



## May 2007

### In this issue

- IBM Rational Software Development Conference 2007

### News

- Get ready to plan your 'Rational Software Comes to You!' 2007 event for Q3 & Q4
- IT Governance and Risk Management
- IBM Rational delivers for small and mid-sized businesses
- IBM and SAIC help clients meet compliance mandates
- Rational Approach to e-marketing!

### Marketing & Selling

- April and May Rational Think! Thursday: replay available
- Interested in being a part of a case study?

### Training

- Leveraging IBM Software acquisitions for Business Partners
- Register for Rational Top Gun
- Join the Rational monthly enablement call
- Rational technical chats

### Webcasts

- Validating the scalability of your IBM WebSphere Portal applications before you deploy
- Managing complex programs: Governing software development and systems engineering using IBM Rational Portfolio Manager and Rational Method Composer
- Webcast replays

### Technical

- Fast-track your skills with technical resources from developerWorks

Rational software

IBM Rational Business Partner Community Sales Update

**IBM Rational Business Partner Community**  
 Strengthen, broaden,  
 and expand your reach

## Community Update



### IBM Rational Software Development Conference 2007

June 10-14, 2007 - Orlando, Florida

Not registered yet? It's not too late. [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, 7:00 a.m. - 5:00 p.m.

Business Partner Café: Monday - Wednesday

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](#).

## News

### Get ready to plan your 'Rational Software Comes to You!' 2007 event for Q3 & Q4

[Rational Software Comes to You!](#) is an event-based, multi-touch marketing campaign based upon core content from the Rational Software Development User Conference. Learn more about this excellent opportunity to showcase & customize your offerings with Rational solutions and [join the IBM Rational Think!Thursday call](#) on June 14 at 11:00 a.m. (New York).

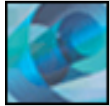
We'll talk about this year's exciting changes such as three flexible event options, follow-on lead nurturing tactics, pre-built event collateral kits, generous funding for co-marketing, and marketing support to help you execute and manage your campaign.

## IT Governance and Risk Management

## IBM Rational Software



[PartnerWorld - Join now](#)



[Rational Software Development Conference](#)



[Rational software for ISVs](#)

IBM IT governance solutions deliver value and enable better alignment of IT to business priorities and opportunities. [Learn more.](#)

## IBM Rational delivers for small and midsize businesses

It's no secret that IBM Rational provides offerings and services that blend knowledge, innovation, reliability, and technology to help solve the unique challenges of small and midsize businesses. Now, this dedicated focus will be even more evident with the introduction of a new [Rational small and midsize business microsite](#).

## IBM and SAIC help clients meet compliance mandates

IBM announced that Science Applications International (SAIC), working on behalf of the U.S. Defense Information Systems Agency (DISA), has improved DISA's ability to meet compliance and IT governance mandates. By using IBM software, DISA's developer productivity has gone up 15 percent, and their improved communication and collaboration on projects has resulted higher quality applications. [Read more.](#)

## Rational Approach to e-marketing!

*Customize your integrated, multi-touch campaign to help generate quality leads and new revenue opportunities*

New customizable HTML email templates are now available for each of the primary Rational capability areas as well as several solution areas! This benefit brings together the critical components you need to create, deliver, and track your own e-mail and telemarketing campaign. To create your e-mail, select one of our Rational templates, customize your message, and incorporate your company logo using the [enhanced Campaign Designer tool](#) from IBM PartnerWorld.

## Marketing & Selling

**April and May Rational Think!Thursday: replay available**

Did you miss the April or May IBM Rational Think!Thursday calls? Scott Hebner provided an overview of Rational's newest SOA Tester and Brett Hansen provided insight on how to generate pipeline and close opportunities in the Quality Management arena. Access the replay in the [IBM Virtual Innovation Center](#). To access the replays, log in and then select 'Selling resources' in the left navigation bar. Then select 'Sales and marketing - Rational - Think!Thursday sales series'.

