

IBM Rational Software Development Conference 2008

WHERE TEAMS ARE **R-HEROES**

**GRAHAM
SPITTLE**



UKI Software Group VP

IBM Rational Software Development Conference 2008

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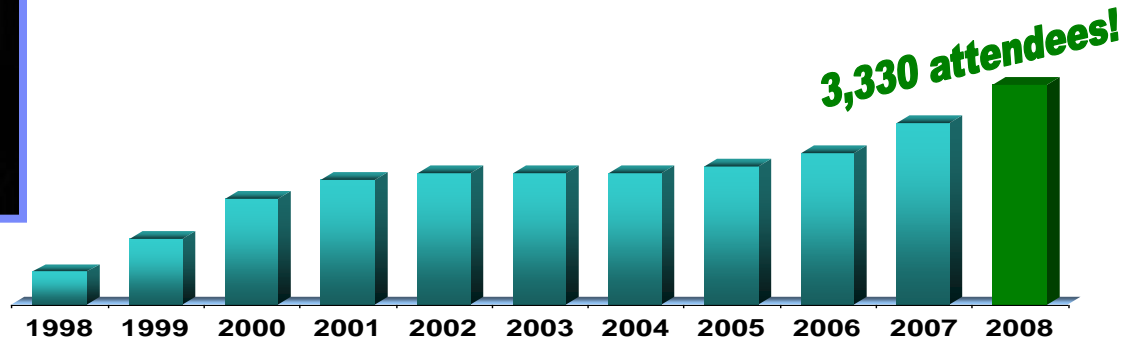
IBM RSDC Orlando 2008



WHERE TEAMS ARE **R-HEROES**

- 20% growth in registrations *two* years in a row!
- 116% growth in Business Partner Day at 291
- 41% increase in press & analysts
- 41 analysts from 29 firms briefed up by 75%
- 160+ press interviews worldwide up 29%
- 629 Certification Test Administrated
- 95% say they will return next year - a new high!
- Evaluation data indicate all time high ratings

★ 24 Conferences Planned Worldwide Expecting to Attract Over 12,000 People Making It the World's **Most** Attended Developer Conference Series!



IBM – solving unique client problems & delivering higher value

- ❖ Software market in the UK is a major market and is 3rd generation
- ❖ Design, Reuse, Management & Flexible Delivery are the keywords driving innovation and market leadership whilst minimising costs
- ❖ Service Oriented Architecture (SOA) has matured, is being implemented and remains fundamental in coping with change and taking advantage of it
- ❖ Rational's portfolio of solutions are perfectly aligned to enable you to deliver higher value to your business

Rational Software at IBM

Rational is a key part of how IBM helps customers achieve success

- ❖ At solution conception; design and project control
- ❖ In rapid development and lifecycle management; team collaboration & asset management
- ❖ In the deployment and iterative improvement; configuration management, version control & testing

IBM has made and continues to make significant investments in the Rational brand

- ❖ Significant upgrades to existing products
- ❖ New products
- ❖ Acquisition to strengthen and expand our portfolio of solutions
- ❖ New technologies for the future

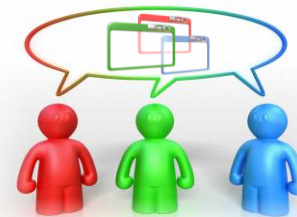
Common Business Pains

- ❖ Innovation & Collaboration
- ❖ Cost Reduction
- ❖ Governance
- ❖ Security

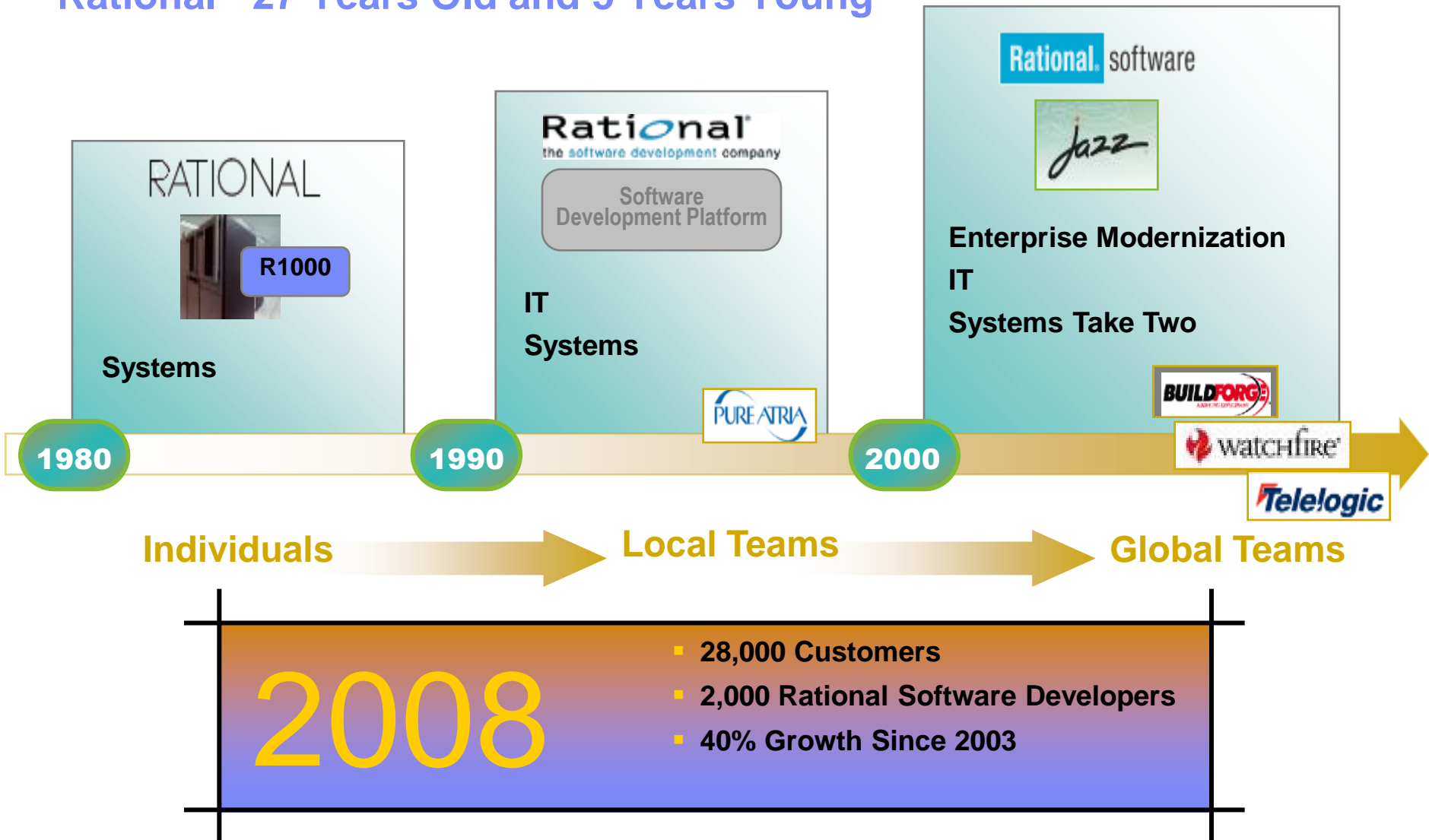


Rational Solutions

- ❖ Jazz enabled products on new platform
- ❖ Enterprise Modernization & Software Quality
- ❖ Process Control & Visibility
- ❖ Website Security & Compliance Test Automation



Rational - 27 Years Old and 5 Years Young



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RU READY TO
SAVE THE DAY



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