Welcome!

Fraser Davidson
Vice President, Software, UK Ireland and South Africa
fraser_davidson@uk.ibm.com

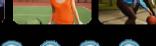IBM Rational Software Development Conference UK 2007

What keeps me **Rational**?

RSDC comes to you in 2007

- **London, UK**

- Orlando, USA

- Bangalore, India

- Tel Aviv, Israel

- Bejing, China

- Sao Paulo, Brazil

- Rome and Milan, Italy

- Johannesburg and Cape Town, South Africa

- Tokyo, Japan

- Paris, France

- Copenhagen, Denmark

- Germany, Dresden

- Stockholm, Sweden

Over 8000 customers and prospective customers will have attended these events by the end of 2007

What keeps me **Rational**?

IBM Software Group

- World-class international software organisation

- 2nd biggest software company in the world

- Six brands

  - Information Management
  - Lotus
  - PLM
  - Rational
  - Tivoli
  - WebSphere

Rational Software at IBM

- Rational is a key part of how we help customers be successful at IBM

- IBM has made and continues to make significant investments in the Rational brand.
  - New products
  - Significant upgrades to existing products
  - Moving all relevant IBM SWG products into the Rational brand
  - Acquisition to strengthen and expand our portfolio of solutions
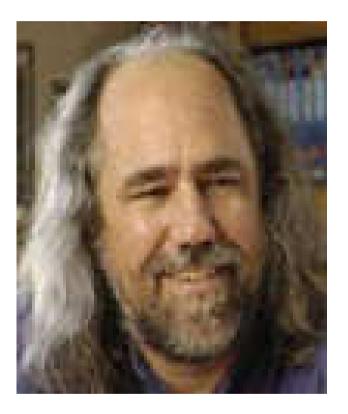 - New technologies for the future

Connecting to the rest of IBM SWG

- Rational is a critical to IBM's SOA strategy
  - ▸ Focus on Architecture
  - ▸ Governance
  - ▸ Reuse and asset management
  - ▸ Testing

- Strong ties between Operations and Rational
  - ▸ Application deployment as part of the extended development lifecycle

- Portal developer tooling

- WebSphere development support

- Data modeling

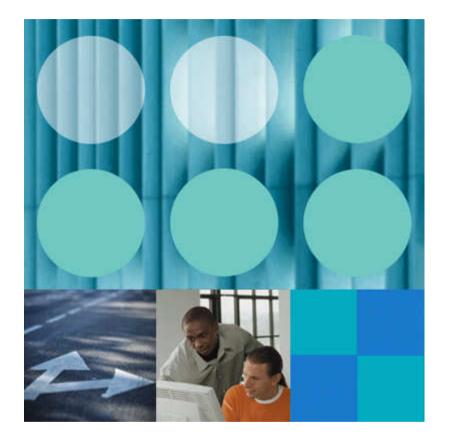- Social networking for development environments (Jazz)

What keeps me **Rational**?

Conference Keynote

Grady Booch

What keeps me **Rational**?

Backup graphics

IBM Rational Software Development Conference UK 2007

What keeps me **Rational**?

STB0010885.jpg – Purchased from Media Bakery – Stockbyte Collection

▶ What keeps me **Rational**?

Rational Mosaic Montage 1

What keeps me **Rational**?

Rational Mosaic Montage 2

What keeps me **Rational**?

Rational Mosaic Montage 3

What keeps me **Rational**?