more will cost organizations **33% of their 5 year ROI.**  BP's have an opportunity to help businesses manage what they can control–economy is not one of them. They have to spend–where it counts for long term Growth & Earnings Assumptions–Opportunity to focus them on Quality & Reduction of debt. | | | |
| **Demand Gen Web Assets** | IBM Rational Quality Management  - 25% Discount till 31st March 2010 (ava. EMEA only); Trade-up to Rational QM products and now save 50%; New & Improved Play! NOW with RRC! **U***pdated content* all in the  Reduce the Cost of Quality Sales Kit for customizable DG assets, see the Just Push Go interactive road maps | | | |
| **Key Link:** | **Details and customer collateral on the Web** | | | |

- **Rational Brand Play Jazz (Collaboration Plattform)**
  - **und Rational Team Concert**

- *Jazz as integration platform and for a range of domain specific solutions (working with multiple Marketing Managers)*
  - Jazz: With a focus on its capabilities to be an overall platform for integrating various solutions for specific tasks, such as quality management, requirements management.  Integration

- **What is needed:**

| Item | What is available today & link | What is planned/for when or what can be developed/by when |
|---|---|---|
| 1 pg similar to QRG | Quick Reference Guide | Existing QRG will be revised as new references become available. |
| Customer ppt | 1. High-level Sales Deck. | We will be revising this in Q1, adding a bit more technical content.<br><br>For this task, we will be drawing from Carolyn Pampino's Cattail Collection on C/ALM. |
| References, case studies, win flashes | Bell Aliant, CareMedic Systems, IBM System Integration & Test Team, IBM STG, Scotia Bank | We will create a case study and matching video in Q2.  Additional references and case studies will also be identified in Q1/Q2. |
| White Papers | Scaling Agile with C/ALM<br><br>EZ-Insight, The Rational Jazz Strategy for Collaborative ALM<br><br>Gartner Marketscope for Application Lifecycle Management | **Coming in February:**  Butler Group Technology Audit, the IBM Rational Software Delivery Platform<br><br>Coming in February, distribution rights to: "IBM Rational goes beyond development" MWD Briefing Note.<br><br>Planned for Q3: "Jazz Technical Strategy", date TBD<br><br>Planned for Q3: "ALM Solution Sheet Brochure", date TBD |
| Material for workshop/ seminar | C/ALM Proof of Technology<br><br>C/ALM Sandbox -- resource for technical sellers | Please note that "Agility-at-Scale" is an option for seminar content.<br>▪ Official decks from Scott Ambler are in Cattail<br>▪ Recommended modules<br>▪ Workshop decks. Module 6 is a good Overview.<br><br>The C/ALM Proof of Technology will be updated to extend to additional products, date TBD. |
| Other recommendations: | Innovation through Collaboration: ALM 2.0 Sales Play<br><br>Spreadsheet for assets<br><br>Cloud marketing assets | |

- **Rational Brand Doors**
  - **für IT und non IT**

- ***DOORS for PLM related and non-IT domains***
  - for use in PLM context and for non IT applications, such as proof of compliance, audit support, and similar

- **What is needed:**

| Item | What is available today & llink | What is planned/for when or what can be developed/by when |
|---|---|---|
| 1 pg similar to QRG | QRG on Requirements Engineering Sales Kit | a QRG based on examples of DOORS sold in Govt/Public Sector for non-IT domains will be developed |
| Customer ppt | RE Sales Presentation | a presentation based on examples of DOORS usages in Govt/Public Sector will follow |
| References, case studies, win flashes | DOORS references in CRDB<br><br>DOORS Case Studies on ibm.com | Ongoing |
| White Papers | Requirements Engineering Assets on Rational Systems Marketing Wiki<br><br>Plus new Whitepaper: Deliver Smarter Products with Requirements Engineering | New podcasts, webcasts and whitepapers<br><br>A non-IT specific white paper is planned for availablity in 2Q entitled 'Addressing Standards and Regulations with Requirements Management' [However this will still have a focus on compliance and audits in the context of product development] |
| Material for workshop/ seminar | See Wiki above<br><br>Teamroom link to RE Seminar Kit | |
| Other recommendations: | Smart Products Virtual Conference and it's RE track<br><br>Online RM self assessment | |

