Rational Software

IBM

March 2007

In this issue

News

● New IBM SOA Quality Management Portfolio
● IBM Rational software Business Partner Day
● Rational Think!Thursday: A Rational approach

Marketing & Selling

● The IBM Business Value Analyst Tool
● What's up at Rational Software
● New 2007 Ready for IBM Rational software validations
● Coming soon! Rational Software comes to you 2007
● Coming soon! Rational technical sales mastery exams
● Highlight your success through IBM Client References
● Rational Think!Thursday replays

Events

● Software Test and Performance Conference
● Register for PartnerWorld 2007
● IBM Rational Software Development Conference 2007

Webcasts

● Flexibility of choice: IBM Rational open source software solutions
● SOA Quality Management: A critical aspect of Service Lifecycle Management
● Build, manage, and govern large scale distributed systems development projects
● Webcast replays

Technical

Rational software Business Partner Update

News

New IBM SOA Quality Management Portfolio

This new IBM SOA quality management portfolio includes Rational, Tivoli and WebSphere software and new technology services that can help improve the overall quality of technology in an SOA before it is deployed. Clients utilizing the IBM SOA quality management process can assure their services meet business requirements by validating service functionality and operations through the SOA lifecycle. Through its visual test editor and other features, the IBM Rational quality management solutions can also produce customized results with virtually no programming knowledge required.

The benefit of this continuous and integrated lifecycle approach to quality is that each business process is able to leverage the artifacts of other processes for targeted and streamlined workflows, measurable and auditable requirement trails, and process validation. The result is higher cost efficiency, time-to-value and improved quality metrics for business-critical projects. Learn more about the SOA quality management products and find out about new IBM Business Partner offerings validated on the IBM Rational Software Delivery Platform.

IBM Rational software Business Partner Day

Make plans to attend the IBM Rational Software annual Business Partner Day at the Rational Software Development Conference. Get the latest information on our support of the Business Partner community and the tools and resources available to help you win in your marketplace. Get details on the IBM Rational software Development Conference Web page (see 'Partner' tab, available in April).

Rational Think!Thursday: A Rational approach
What's all the buzz? Rational's newest SOA Tester and the 2007 Rational Software Developers Conference

Date: April 12, 2007
Time: 11:00 a.m. - 12:00 p.m.
Speaker: Scott Hebner, Rational software VP of Marketing and Strategy

Join us for a compelling discussion about IBM, Rational and the SOA governance and service lifecycle management strategy with the new IBM Rational quality management testing products for SOA. Learn how to become a Rational Quality Management Business Partner and help your customers develop and ensure high-quality SOA implementations. Scott will also provide you with an overview of the 2007 Rational Software Development Conference and the exciting activities planned for our Business Partner community. Register today.

- Microsoft Internet Explorer 7 support with Rational version 7.0 products

Training

- Seminar: Drive to success with IBM Partnerworld Resources
- Hands-on workshop - Virtual Loaner Program
- Sizing guide workshop

IBM Rational Software

PartnerWorld - Join now

Rational Software Development Conference

Rational software for ISVs

Marketing & Selling

The IBM Business Value Analyst Tool

The IBM Business Value Analyst Tool enables IBM sales professionals, consultants and Business Partners to articulate the economic value of IBM solutions. 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. Participate in a live demonstration Thursday, March 29 at 9:00 a.m. (New York).

What's up at Rational Software

Jack Martin speaks with Scott Hebner, vice president, marketing and strategy, IBM Rational Software. Listen as Scott Hebner tells Jack what is on the horizon for Rational Software and hits on all of the highlights including SOA governance, life cycle management, and more.

New 2007 Ready for IBM Rational software validations

The following solutions have been validated in the Ready for IBM Rational software offering in 2007. You can view more details on all the solutions at Plug-in Central.
- Watchfire WEBXM
- Klocwork Developer for Java
- Gorilla Logic Gorilla eXecution Engine
- Ring-Zero ClearTrace for DOORS
- BSD Group Oracle Applications Extension for Rational Performance Tester

Coming soon! Rational Software comes to you 2007

Our 2006 program yielded excellent results for our Business Partners. We are excited to revamp this program for 2007 with new delivery formats -- including virtual events -- follow up lead nurturing campaigns, great content, event advertising on IBM.com, and of course the great customer draw that the conference brings. This new and improved program will be ready to execute post event late June, early July. Watch for annoucements on the Web, at Rational's portal on PartnerWorld, and from your geography teams. Interested today? Start talking with your business development representative about your desire to participate!

