Rational Software

# IBM

## Rational software Business Partner Update

## News

### IBM Rational Software Development Conference 2007
June 10-14, 2007 - Orlando, Florida

Not registered yet? Register today to secure your spot to participate in this cutting-edge industry exchange forum. This event offers over 285 technical sessions, hands-on technical workshops, IBM professional certification classes, inspiring and informative keynotes, technology demonstrations and a multitude of networking opportunities.

*Did you hear about the Business Partner Activities?*
● Business Partner reception - Saturday June 9, 6:00 p.m. - 8:00 p.m.
● Business Partner Day - Sunday June 10, 8:00 a.m. - 5:00 p.m.
● Business Partner Café - Monday - Thursday
● No-charge technical sales mastery exams - Sunday - Thursday
● No-charge IBM certification testing - Monday - Thursday

Get full details including agenda, hours, and location in the highlights section on the IBM Rational software Development Conference Web page or on the IBM PartnerWorld Web page.

### BSD Group wins IBM PartnerWorld Beacon Award for Rational® - Most Valuable Partner (MVP)

BSD Group has been named winner of the "Best Rational® - Most Valuable Partner (MVP)" award in the annual IBM PartnerWorld Beacon Awards competition, recognizing IBM Business Partners for their ingenuity, innovation, customer satisfaction and outstanding achievements in providing on demand business solutions.

Nearly 662 nominations were judged by a team of leading industry journalists, analysts, and IBM executives, who selected a winner and finalists in 38 award categories. These IBM Business Partners will be honored during the IBM PartnerWorld 2007 Conference in St. Louis, April 29 - May 2. Find out more information about the IBM PartnerWorld Beacon Awards.

### Honda Racing F1 team to develop 2008 Formula One car using solutions from IBM

enablement call
- Introduction to the IBM Business Value Analyst Tool
- Rational Technical Chats

IBM Rational Software

PartnerWorld - Join now

Rational Software Development Conference

Rational software for ISVs

*Innovative Formula One race team makes strategic decision to invest in end-to-end Product Lifecycle Management solutions.*
The solution is based on Dassault Systèmes' CATIA and ENOVIA VPLM, with infrastructure support from IBM Product Lifecycle Management solutions, including IBM WebSphere Application Server and IBM Rational Rose Data Modeler. The solution also includes Geometric Solutions' xPDM gateway to integrate ENOVIA VPLM with legacy Teamcenter PDM environments, in the process enabling the Honda Racing F1 team to rapidly replace their existing systems with minimal disruption to their business processes. For additional details, read the press release online.

# Marketing & Selling

### May Rational Think!Thursday: Quality management: A Rational approach to partnering
Date: May 10, 2007
Time: 11:00 a.m. - 12:00 p.m.

Join one of our well known IBM Rational executives for an informative discussion on building a relationship with Rational in the Quality Management (QM) arena. Learn what the analysts are saying about Rational in the QM space, how to become a IBM Rational QM Business Partner, and the value of co-marketing. Also learn about the newest GTM benefits available to help you generate pipeline and close opportunities. This is one Think!Thursday you won't want to miss! Register today.

### April Rational Think!Thursday replay available

Did you miss the April Rational Think!Thursday? Scott Hebner provided an overview of Rational's newest SOA Tester and the 2007 Rational Software Development Conference. Access the replay in the IBM Virtual Innovation Center. Select 'Selling resources' in the left navigation bar. Select sales and marketing - Rational - Think!Thursday sales series to access the replays.

### Business Partners can submit successful customers as references

If you have had a successful client implementation, share your success and submit a reference in the IBM Customer Reference database. This is a great resource to help assist in future selling initiatives. Your IBM ID and password are required.

### Interested in being a part of a case study?

We would like to develop a case study that focuses on the successes of our Business Partners and their clients. What an excellent vehicle to leverage and use to help promote your success. And IBM will do all the writing for you! Visit our current case study library today. If you are interested, please contact Wendy Batten for details.

### Join the Rational WW User Group Community

Our Rational User Group community has over 11,000 members. Our user group communities promote the effective use of IBM Software solutions through an active collaborative community of customers, partners and IT professionals. Get involved today by speaking at an upcoming meeting, hosting a user group or sponsoring our community.

# Events

## Attend PartnerWorld 2007
*April 29 - May 2, 2007, St. Louis, Missouri*

Already registered:
- Visit us Tuesday May 1 for the Rational Exchange session
- Meet us in the Exhibit Hall at the IBM Rational software speedway to:
  - Learn about the new Rational
  - Develop and leverage your Rational skills and resources
  - Accelerate your business and win together
- Set up a one-on-one meeting with IBM executives


Haven't registered yet? Register today. This event is designed to share insight into IBM strategy, solutions and programs. Join us to hear how IBM can help you drive results and enhanced networking opportunities that can build and strengthen relationships.

# Webcasts

## Announcing Build Forge U
*Close the gap between writing code and production*

Register now for Build Forge U - a unique series of educational webcasts taking place every other week at 2:00 p.m. (New York)

The content presented within Build Forge U applies to both IBM Rational users and those who may not have implemented part or any of the IBM Rational product suite. These informal, online presentations are ideal for development executives and staff who are moving to Agile development, require continuous integration for faster development cycles, must reduce the time it takes to perform large system builds or want to establish a repeatable build and release process for rock solid compliance management and higher product quality.