**You can show this to business partners (but not customers).**

## IBM Rational Requirements Engineering sales kit

**Updated on:** 08 Sep 2009

| Overview | Assets A to Z | Assets by engagement phase | Contacts |
| --- | --- | --- | --- |

### Description

System/product complexity is increasing. There's increased focus on compliance with industry standards and government regulations. Budgets are being squee
Organizations are under pressure to deliver innovative, higher quality solutions while reducing costs, staying on schedule and often trying to do more in less tim
fewer resources. They need to become more effective at managing project scope (*the requirements* ), ensure they don't waste time and money on expensive r
and stay in control of budgets and schedules when changes are requested. Effective requirements engineering practices and tooling can help.

This sales kit contains thought-leading and industry specific assets that can help establish and develop interest in IBM Rational® DOORS® and related products

### Quick Reference Guide

#### Overview

System/product complexity is increasing. There's increased focus on compliance with industry standards and government regulations. Budgets are being squeezed. Organizations are under pressure to deliver innovative, higher quality solutions while reducing costs, staying on schedule and often trying to do more in less time with less resources. They need to become more effective at managing project scope (the requirements), ensure they don't waste time and money on expensive rework and stay in control of budgets and schedules when changes are requested.

IBM's requirements engineering solution (built around the core offering of Rational DOORS is optimized for the requirements engineering needs of organizations developing complex systems/products/applications. DOORS provides the core capabilities of a central repository for requirements, traceability and impact analysis, and integrates with RQM to linking tests and requirements, Rational Rhapsody for linking to systems and software design models, Rational Change for requirements change management and Rational Focal Point for deriving engineering requirements from product and portfolio decisions.

#### Target Audience

**Target industries** : Companies in the industrial sector (A&D, Auto, NEPs, Devices), transportation, construction and energy industries, or governmer agencies, who are developing or integrating complexsystems or products

**Client size** : Small to large

**Typical sponsor** :

- VP/Director Engineering
- Systems engineering manager
- Project manager

#### Pain Points

- Quality problems increasing costs and affecting customer loyalty, marke confidence & market share

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Offering Information > Client references >

# Client references search results

Click ☒ to remove selection from search results
IBM Client Reference Materials results for: (☒Software ="Rational DOORS")

Search contents of results [                    ] **GO**

Sort search results by [ Most recent ▼ ] **GO**

**CLICK ON DESIRED TABS BELOW TO VIEW SEARCH RESULTS FOR YOUR SELECTED TYPE OF MATERIAL**

| Client References | Case Studies | Press Releases |

Results 1 - 20 of 21 results

Page: 1 2

| Client Name | Geo / Country | Industry | Synopsis | Offerings /Services /Solutions | Publish Date | Type of Material |
|---|---|---|---|---|---|---|
| Oklahoma Department of Human Services | North America IOT, United States | Government | A social services agency in the United States lowers operations costs and increases | Govt: Government Accountability - Cost Efficiency, Govt: Social Services and Social Security, Custom Consulting and Mentoring, | 2010-02-11 | Reference |
| Eppendorf Instrumente GmbH | Northeast Europe IOT, Germany | Healthcare, Life Sciences | A biotechnology company in Germany implements a comprehensive, integrated solution for real time development of embedded software when it adopts a suite of IBM Rational software | Rational Change, Rational DOORS, Rational Rhapsody, Rational Synergy, Rational Directory Server, | 2009-12-27 | Reference |

Software > Rational >

# Case studies

for IBM Rational software

| Rational |
| --- |
| Products |
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| Trials and demos |
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| Case studies |
| By date |
| By customer |
| By industry |
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Related links
· IBM Business Partners
· ISVs
· developerWorks

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DOORS

Search tips

Advanced search

**Search results**

1 - 10 of 21 results  |  Next ➡

EADS delivers smarter system-of-systems with IBM solutions          18-Mar-2010
EADS develops and delivers some of the world's most complex and
innovative systems using IBM Rational software for requirements
engineering and enterprise architecture. See how the Rational platform
helps EADS deliver differentiated products with increased quality and
reduce...