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

We would like to develop a case study that focuses on the successes of our IBM 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](#).

## Training

### Leveraging IBM Software acquisitions for Business Partners

Over the past three years, IBM Software Group has acquired 27 software companies. These acquisitions are a key part of our growth strategy. Our ability to effectively leverage the acquisitions as part of IBM Software's increased product portfolio is critical to our success. In order to increase your skills around leveraging the software acquisitions, please plan to attend the 'Leveraging IBM Software Acquisitions for Business Partners' full day workshop on any of the dates listed below. The workshop concludes with a roundtable question and answer session. We have made arrangements for breakfast and lunch for all attendees at these venues.

[June 6, 2007—Toronto, Canada](#)

[June 13, 2007—Costa Mesa, CA](#)

[June 21, 2007—Atlanta, GA](#)

[August 9, 2007—Orlando, FL](#)

[August 16, 2007—New York, NY](#)

## Register for Rational Top Gun

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. [Find out more information and register today.](#)

**Dates and locations:**

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 last second quarter series of Rational monthly sales enablement call is on June 11. The call 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.](#)

## Rational technical chats

### [Rational chats: IBM Rational Solution Deployment for SOA Software Development MSO](#)

**Date:** June 5, 2007

**Time:** 11:00 a.m. (New York)

This Rational chat will walk you through the recently released IBM Rational Solution Deployment for SOA Software Development Modular Service Offering (MSO).

### [Rational Chats: IBM Rational Software Architect \(and Systems Developer\) / Software Modeler Product Deployment MSOs - Version 7](#)

**Date:** June 6, 2007

**Time:** 11:00 a.m. (New York)

This Rational chat will walk you through the recently updated IBM Rational Software Architect (and Systems Developer) / Software Modeler Product Deployment MSOs - Version 7.

### [Staying agile in Global Development and Delivery \(GDD\)](#)

**Date:** June 27, 2007

**Time:** 11:00 a.m. (New York)

This chat will discuss how to stay Agile in today's increasingly complex organizationally and globally distributed software delivery models.

### [PPM Sales Series - PPM implementation assessment case study](#)

**Date:** June 7, 2007

**Time:** 11:00 a.m. (New York)

Review of the Blue Cross Blue Shield of Michigan PPM/RPM deployment assessment, using updated PPM best practices definitions.

## Webcasts

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### New webcasts

#### [Validating the scalability of your IBM WebSphere Portal applications before you deploy](#)

When you deploy your Web or IBM WebSphere Portal-based applications, are you sure it will be able to provide adequate response times? Validate your Web or WebSphere Portal-based applications by ensuring scalability with Rational Performance Tester.

**Audience:** Technical

**Date:** June 28, 2007

#### [Managing complex programs: Governing software development and systems engineering using IBM Rational Portfolio Manager and Rational Method Composer](#)

Do you have effective visibility, control, and measurement mechanisms in place? Does your business experience unrelenting financial pressures? Are your software development and systems engineering projects becoming more and more complex? Learn how to effectively deliver software development and systems engineering that connects development, operations, and business management.

**Audience:** Technical

**Date:** June 19, 2007

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### Webcast replays

#### [Build, manage, and govern large scale distributed systems development projects](#)

#### [SOA Quality Management - A critical aspect of Service Lifecycle Management](#)

#### [Flexibility of choice: IBM Rational solutions for open source software](#)

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## Technical

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### Fast-track your skills with technical resources from developerWorks

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IBM developerWorks is IBM's premier technical resource for developers and provides comprehensive and trusted skill-building and development resources for technologists worldwide. In March 2007, 3.2 million unique visitors to the site utilized a wide range of tools, hosted trials and educational resources to help them take full advantage of the IBM Rational Software Delivery Platform.

- [Rational Build Forge V7](#)
- [Rational ClearCase V7.0](#)
- [Rational ClearQuest V7.0](#)
- [Rational Application Developer for WebSphere Software V7.0](#)
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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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