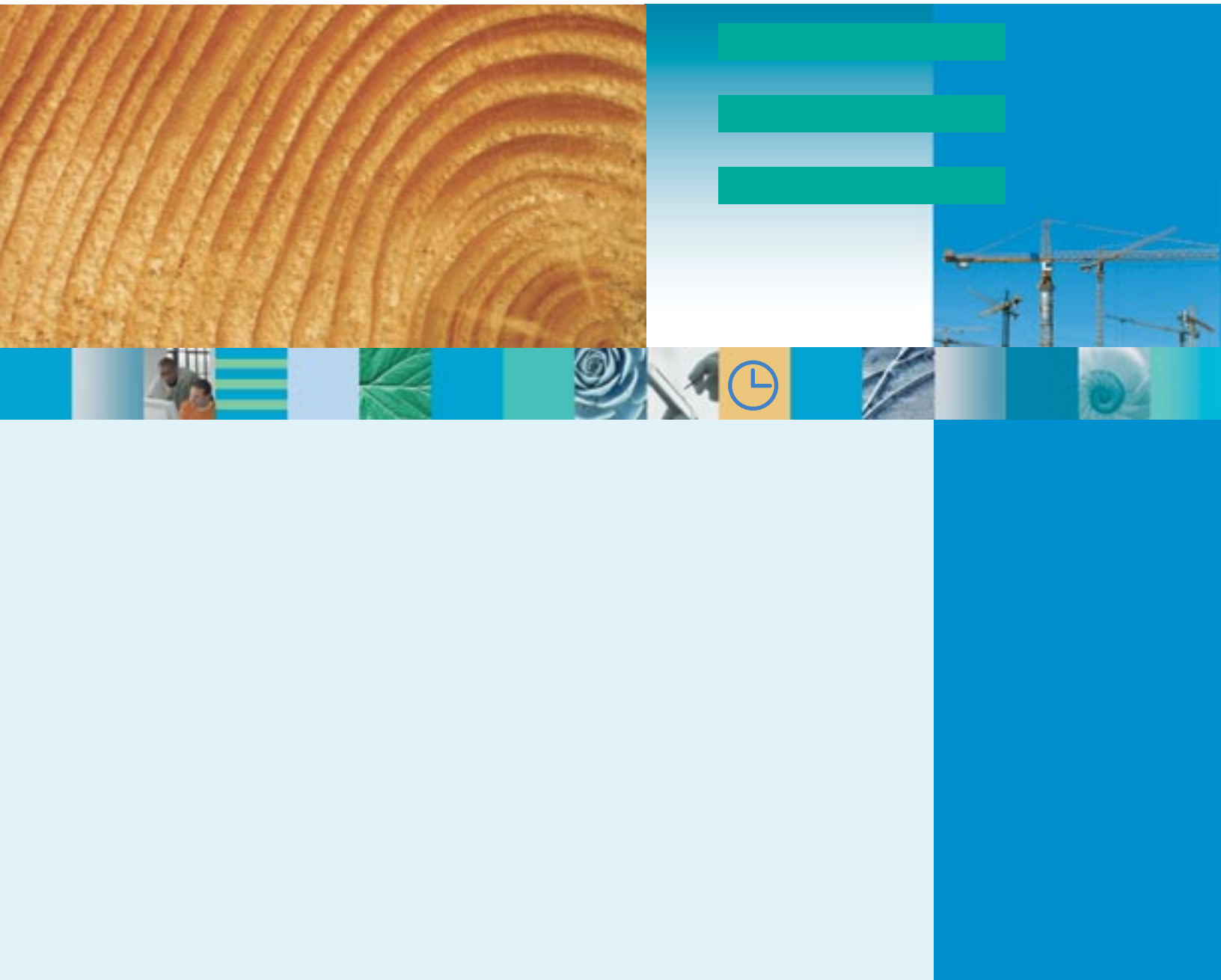




**Rational.** software

**Grow your business with IBM Rational software.**



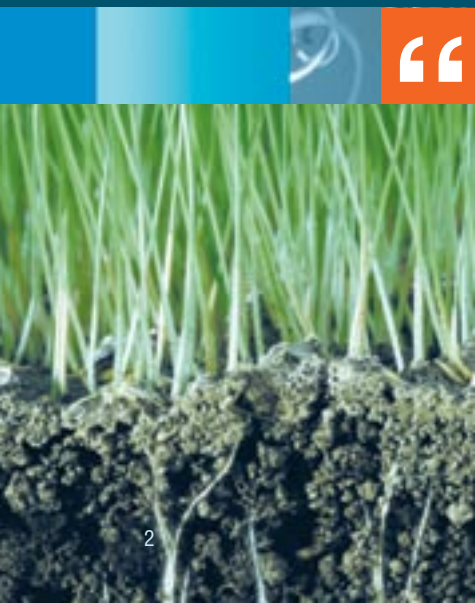


## Today's small and midsize businesses manage increasingly complex software and system environments,

often with limited resources. IBM Rational® software provides the essential capabilities that help small and midsize businesses (SMBs) streamline their development and delivery processes for mission-critical software and systems. Emerging organizations like yours are challenged to:

- Customize and deploy packaged applications.
- Ensure that Web applications do not expose security risks.
- Manage outsourced development.
- Design and develop custom in-house applications or integrations.
- Maintain applications and systems.
- Integrate various applications and systems.
- Modernize existing applications and systems.

To gain control of complex environments, you need to be competitive and nimble enough to grab marketplace opportunities. Rational software provides core enabling technologies that can help you optimize the business processes for delivering and maintaining mission-critical applications and systems so you can focus on growing your business.



*“New software projects will constitute a larger portion of enterprise and SMB software budgets than in recent years—33%, up from 25% in 2006—and new software development projects will make up between one-fifth and one-third of the overall software budget.”*

—Carey Schwaber, Forrester \*



## Customizing and deploying your packaged applications

Are you grappling with deploying and maintaining packaged applications within your organization? Does the new software meet your company's objectives? Does it meet quality objectives? How can you minimize security vulnerabilities within your deployed applications? Will the software integrate with your existing systems? How will you handle ongoing maintenance challenges and upgrades? IBM Rational software can help you customize, test and maintain your packaged applications, so you can get back to differentiating your company from the competition.

## Ensuring that Web applications don't expose security risks

Web applications are commonplace in today's business world. Despite network security solutions such as firewalls, Web applications can potentially open doorways to your most sensitive information. Breaking into corporate databases and obtaining personal customer information, hackers can critically damage the financial stability of your company by causing legal penalties. And breaches to security may also tarnish your brand image and future sales. For many SMBs, Web application security is an afterthought—a mind-set that can leave them vulnerable to hackers. IBM believes companies should design and build security directly into Web applications from the onset. These security solutions should be tested before release and on an ongoing basis while in production. Rational software can provide you with the capabilities to help ensure that your Web applications don't expose your company's most sensitive information.



## Managing outsourced development resources

Companies of your size are starting to outsource more of their resources and processes, including application development. And challenges arise when you try to manage the requirements for your outsourced applications. You want to make sure your contracted software delivery resources are completely synchronized with your own internal code base. And external resources must test the correct executable code. IBM Rational software helps you communicate the right requirements to contractors. When you receive code from external sources, Rational software can help assure that their code is in sync with these requirements. And our software and best practices provide a streamlined workflow to manage change and help ensure that development assets are in sync with outsourced teams throughout the development process. You can rest assured that the assets you outsourced for external development will work with those you developed in-house.