AJ Bell improves compliance and accelerates development with IBM          28-Jul-2009
Rational DOORS.
AJ Bell, the U.K.'s largest privately owned provider of Self Invested
Personal Pension Schemes need a requirements management

- *Systematically Smart*
  - **The "Systematically Smart!" Sales Play is aimed at expanding IBM's penetration at accounts that develop and market smart products, i.e., products that depend on software for their value and differentiation. This ranges from mass-produced devices for the general consumer market to the complex systems that allow global companies and organizations to optimize the production and delivery of goods and commodities to the consumers.**

- **What is needed:**

| Item | What is available today & llink | What is planned/for when or what can be developed/by when |
|---|---|---|
| 1 pg similar to QRG | QRG | |
| Customer ppt | RE Sales Presentation | |
| References, case studies, win flashes | Reference stories | |
| Sales Play Enablement | Enablement Module (5mins) | |
| | | |
| | | |

**You can show this to business partners (but not customers).**

# Systematically Smart!

**Updated on:** 08 Apr 2010

| Overview | Index | Prepare | Prospect | Progress | Propose | Close | Contacts |

**Overview Sales Guidance**

◁ **Rational Sales Acceleration Men**

_ Click here to download the play's **QUICK REFERENCE GUIDE** .

**Tactic Code:** *100EW01R*

"For the first time in history, almost anything can become digitally aware and interconnected." Making devices aware of their environment and able to communicate with it and with other devices is at the heart of building smarter systems. Combining such communicating devices into more powerful systems and applications allows individuals, organizations and governments to dramatically improve our living. This play is entirely about defining and building these smarter systems.

The "Systematically Smart!" Sales Play is aimed at expanding IBM's penetration at accounts that develop and market smart products, i.e., products that depend software for their value and differentiation. This ranges from mass-produced devices for the general consumer market to the complex systems that allow global companies and organizations to optimize the production and delivery of goods and commodities to the consumers.

Companies developing smart products and systems are striving for competitive advantage through innovation. Rational Solutions for System Engineering allow t truly understand their customers and marketplace from numerous angles and create products that differentiate them from their competitors. The key benefits of solutions include: Increasing profit margins, taking cost out of products, improving reliability of product launch dates and reducing development cycles

You can show this to business partners (but not customers).

# Systematically Smart!

**Updated on:** 08 Apr 2010

| Overview | **Index** | Prepare | Prospect | Progress | Propose | Close | Contacts |

## Play Index

| **Prepare** | **Prospect** | **Progress** | **Propose** | **Close** |
|---|---|---|---|---|
| **Sales Guidance** | **Sales Guidance** | **Sales Guidance** | **Sales Guidance** | **Sales Guidance** |
| 🖥 Play Description | 🖥 Pain Points | 🖥 Objection Handling | 🖥 Cross Selling | 🖥 Close Tactics |
| 🖥 Value Proposition | 🖥 Conversation Starters | | 🖥 Avg. Deal Size / Pricing | |
| 🖥 Products & Offerings | 🖥 Key Questions | | | |
| 🖥 Benefits to Customer | 🖥 Prospecting Search Criteria | | 🖥 Cross Portfolio Affinity Selling Pricing Play | |
| 🖥 Competitive Differentiators | | | 🖥 Rational GB Whitespace Pricing Play | |
| 🖥 Market Assessment | 🖥 Sales Acceleration Call Planning calculator | | | |
| 🖥 Target Audience | | | | |
| 🖥 Reference Stories | | | | |
| 🖥 Seller Call-to-Action | | | | |
| 🖥 Additional Information | | | | |
| 🖥 Sales Play Enablement Module (5 mins) | | | | |

