Innovate2010
The Rational Software Conference

June 6-10
Orlando, Florida

Smarter Products and Services
Session Highlights

Session ID: SDP-1300B Track: Systems and Software Delivery Platform *June 6, 2010 2:45 PM*	**Systems and Software Product Line Engineering** *Martin R. Bakal, IBM, Market Manager, Michael Rowe, IBM, PLE Solution Owner & Strategist* This presentation will address how IBM helps organizations evolve systems and software engineering practices for developing and delivering a product line.
Session ID: MAC-2266A Track: Modeling, Architecture and Construction *June 7, 2010 10:00 AM*	**Leveraging Architecture Management to Drive Smarter Software and Systems Delivery** *Greg Sikes, IBM, Director, Architecture and Modeling; George LeBlanc, IBM, Program Director, Architecture, Design & Construction* This keynote discusses how customers can cost effectively deliver high quality products by managing their system & software architectures from planning through design, construction & deployment.
Session ID: RWI-1531A Real World Implementation *June 7, 2010 3:00 PM*	**Making more music with less money** *Daniel Pfeffer, Head of technical services practice & Ales Teska, Senior Development Manager, DHL IT Services* Learn about DHL's successful approach to building-up integrated development support services, and how using an integrated toolset, was able to gain measurable productivity.
Session ID: TW-1828B Track: Technical Workshop *June 8, 2010 10:00 AM*	**Model Driven Development in a Collaborative Environment** *Ronald A. Felice, IBM, Senior Modeling Specialist, Robert J. Kanon, IBM, Senior Systems Engineer* 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.
Session ID: TW-1481B Track: Technical Workshop *June 8, 2010 10:00 AM*	**Estimating the monetary business value, ROI and risk in your IT portfolio** *Jim Densmore, IBM, Solution Architect, IBM* This workshop will demonstrate how to quantify benefits, cost uncertainties & benefit risks to yield a monetized ROI. Rational Focal Point will be shown as a key enabler of this capability.
Session ID: EM-2078C Track: Enterprise Modernization *June 8, 2010 1:45 PM*	**Successfully reducing enterprise development costs in the new decade** *Al Grega, Enterprise Modernization Specialist, IBM; John M. Casey, Enterprise Modernization IT Specialist, IBM* This session will focus on proven methods that IBM Rational customers have in production today.
Session ID: TW-2284A Track: Technical Workshop *June 8, 2010 3:00 PM*	**Integrated Systems Lifecycle Management: A Unified Approach to Systems Development** *Brian Safron, IBM, Rational Systems GTM* Understand how the IBM Rational Integrated Systems Lifecycle Management solution can help companies address problems like time to market and quality.
Session ID: RDM-1550A Track: Requirements Definition and Management *June 9, 2010 10:00 AM*	**Do Requirements still matter?** *Lynda Girvan, UK Government (GCHQ), Business Analyst/Software Engineer; Mike MacDonagh, Ivar Jacobson International, Principal Consultant* This presentation takes you through some experiences from UK Government, of how requirement anti patterns can form when scaling agile practices in your enterprise.
Session ID: CCM-2141A Track: Change and Configuration Management *June 9, 2010 10:00 AM*	**Leveraging IBM Rational Team Concert with automotive industry best practices to deliver on-time, on-quality and on-cost** *Robert Baillargeon, Panasonic Automotive System of America (PASA), Manager Software Engineering* In this presentation the audience can see how PASA was able to effectively enhance their software engineering practices to meet the business challenges.

Let's **build** a smarter planet.

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