## IBM Rational AppScan software

If your Web applications collect or exchange sensitive data, you need to ensure high-quality, secure applications—and feel confident doing it. IBM Rational AppScan® software is a marketplace-leading Web application security solution that can:

- Accurately pinpoint critical vulnerabilities, offer intelligent fix recommendations and manage the process of fixing security gaps.
- Provide advanced remediation capabilities including a comprehensive task list necessary to fix issues uncovered during a scan.
- Help ensure the security and compliance of Web applications throughout the software development lifecycle.

## IBM Rational RequisitePro software

A robust requirements management tool, IBM Rational RequisitePro® software can help you manage requirements, write use cases, improve traceability, strengthen collaboration, reduce project risk and increase application quality. Additionally, the software:

- Integrates with the Microsoft® Word application to provide a familiar environment for requirements definition and organization.
- Uses a powerful database infrastructure to facilitate requirements organization, integration, traceability and analysis.
- Provides a fully functional, scalable Web interface for use in a distributed environment.
- Offers detailed traceability views that display parent/child relationships and show how upstream or downstream changes may affect requirements.



## Designing and developing applications internally

You may be experiencing the challenges of increasing pressure to complete larger projects, faster. Or maybe you've struggled with delivering an application that doesn't meet the established requirements. This often happens because of a lack of proper delivery and change management, causing the project to get lost in the process. When you can't trace where your new application is in the lifecycle, you don't know what assets might be available for reuse. That's where IBM comes into play. Rational software can help you create models and reusable assets that align with your business requirements; trace application and system features from requirements through code delivery; adhere to standards and governance processes; and improve your utilization and reuse of assets. And all this can help you deliver successful applications faster at a lower cost.



## Maintaining applications and systems

Your dynamic business, no doubt, has a dynamic IT environment that requires frequent maintenance and updates. Not only must you implement changes, you must keep up with compliance mandates and audits applicable to your industry. And you need to understand the impact of changes. IBM offers solutions and best practices to help you improve communication, streamline business process management and efficiently manage IT changes and configurations throughout your company.

## IBM Rational Method Composer software

This flexible process management platform contains a customizable process library and tooling for use in multiple business and IT dimensions and throughout the development lifecycle. IBM Rational Method Composer software:

- Provides a rich set of process assets and guidance to capture and maintain development and management processes.
- Features more than 100 customizable process best practices based on process expertise and experience.
- Enables you to manage, author, configure and deploy effective processes tailored to your project needs.
- Provides IBM process solutions for software and systems development, service management and control practices.
- Offers the capability to easily use IBM process content or your practices content and configure it to enable organizations, teams and workgroups.



## IBM Rational Application Developer software

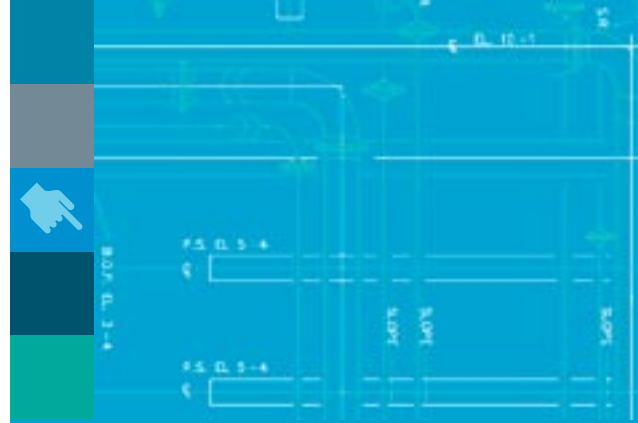
In addition to helping you rapidly design, develop, assemble, test, profile and deploy high-quality Java™/Java Platform, Enterprise Edition (Java EE); portal; Web; Web services; and service-oriented architecture (SOA) applications, IBM Rational Application Developer software:

- Helps you install only the features you need through flexible, detailed options.
- Extends your Eclipse environment and tools.
- Accelerates Java EE, portal, Web services and SOA application development using rapid application development tools and visual development techniques.
- Shortens the Java learning curve through visual design that updates code, point-and-click database connectivity and visual portal development tools.