# Systematically Smart!

**Updated on:** 08 Apr 2010

| Overview | Index | Prepare | **Prospect** | Progress | Propose | Close | Contacts |

## Prospect Sales Guidance

‹ Rational Sales Acceleration Menu Page

**This section prepares you to prospect in your territory, to identify and validate real opportunities.**

**Sales Professionals Checklist:**

- **Know the issues (pains):** Which business problems is a prospect likely to have?
- **Know what to say and practice saying it:** How can you provoke the customer's interest quickly?
- **Develop your prospecting plan:** Which customers have the greatest potential to be interested?
- **Execute the prospecting plan:** Make calls, schedule appointments and hold successful meetings.

**Technical Sales Professionals Checklist:**

- **Meet with customer IT contacts:** Explore opportunities.
- **Strategize on each account with your sales colleague:** Decide if this is the right time to invite customers to a PoT.

**Client Value Method Phase:** Understand the clients business and needs - validate our understanding of the client's business issues, priorities and their compelling reasons to act. **End state is a VALIDATED opportunity.**

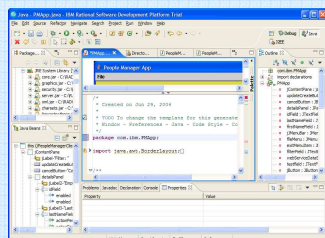🖳 Sales Acceleration Call Planning calculator - Calculate the call volume needed for your revenue target.

## Pain Points - Details

Customers will generally be sensitive to several of the pains described below. Their responses will indicate which of the themes will resonate the best.

**Build the Right Products:**

- **Rational Cross Brand Solutions 2010**

**Tivoli**

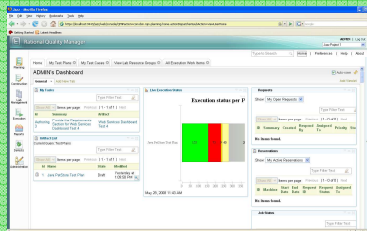| ACHIEVE SCALABILITY AND IMPROVE PERFORMANCE | REDUCE COST WITH QUALITY PROCESS AUTOMATION & TEST RESOURCE ALLOCATION | MANAGE RISK WITH SYNCHRONIZED DEVELOPMENT AND OPERATIONS | IMPROVE WEB APPLICATION SECURITY & ACHIEVE COMPLIANCE |
| --- | --- | --- | --- |
| Rational Application Developer & Rational Performance Tester | Rational Quality Manager & Rational Test Lab Manager | Rational Asset Manager & Rational ClearQuest | Rational AppScan & AppScan Source Ed. |

**Benefits:**

- Ensure customer satisfaction with fine tuned application performance

- Leverage operational data to **identify application performance bottlenecks**

- Provide quality assurance teams with live monitoring data to **identify the root cause** of performance problems

**Benefits:**

- **Accelerate application validation** through re-use of IT operation tools

- **Leverage IT provisioning automation** during application testing

- Discover and catalog test systems **automatically**

- Provision test systems with applications and data required to run tests
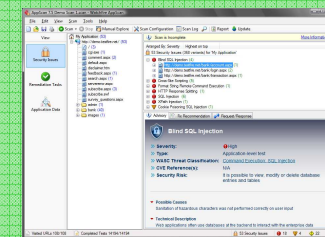
**Benefits:**

- Deliver **a complete view of asset & configuration and change impact**

- Ensure ops teams are aware of the latest assets produced in development; ensure dev. has current deployment configuration

- Provide **a single path to problem resolution**

- Ensure ops team know of software defects that impact production; and dev team knows of problems found in production

**Benefits:**

- **Reduce cost - catch vulnerabilities as they emerge** at the application layer with source code scanning

- **Automatically scan Web applications** for vulnerabilities; receive **Advanced Fix Recommendations**