Coming soon! Rational technical sales mastery exams

Do you have clients whose software and systems development processes could be improved? Are you ready to earn discounts of up to 40 percent through the Software Value Incentive (SVI) offering? Beginning in May, Rational will release a new series of proctored exams for technical sales professionals to ensure that they are ready to identify, manage and close Rational sales opportunities. These exams also satisfy the new SVI requirement that Business Partners have a technical certification for each IBM Software Group brand for which they wish to register opportunities and earn discounts within the SVI offering. Get more details.

Highlight your success through IBM Client References

Has your implementation of IBM technology delivered true value to your customer? If so, we'd like to hear about it. Leverage this benefit to describe your customers' success. Get more details.

Rational Think!Thursday replays

Access the IBM Virtual Innovation Center for Professional Skills courses, Rational sales courses, and Rational Think!Thursday replays. Select 'Selling resources' in the left navigation bar.

Benefits of SVI and Rational software certifications
In April 2007 the Software Value Incentive (SVI) offering criteria will require a Rational software brand "technical certification" for a Business Partner to register Rational software opportunities. Listen to this broadcast to better understand the new SVI skill criteria and the Rational certifications available.

Advancing membership levels in PartnerWorld
PartnerWorld is designed to deliver valuable benefits to help you succeed in the marketplace and strengthen your relationship with Rational software. As your membership level increases you receive higher value benefits and resources from IBM. Listen to this Think!Thursday broadcast to learn about the different offerings available to help you advance to the next level in PartnerWorld. Specific marketing activities you can take advantage of today to increase your demand generation will be highlighted.

Events

Software Test and Performance Conference
April 17 - April 19, 2007, San Mateo, California

STP Con is targeted to development and test/QA professionals looking for information on best practices for software testing; classes and full-day tutorials cover software test/QA and performance issues across the entire application life cycle. Register today.

Register for PartnerWorld 2007
April 29 - May 2, 2007, St. Louis, Missouri

The IBM PartnerWorld 2007 conference is designed to share insight into IBM strategy, solutions and programs. Join more than 5,500 attendees in St. Louis to hear how IBM can help you drive results and enhanced networking opportunities that can build and strengthen relationships. Register today.

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

The IBM Rational Software Development Conference 2007 is a great opportunity to showcase your technology solutions and participate in an industry exchange forum to hear about the latest technologies. 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. Register today.

Webcasts

Flexibility of choice: IBM Rational open source software solutions

Date: April 5, 2007
Time: 11:00 a.m. (New York)
IBM Rational offers a range of flexible options for supporting open source software development - both tooling and support. So no matter what your needs, we can deliver value to your development projects, now and into the future. Register today.

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

Technical

Microsoft Internet Explorer 7 support with Rational version 7.0 products

This announcement serves to identify which IBM® Rational® 7.0 products currently support Microsoft® Internet Explorer version 7 (IE7).

Rational Software

Training

Seminar: Drive to success with IBM Partnerworld Resources

If you are a chief technology officer or managing director of an IBM Business Partner, this seminar is a must. Using a combination of lectures and demonstrations, you will learn the resources available to you and how to access them. [Register today](#).

Dates and locations:
10 April 2007, Bangalore, India
17 April 2007, Austin, Texas
19 April 2007, Dallas, Texas
25 April 2007, Waltham, Massachusetts

Hands-on workshop - Virtual Loaner Program

If you're a developer or software engineer for an IBM Business Partner, join us for this half-day workshop where we'll introduce the Virtual Loaner Program, provide hands-on experience and show you its capabilities. [Register today](#).

Dates and locations:
03 May 2007, Stuttgart, Germany
10 May 2007, Paris, France

Sizing guide workshop

Create a powerful sales tool for your application during this hands-on workshop offered in a traditional classroom format. Members of PartnerWorld can learn how to develop and customize a robust full-function Sizing Guide for your application. Discover how your Web-enabled Sizing Guide generates consistent sizing solutions tailored to your customer's needs and will automatically be updated with the latest IBM server information - with no additional work on your part. [Register today](#).

Dates and locations:
19-20 June 2007, Chicago, Illinois

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](#).

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