## Integrating applications and systems

Perhaps you want to integrate your systems with partners' and customers' systems to create streamlined business workflows that lead to higher productivity and more satisfied customers. Or maybe you're experiencing growth through a merger or acquisition and need to integrate all your systems into an existing architecture. To do so, you'll need to visualize the model of your existing architecture so you can deliver an integrated system with minimal rewriting and customization. IBM can provide you with comprehensive, marketplace-leading, model-driven development tools so your teams can integrate applications and systems quickly by reusing already-developed assets. This enables you to leverage existing and trusted investments as well as business-critical processes to help ensure robust software architectures that can grow with your business. As a result, asset reuse helps minimize inaccuracies and risks from coding errors and helps speed development time.



## IBM Rational Build Forge Express Edition software

Flexible release management software, IBM Rational Build Forge® Express Edition can help you automate and streamline software delivery processes through an adaptive build and release framework. The software can also help:

- Increase team efficiency with centralized build and release management that uses the tools you have in place today.
- Accelerate build and release cycles through iterative development, parallel processes and efficient use of hardware.
- Enhance visibility into the delivery process with consolidated release information and out-of-the-box reports.
- Empower users with self-service access to preconfigured build processes, integration with leading integrated development environments (IDEs) and support for Really Simple Syndication (RSS) data feeds.





## Modernizing applications and systems

Many emerging businesses still rely on aging technical infrastructures, outdated development environments and antiquated languages that cause increasing inefficiencies. If updating your infrastructure is an overwhelming prospect, IBM can help. Rational solutions can help your IT staff modernize processes by providing tools that capitalize on their existing skills and expertise. With Rational software, you can convert to powerful, scalable Web-based applications or to more flexible architectures such as SOAs. These modernization capabilities can help you improve project team and end-user productivity, decrease development costs and deliver your solutions fast, to keep pace with changing business needs.

## IBM WebFacing Deployment Tool with Host Access Transformation Services software

This rich client support tool offers increased integration for IBM System i™ modernization solutions while letting users work seamlessly with existing projects; deploy new independent projects; or create linked projects. IBM WebFacing Deployment Tool with Host Access Transformation Services (HATS):

- Works in conjunction with the comprehensive toolset in IBM WebSphere® Development Studio Client for System i software.
- Provides easy integration between WebFacing applications, as well as system screens or non-WebFacing 5250 applications.
- Can be linked with HATS applications and deployed as one Enterprise Archive (EAR) file to support a combination of both application types.



## Fundamental IBM Rational products that can help you achieve your software development and delivery business initiatives

Business initiative	IBM WebFacing Deployment Tool with HATS	IBM Rational Build Forge Express Edition	IBM Rational Method Composer	IBM Rational Application Developer	IBM Rational RequisitePro	IBM Rational AppScan
Designing and developing applications internally		■	■	■	■	■
Deploying and customizing packaged applications		■	■	■	■	■
Maintaining applications and systems		■	■	■	■	■
Integrating applications and systems	■			■	■	■
Ensuring secure Web applications				■	■	■
Modernizing applications and systems	■				■	■
Managing outsourced development resources					■	■

### Attaining successful software development and delivery is a reality

Meet your development and delivery needs head-on with the help of IBM Rational offerings—and get back to the business of running your small or midsize business. With solutions specifically tailored to your needs, IBM can help enable the successful delivery of your critical software and systems through our offerings, best practices, services, migration paths and integration guidance. Team with us and see how easy it can be to develop and deliver the software and systems you need to drive your business toward success.



## For more information

To learn more about IBM Rational software for SMBs, contact your IBM representative or visit:

[ibm.com/software/rational/smb](http://ibm.com/software/rational/smb)



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\* Schwaber, Carey, "The State Of Application Development In Enterprises And SMBs," *Business Data Services North America And Europe*, Forrester, February 22, 2007.