

Innovate2010

The Rational Software Conference

June 6-10

Orlando, Florida



Automotive Session Highlights

INNOVATE 2010 addresses the most pressing business issues and challenges the Automotive industry faces today, presents real life case studies from your peers and shares the latest practical ideas for doing more with less in the new economy.

<p>Session ID: SDP-1300B Track: Systems and Software Delivery Platform June 6, 2010 2:45 PM</p>	<p>Systems and Software Product Line Engineering <i>Martin R. Bakal, IBM, Market Manager, Michael Rowe, IBM, PLE Strategist</i> This presentation will address how IBM helps organizations evolve systems and software engineering practices for developing and delivering a product line.</p>
<p>Session ID: MAC-2266A Track: Modeling, Architecture and Construction June 7, 2010 10:00 AM</p>	<p>Leveraging Architecture Management to Drive Smarter Software and Systems Delivery <i>Greg Sikes, IBM, Director, Architecture and Modeling; George LeBlanc, IBM, Program Director, Architecture, Design & Construction</i> This keynote discusses how customers can cost effectively deliver high quality products by managing their system & software architectures from planning through design, construction & deployment.</p>
<p>Session ID: TW-1828B Track: Technical Workshop June 8, 2010 10:00 AM</p>	<p>Collaborative Model-Driven Development for Embedded Systems <i>Ronald A. Felice, IBM, Senior Modeling Specialist, Robert J. Kanon, IBM, Senior Systems Engineer</i> This workshop guides participants through the basics of a model-driven systems and software development process using IBM Rational tools to target an autonomous mobile robot.</p>
<p>Session ID: TW-2284A Track: Technical Workshop June 8, 2010 3:00 PM</p>	<p>Integrated Systems Lifecycle Management: A Unified Approach to Systems Development <i>Brian Safron, IBM, Rational Systems GTM</i> Understand how the IBM Rational Integrated Systems Lifecycle Management solution can help companies address problems like time to market and quality.</p>
<p>Session ID: CCM-2141A Track: Change and Configuration Management June 9, 2010 10:00 AM</p>	<p>Leveraging IBM Rational Team Concert with automotive industry best practices to deliver on-time, on-quality and on-cost <i>Robert Baillargeon, Panasonic Automotive System of America (PASA), Manager Software Engineering</i> In this presentation the audience can see how PASA was able to effectively enhance their software engineering practices to meet the business challenges.</p>
<p>Session ID: CCM-1221B Track: Change and Configuration Management June 9, 2010 3:00 PM</p>	<p>Using SOAD and DCM packages to archive projects in Synergy <i>Todd Alden, Delphi, Sr. Software Strategist, Customer</i> This session will explain how Delphi is using IBM Rational Synergy's Save Off Line & Delete (SOAD) feature, along with Synergy DCM facility to archive and remove projects no longer in development.</p>
<p>Session ID: MAC-1232A Track: Modeling, Architecture and Construction June 9, 2010 4:15 PM</p>	<p>Automating the Automotive Product Development Lifecycle with Model-Driven Development and AUTOSAR <i>Justin Oswald, General Motors, Software Architect, Thomas Capelle, Sodus, CTO, Raz Yerushalmi, IBM, Senior Development Manager</i> This session will show General Motors' motivations for moving to Model-Driven Development (MDD) techniques; and the benefits achieved.</p>

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