Attend one webcast or attend them all. You will learn how IBM Rational Build Forge software adds new capabilities to the IBM Rational software development platform - including a centralized management console, build acceleration, and brand new reporting capabilities for multi-platform environments. Register today. These sessions fill up quickly and will take place every other week at 2:00 p.m. (New York):

Introduction to Build and Release Management: The best practices you need to know
Date: Tuesday, April 24, 2007
Time: 2:00 p.m. (New York)
Speaker: Doug Miller

Achieving Agile Development in your lifetime - what it really takes
Date: Thursday, May 3, 2007
Time: 2:00 p.m. (New York)

Speaker: Doug Miller

[The Productivity secret weapon: Developer self service and effective code re-use](#)
Date: Thursday, May 17, 2007
Time: 2:00 p.m. (New York)
Speaker: Doug Miller

[Automated Compliance - the hidden value of Build and Release Management](#)
Date: Thursday, May 31, 2007
Time: 2:00 p.m. (New York)
Speaker: Doug Miller

## SOA Quality Management: A critical aspect of Service Lifecycle Management

Date: April 19, 2007
Time: 11:00 a.m. (New York)
The need to manage and ensure quality during all phases of the service lifecycle; design, build, deploy, discovery and delivery of services is a requirement for achieving successful SOA deployment. [Register today](#).

## Build, manage, and govern large scale distributed systems development projects

Date: April 25, 2007
Time: 11:00 a.m. (New York)
Building systems presents many challenges - whether defense systems, electronic products or embedded devices as part of a large scale system of systems effort. And a distributed environment further complicates systems development. [Register today](#).

## Webcast replays

[Building robust enterprise and systems architectures with the DoD Architecture Framework (DoDAF)](#)

[Consolidated, real-time project views with IBM Rational ClearQuest](#)

[Accelerating software delivery with integrated change and release management](#)

[Streamlining your software delivery processes with IBM Rational Build Forge](#)

# Training

## Register for Rational Top Gun today

This course focuses on positioning the business value of the Rational products and solutions through interactive case studies and role plays. Business Partners will benefit by learning to position Rational at different levels in customer and prospect organizations. This training has earned the reputation of helping students increase sales through a unique and stimulating training structure. For more information and to register, visit us online.

April 17-20: Amsterdam, Netherlands
May 1-4: Raleigh, NC
May 15-18: Melbourne, Australia
July 10-13: Amsterdam, Netherlands
August: 21-24: Bangalore, India
October 9-12: Phoenix, AZ or Dallas, TX

## Join the Rational monthly enablement call

The second quarter series of Rational monthly sales enablement calls are scheduled for **May 14 and June 11**. The calls will take place at **11:00 a.m. (New York)**. Originally intended for our Rational direct sales reps, this 75 minute call has been opened up to IBM Business Partners. It's one-stop shopping for your up-to-the-minute product and solution selling information, pre-launch updates and strategic brand information. Register now. View this month's agenda.

## Introduction to the IBM Business Value Analyst Tool

The IBM Business Value Analyst Tool enables Business Partners to articulate the economic value of IBM solutions. Since most projects require executive approvals, requests for cost justifications are common. By automating the generation of complete return on investment business cases, the IBM Business Value Analyst Tool helps reduce your sales cycles, increase sales effectiveness, and prove the IBM competitive advantage. This tool also provides support materials to create business cases for IBM product offerings. The next training is at 9:30 p.m. on May 8, 2007. Register today.

## Rational Technical Chats

New service offerings for Model Driven Systems Development
Date: April 26, 2007
Time: 11:00 a.m. (New York)
This tech chat will introduce a new Modular Service Offerings (MSOs) for Model Driven Systems Development (MDSD). After attending this tech chat, you'll understand the following objectives:
- What is MDSD?
- What is an MSO?
- Understand the new MDSD MSO
  - The scope and goals of the MSO
  - Differences from other MSOs
- References and future plans

RUP and RMC Roadmap
Date: May 1, 2007
Time: 11:00 a.m. (New York)
Learn about current work in progress and future plans for RUP and RMC. We will start with a brief discussion of where we are at today, followed by short term plans of plug-ins around GDD, SE, SOA Testing, ITUP integration, Asset-Based Development, Development Governance, and many other areas. Next we will discuss plans and vision around next

generation of process, creating a paradigm shift in how we think about process. We will also talk about how you and your customers can get involved in any future work.

[Product Series - RPM Rel 7.1 New Install Shield feature and process overview](#)
Date: May 3, 2007
Time: 11:00 a.m. (New York)
In RPM 7.1 we'll have a new installation procedure, which includes an automated installer, based on the Install Shield technology, eliminating the previous manual process. It is designed to install both database and middleware, making the installation process easier for our customers. Also, for customers who want to use the manual process, many improvements were done.

[RMC 7.1.1](#)

Date: May 4, 2007
Time: 11:00 a.m. (New York)
Learn about the tooling improvements and content delivery associated the RMC 7.1.1 release. We will briefly review RMC 7.1 for context, as RMC 7.1.1 is a point release and discuss the tooling and content RMC 7.1.1 introduces. Given the amount of content introduced into RMC in this release, we will also discuss at a high level how to effectively use plug-ins.

[Product Series - RPM Rel 7.1 Functional Overview](#)
Date: May 8, 2007
Time: 11:00 a.m. (New York)
This session will provide the audience with an overview of the capabilities coming in the RPM v7.1 release including the new Web client, many user interface enhancements, pivot and reporting enhancements and integrations with the Rational tools such as ClearQuest and RequisitePro.

We appreciate your continued investment in Rational and if there is anything we can do to increase your success do not hesitate to contact us.

If you received this e-mail from a friend and would like to **subscribe** to our e-mail list, click here to send us an e-mail notification. If you no longer wish to receive this e-mail and would like to **unsubscribe** from our e-mail list, click here to send us an e-mail notification.

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