

IBM Rational Software

Design Partner & Beta Programs



The IBM® Rational® Customer Advocacy organization is dedicated to working with customers to achieve higher levels of quality in Rational Software products, ensuring their suitability in the marketplace, and raising the level of satisfaction of all customers. One way we do this is by involving customers in the product development process. Rational sponsors a number of early deployment and beta programs to help accomplish this goal. The information below is intended to educate you about these programs and encourage participation from Rational's valued customers.

DESIGN PARTNER

This is our highest level commitment program, both for Rational and the customer participants. This program is limited to a small set of customers who partner with Rational for various activities that include and go far beyond traditional beta programs. As is typical of beta programs, they receive early releases of the beta code and perform installations and testing of the software. Going beyond traditional beta programs, Design Partners provide extensive consultation on a number of areas. They are regarded by all Rational organizations as the customer "go to" group for direct feedback and consultation on any areas of the product including, but not limited to, the user interface, Help documentation, installation walkthroughs, product testing methodologies, educational materials, product direction, market strategy, etc. These

requests and activities may occur at any time during the program, even before beta code is delivered. Design Partners receive an unparalleled level of service, support, and attention directly from the development organization as well as numerous

represent more traditional beta programs. A select number of customers are invited to participate by installing and testing the early code. All Managed Beta customers are entitled to online support along with direct support from a

<i>Design Partner Program</i>	<i>Managed Betas "Betas"</i>	<i>Sponsored Betas "Release Candidates"</i>
Partners in designing Rational products	Influence on 'market-ready' decision	Final 'sanity check' on product quality
3-7 Customers/BPs per program	15-20 Customers	Participation limited by field team sponsorship
Involved very early in design and development cycles	Involved early in development cycle	First drop at feature or code freeze
Support from & Interaction with Development directly	Online support provided by Rational Support	Web forum and online support
Highest Customer/BP commitment	Medium Customer/BP commitment	Low Customer/BP commitment
Objectives: <ul style="list-style-type: none"> •Long-term Partnership •Quality Improvement •Feature Identification/Validation •Organization wide Feedback •Market Validation •References 	Objectives: <ul style="list-style-type: none"> •References •Field & Partner Enablement •Marketplace Communication •Build Community •Quality Validation Fitness for Use 	Objectives: <ul style="list-style-type: none"> •Drive Sales Leads •Field & Partner Enablement

dedicated team that provides assistance with installation and training. Program participants typically receive code during the construction phase which allows for feedback to Development before product content has been finalized.

SPONSORED BETA

Sponsored Betas occur toward the end of the product development cycle, after all features are complete. They are designed to allow a large, if not unlimited, number of customers to participate. Sponsored Betas are meant as a final checkpoint of quality while allowing interested parties the opportunity to familiarize themselves with and learn about new product releases.

other groups. Our common goal is making Rational products better and customers successful in their early usage of the software and in their long term deployments.

MANAGED BETA

Managed Beta programs are the next level of early programs and

Interested?

If you would like to find out more information about the Design Partner, Managed Beta, or Sponsored Beta programs, we encourage you to contact the Rational Customer Advocacy team at ratlbeta@us.ibm.com. You may also contact your Rational account representative at <http://www.ibm.com/planetwide/>, who will be able to connect you with the Customer Advocacy team.