- Helps **meet key industry compliance** standards such as Payment Card Data Security Standard

| SWG Brand | Rational Products | Why? |
|---|---|---|
| **WebSphere** **Lotus** <br> WAS and Portal | Rational Automation Framework for WebSphere | Reduce WebSphere and Portal operational cost in as little as 3-6 months |
| **WebSphere** **Lotus** <br> WAS and Portal | Rational Architecture Management Solutions | Rational solutions (RSA and RAD) are tuned to **lower the cost** and **speed the development & deployment** of new software systems and services to WAS and Portal |
| **WebSphere** **Lotus** <br><br> WAS and Portal | Rational Quality Manager <br> Rational Functional Tester <br> Rational Performance Tester <br> Service Tester for SOA Quality | Reduce the **cost of quality** and deliver higher quality WAS/Portal apps. Use **RQM** for planning and reporting, **RPT** to "test and tune" portals for maximum performance, a **critical** Portal best practice, and **RFT** to automate functional testing. |
| **WebSphere** **Lotus** <br> WAS and Portal | Rational AppScan | **Ensure security** of WAS & Portal deployed applications |
| **WebSphere** <br> WebSphere Service Registry and Repository | Rational Asset Manager | Together they provide **advanced lifecycle governance** for build-time and run-time (SOA) services |

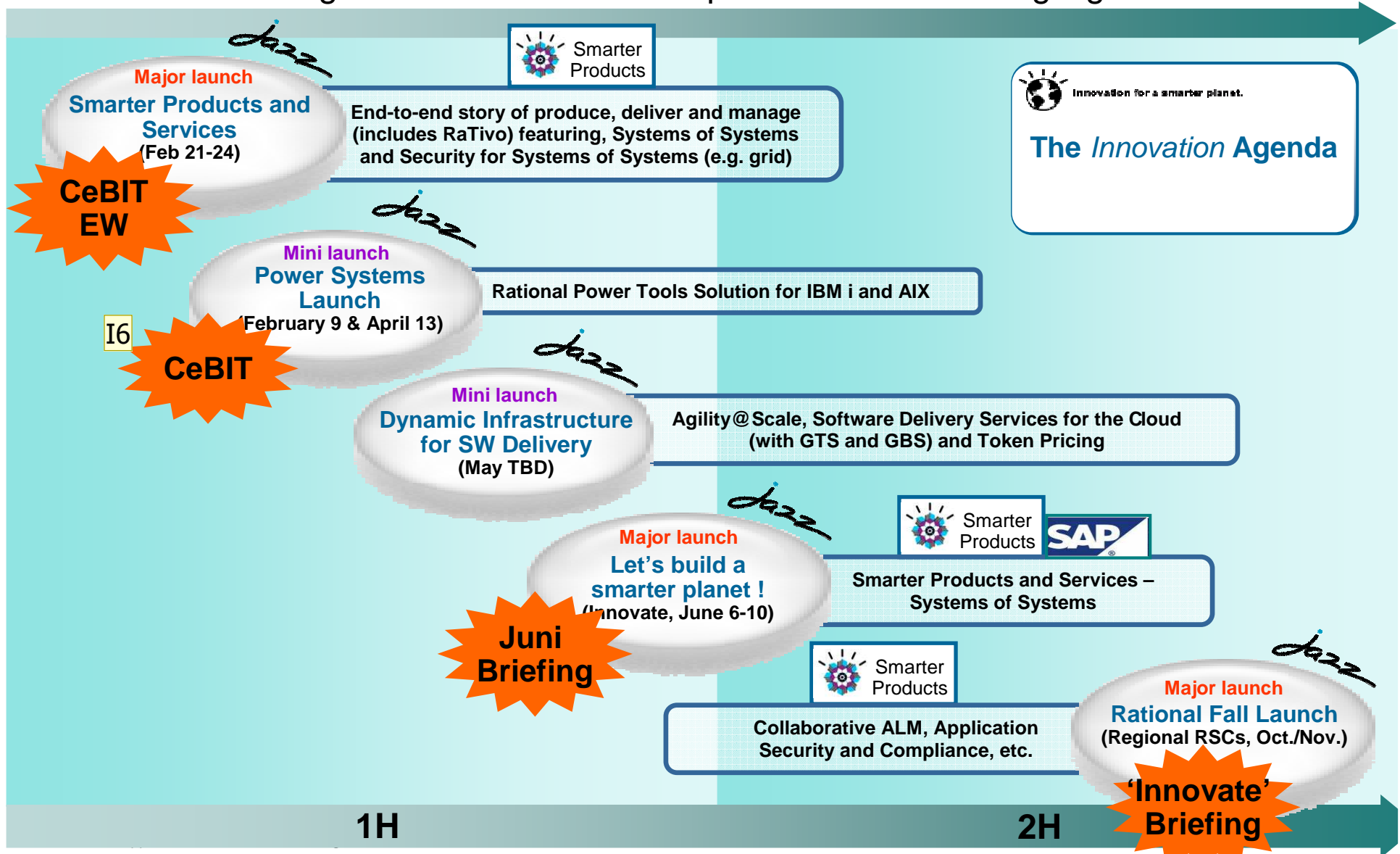| SWG Brand | Rational Products | Why? |
|---|---|---|
| **Tivoli**<br>Tivoli Composite Application Manager (ITCAM for *) | Rational Performance Tester<br><br>Rational Application Developer | ITCAM captures production performance data and delivers to the developer (RAD) and testing (RPT) tools – **faster turn-around** for fixing performance bottlenecks and **reducing system downtime** |
| **Tivoli**<br>Tivoli Application Dependency Discovery Manager (TADDM) | Rational Quality Manager/Rational Test Lab Manager | **Reduces test infrastructure cost** with optimized lab utilization and helps improve tester productivity by automating deployment and scheduling of tests on test lab machines |
| **Tivoli**<br>Tivoli Provisioning Manager (TPM) | Rational Change and Release Management Solutions | Provides integrated, auditable solution to **quickly provision software updates to production**. Eliminates manual errors that lead to roll-backs |
| **Tivoli**<br>Tivoli Change and Config. Mgmt. Database (CCMDB) | Rational Asset Manager<br><br><br>Rational Software Architect | Delivers a complete view of assets, and configuration and change impact for **both** operations and development<br><br>**Enables accurate deployment models** based on live network topology and configuration information, which can be provisioned using Rational Build Forge and TPM. |
| **Tivoli**<br>Tivoli Service Request Manager | Rational ClearQuest | Provides a **single path to problem resolution** |

