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**Rational
Tube**
— ● ● —

 What keeps me **Rational?**

Rational. software

 **The Future of
Software Delivery**

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What keeps me **Rational?**

Rational. software



 **Scott Hebner**

Vice President of Marketing & Strategy
IBM Rational software

 What keeps me **Rational**?

Rational. software



 **Martin Nally & Rod Smith**

IBM Fellow & Rational CTO **IBM Fellow & VP, SWG Emerging Technologies**

 What keeps me **Rational**?

The Internet and Web 2.0



What keeps me Rational?

Digital Communities

| <i>Business Value</i> | |
|--|-------------------------|
| <p>Work / Create / Innovate / Learn</p> | <p>Commerce</p> |
| <p>Play</p> | <p>Socialize</p> |
| <i>Social Value</i> | |

What keeps me Rational?

Software delivery digital communities

Leading examples of successful open source communities:



Future innovations...

- Addressing commercial software issues
 - ROI, budget, outsourcing/offshoring, audit and compliance, enterprise roles, IP protection, high risk-aversion
- Based on Web 2.0 principles & technologies

What keeps me Rational?

What is Web 2.0 All About?

Web 1.0
Connected *computers*
efficiently



From *dozens* of markets
with millions of people..

Web 2.0
Connecting *people*
and technology



...to *millions* of markets
with dozens of people

*Expanding
business interaction*

What keeps me Rational?

Reshaping Enterprise IT

From pain...

- Expanding ecosystems, partnerships
- Difficult to update
- Change happens
- Attention economy factor

...to gain

- Do-it-yourself IT
- Collaboration
- Instant value
- Wow factor



What keeps me Rational?

Expanding Enterprise Software

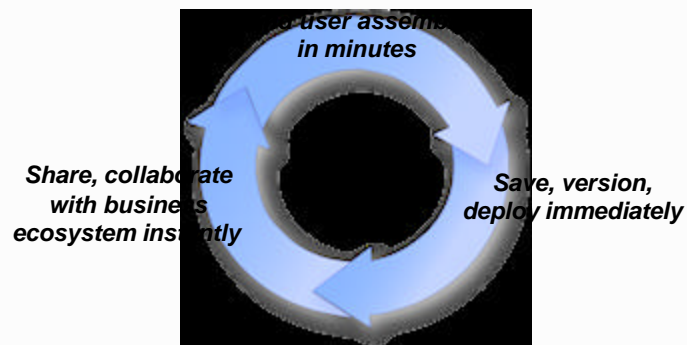
- Simple
- Data driven
- Remixable
- Collaborative
- Rich experience
- Influential



What keeps me Rational?

Delivering Enterprise Software

- Dynamic and situational solutions
- LOB creating their own services
- Disposable web applications



What keeps me Rational?

Next Generation of Software Development Digital Communities


Specialized internet-based infrastructure

- Semantic Web of information
- Support of processes
- Global reach: Internet and intranet
- Open, transparent, extensible
- Full range of roles and concerns
- Web 2.0 technologies



What keeps me Rational?


Rational software





▶ Lee R. Nackman, Ph.D.

VP, Product Development & Customer Support

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IBM

What keeps me Rational?

“Software development is hard”
- Grady Booch



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▶

What keeps me Rational?

The pace is picking up



What keeps me Rational?

Rational Code Master 5000



What keeps me Rational?

Advancing the state of the art

Guiding principles...

- Collaboration
- Process Awareness & Automation
- Transparency



What keeps me Rational?



Erich Gamma, Ph.D.

Distinguished Engineer
Rational Software



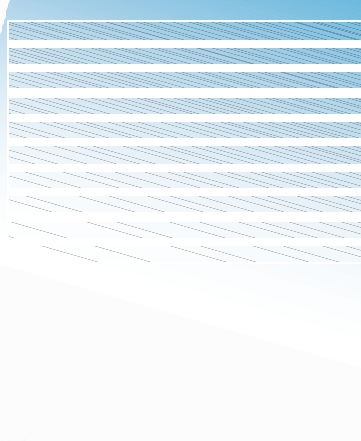
Collaboration

Software Delivery is a Team Sport



Process

*Tools that **understand** and **automate** how your team works*



Transparency

Instant availability of **meaningful information** to the right people



What keeps me Rational?

Governance = Steering

Completion Date:

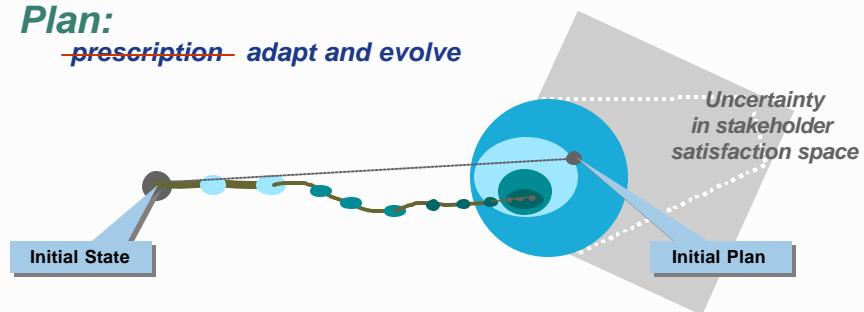
~~point in time~~ probability distribution

Scope:

~~requirements document~~ continuous negotiation

Plan:

~~prescription~~ adapt and evolve



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Collaborate with us

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Collaborate with us

- Worldwide communities
- Agile development
- High productivity
- Transparent processes
- Governed, balanced



What keeps me Rational?

Open Commercial Software Development

- Open Commercial Community
- Developed the Eclipse Way
- Rational Innovation



What keeps me Rational?

Join us at Jazz.net

- **Sign up now!**
 - Be part of a select group of customers, partners, researchers, conference attendees
- **Registration**
 - Use the 10-character registration code on your badge e.g., **YZY9N8424C**
- **Need help?**
 - Stop by Jazz.net help kiosk in ClearLabs



What keeps me Rational?

Collaborative opportunities this week @ RSDC

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- Jazz.net
- Face2Face
- ClearLabs
- Second Life
 - Coder's Challenge



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