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Rational
Tube

▶ What keeps me **Rational**?

Rational. software



▶ **Scott Hebner**

*Vice President
Marketing & Strategy
IBM Rational software*

Rational
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What keeps me **Rational**?

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 **Jim Corgel**

**General Manager
ISV & Developer Relations**




   

 **What keeps me Rational?**

Rational. software

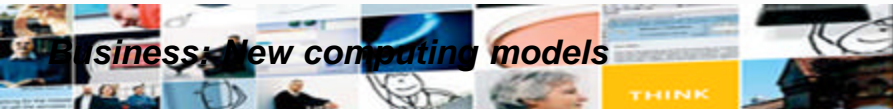


 **Keep on Keeping
Rational:
What's Next?**

What keeps me Rational?

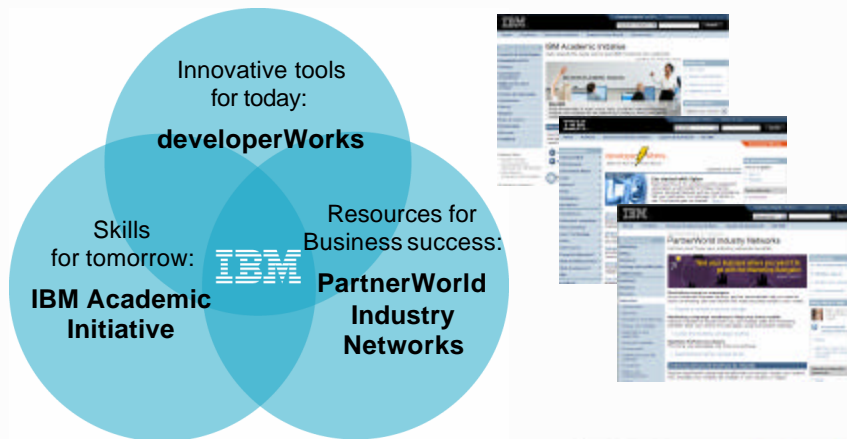
The Marketplace is Changing



What keeps me Rational?

How to Keep Up While Keeping Rational

We're helping the IT community at all levels



Innovative Tools for Today

developerWorks: Join the community of 6 million IT Professionals



- How-to information
- Trial product downloads
- Technical articles
- Tutorials
- Online events & webcasts
- Product demos
- Sample projects
- Blogs
- Discussion forums
- RSS Feeds
- Offline education through Technical Briefings

ibm.com/developerWorks

What keeps me Rational?

Something for Everyone

Software Architect



Tester



Developer



Project Manager



What keeps me Rational?

The developerWorks Community

A new twist on developer collaboration:

developerWorks spaces

- Customizable pages shared among users to encourage interaction and collaboration

Rational discussion forums

- Take advantage of the collective knowledge of the Rational user community
- Share feedback with IBM



What keeps me Rational?

Resources for Business Success

PartnerWorld Industry Networks

Innovate

- Enablement tools to help you build on a growth platform

Extend your scope

- Benefits to help you reach new clients and markets

Sell globally

- Resources to help you link with IBM WWD sales teams

Driving to help you reach higher

What keeps me Rational?

Skills for Tomorrow

The IBM Academic Initiative



Drive open standards in
academia



Provide a broad
range of resources



Build a competitive IT
workforce

ibm.com/university

What keeps me Rational?

And the winner is...

Grand Prize: "Video" giveaway

- Sony Video Camcorder
- (2) iPods
- Conference Pass for 2008

Sponsored by:
IBM developerWorks **Live!**

What keeps me Rational?

And the winner is...



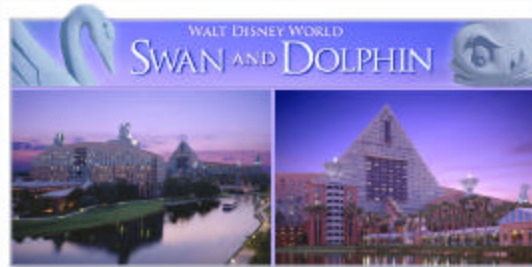
Rational Tube Winner

- Movie Tickets
- iPods
- VIP Package for 2008 Conference
- **1 Full Conference Pass for 2008**

What keeps me Rational?

See you next year!

**IBM Rational Software
Development Conference 2008**
June 1 – 5, Orlando Florida



... or at one of the remaining 2007 regional conferences!

What keeps me Rational?