| SWG Brand | Rational Products | Why? |
|---|---|---|
| **Tivoli** Security Solutions:<br>▪ Tivoli Access Manager<br>▪ Tivoli Security PolicyMgr.<br>▪ (ISS) Proventia Gx* | Rational AppScan & AppScan Source Edition | For a **complete security solution**, customers must address web, application, network and desktop security |
| **Information Management**<br>Cognos BI solutions | Rational Insight (pulling Rational Quality Mgr., Rational Team Concert, etc.) | **Drive predictability** into projects by measuring and managing quality, project and team status performance and results to help customers **deliver products better, faster.** |

\* (ISS) Proventia Gx will be available in PPA H2 10; SWG BPs can sell now via alternate system - additional ISS certification required.  SWG channel sales  team not compensated for Proventia sales prior to PPA listing.

- **Rational Marketing Deutschland 2010 – Top Level Themen & Highlights**

- **Rational Innovate 2010**

# Rational Marketing Deutschland 2010 – Top Level Themen & Highlights

Jazz

Smarter Products

**Major launch**
**Smarter Products and Services**
**(Feb 21-24)**

**End-to-end story of produce, deliver and manage (includes RaTivo) featuring, Systems of Systems and Security for Systems of Systems (e.g. grid)**

Innovation for a smarter planet.

