

(EA)

Hello, I'm Steve Robinson,
Vice President of Worldwide Sales for IBM Rational.

As you know ... making the most
of your software investments is more important today than ever.

You need to ensure that your investments align with your organization's
business and operational priorities.

Enterprise Architecture provides practices and tools that help customers ...

- collaborate,
- automate,
- and report on the activities required for making the most of your software investments.

EA focuses on creating a “blueprint” of your enterprise.

As with the traditional notion of a blueprint ... Enterprise Architecture
provides different views of the organization.

- Strategy,
- business,
- information,
- and technology are a few of the ways of holistically looking at the organization.

An EA can help business decision makers prioritize projects and manage
risks in these areas.

In addition, Enterprise Architecture will present vast amounts of information
– and visualization is the key to managing this.

EA products can first help you see the current state of the enterprise - then
you can create a view of your desired state.

This provides you with visibility to the systems that need to be developed

and evolved.

EA products manage the different views so that you can focus on the perspective that makes the most sense to your role and organization.

The goal of Enterprise Architecture is to have the resulting architecture be as actionable as possible.

To make this happen, it must be tied to downstream solution delivery.

This is IBM's vision for EA ... a solution for managing architecture across strategy, business, information, and technology in an integrated manner.

I encourage you to learn more about how Rational's solution for Enterprise Architecture Management can help you collaborate, automate, and report on the activities required for making the most of your software investments.

For more information ... go to [ibm.com / rational / talks](http://ibm.com/rational/talks).

Stay tuned as Rational Talks to You all year long!

Thank you ...