

Stand Apart. Everywhere

Interview with Ingrid Eheler

We're often asked, "Why would I select IBM's Software Solutions from Rational instead of another vendor? What's really the difference?"

Rational stands apart from others through three key distinctions: Credibility, Open Collaboration and Business Value.

By Credibility, I mean we offer decades of process and software experience, leadership and innovation expertise. We introduced our first type of ALM suite in the 90's. And in 2007, we introduced the Jazz initiative and the concept of collaborative ALM. Since then, we have continued to invest in our ALM solutions. It's no accident we're today recognized as an ALM visionary and market leader.

Our leadership extends to application security where - plain and simple - Rational has the mindshare and marketshare. We have a complete set of security solutions that support each role across the entire lifecycle, both static and dynamic, building secure applications from the beginning of the project.

We're also increasingly recognized for our vision and have a dominant position across the systems engineering domain where the 10 Top Aerospace & Defense, automotive, smart phone and medical device companies each have invested in Rational systems engineering solutions.

The next distinction is Open Collaboration. Missing the market window of an opportunity could be the difference between an organization's success and failure. To compete and succeed, the entire organization needs to work as one big, well-oiled innovation machine. You can't work in silos anymore; it just doesn't work.

All team members need to be connected --- sharing information, using common processes, leveraging resources amongst different portions of the organization and that means using a set of tools that supports this. But not all customers are alike and a one-size solution does not fit all.

We believe software development approaches must move beyond point solutions centered on niche disciplines. The open Jazz platform overcomes these past limitations of by offering choice and rich integration so you are provided

the best solutions that suits your needs vs, what others do, force-fitting you into something that really doesn't work for you.

Integration between Jazz-built and non-Jazz-built products is seamless. Open extensibility standards via OSLC enables any vendors' product, open source project or in-house tooling to integrate with ours.

Tools can be upgraded or replaced independently and so can common services. Unlike traditional architectures, tools, services and data are not tightly coupled or highly version dependent.

Bottom line Rational provides complete ALM and systems engineering solutions. Unlike others, we don't overlook roles or rely on third-party solutions to deliver needed functionality. Our open, flexible architecture enables organizations to optimize both individual and team productivity and scale regardless of team size, physical distribution, or development complexity.

The third distinction is business value. Anyone can sell software, but not everyone can help customers achieve measured improvement in software productivity. Rational knows how! .

We focus on cutting customers' overall cost, reducing their risk, and improving delivery speed, which results in a better bottom line. Customers have seen improvements like:

- 30% reduction in time to market
- Over 40% increased productivity
- 69% net reduction in the cost of test preparation
- 77% fewer defects after production

Delivering tangible results doesn't end at software delivery. For several years, integrated Rational and Tivoli solutions have been connecting the business with development and operations – helping customers bridge the dev/op gap to improve their operational efficiency, productivity, and service quality without slowing down IT and engineering's delivery of business value.

So what makes us stand apart? Credibility, Open Collaboration and Business Value.

That's IBM Software solutions from Rational.