**The** *Innovation* **Agenda**

**CeBIT EW**

Jazz

**Mini launch**
**Power Systems Launch**
**(February 9 & April 13)**

**Rational Power Tools Solution for IBM i and AIX**

I6

**CeBIT**

Jazz

**Mini launch**
**Dynamic Infrastructure for SW Delivery**
**(May TBD)**

**Agility@Scale, Software Delivery Services for the Cloud (with GTS and GBS) and Token Pricing**

Jazz

Smarter Products   SAP

**Major launch**
**Let's build a smarter planet !**
**(Innovate, June 6-10)**

**Smarter Products and Services – Systems of Systems**

**Juni Briefing**

Smarter Products

Jazz

**Major launch**
**Rational Fall Launch**
**(Regional RSCs, Oct./Nov.)**

**Collaborative ALM, Application Security and Compliance, etc.**

**'Innovate' Briefing**

**1H**

**2H**

**I6**       spannendes Thema .. nur leider gibt es bis dato keinen EM DP auf der CeBIT -- und ich glaube inzwischen auch nicht mehr daran ....
IBM_USER; 07.01.2010

**Register by February 26 and Save.**

# Innovate2010

**June 6-10** Orlando, Florida

## Let's build a smarter planet.

**The premier software and product delivery event of the year!**

- You do so much more than just build, deliver, and manage. You innovate.

- And since software is the invisible thread that speeds innovation and helps us design and build the smarter products and services we need to build a smarter planet, then you deserve a revamped, upgraded, 2.0 conference. One that sparks and celebrates innovation. Get ready for…

> Innovate2010 The Rational Software Conference
> DD MON 2010 – XX, Germany

- The premier software and product delivery event. A smarter conference. For a smarter planet. The place to expand and deepen skills you need to keep innovating…
  - Software and product development, delivery, and management
  - How to seize business opportunities… execute with reduced risk and cost… and achieve precision in desired business outcomes
  - And better ways to collaborate, automate, and report

- **Unterstützung der Rational Geschäftspartner**

## Rational BP Informationen:  Get started!   for common success in 2010!

IBM

**1.  Sell Rational Solutions – Zugriff our Sales & Marketing Plays**

Erstelle den eigenen  "go to market plan" mit Rational Sales Kits  und Playbooks

**2.  Zugriff auf Rational auf Marketing Tactics für Business  Partners**

Follow interactive roadmaps to customize and execute your campaigns!

 Just Push Go Roadmaps on PartnerWorld

3.   **Maximiere den finanziellen Ertrag:**

Leverage SVI Program Incentives

Register your solution for VAP credit

4. **Zugriff**: Rational Business Partner PartnerWorld Site

**5.**  Grow your deal Size

Unsere Unterstützung bei der Erweiterung des möglichen Rational Projekts = identifizieren

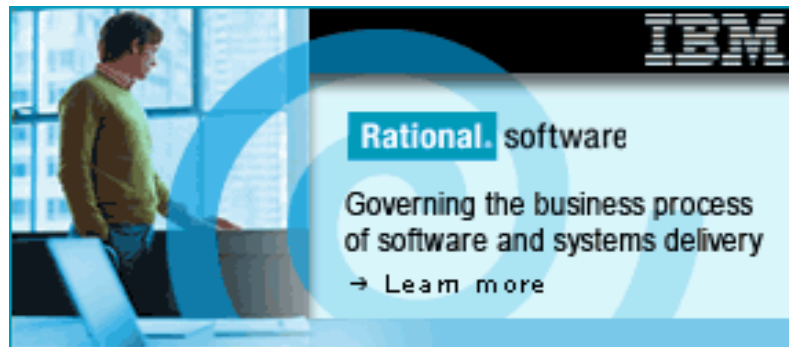von ergänzenden Rational Lösungen (auch cross IBM Brand Lösungen).

**6. BP Marketing Benefits von der IBM –** ibm.com/partnerworld/imarketing

**7. Skills:** Zugriff auf Rational Sales Training Path, die Subject Matter Expert Zone im Virtual Innovation Center, und  Rational Training Resources in PartnerWorld.

**8.**   **Zugriff auf**  Rational Business Partner News.

   - Anfang Mai 2010 steht  der 1.  Rational Business Partner Newsletter IMT Germany zur Verfügung

    - derzeit ist ein Rational Booklet  für Geschäftspartner im Druck!

# Vielen Dank !