

# IBM Rational Software Development Conference 2006



**Software.**

**IN CONCERT**

IBM Rational  
Software  
Development  
Conference

**2006**

**IBM**



# IBM Rational Software Development Conference 2006





**ODD**

**JOB**

# ODD JOBS

**1. Stunt Double**

**2. Marketing Research  
for Toilet Tissue**

**3. Professional  
Tooth Model**



# ODD JOBS

**1. Foot Inspector at Public Swimming Pool**

**2. Cleaning Ventilation Ducts From Inside**

**3. Clam Shell Polisher**

# ODD JOBS

**1. Professional Dancer**

**2. Piano Tuner**

**3. Worm Farmer**



# ODD JOBS

**1. Counselor at Camp WeeWa**

**2. Ranch Hand in Oklahoma**

**3. Lifeguard at Disney World**



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*Your Backstage Pass  
to Developer Resources*

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**Buell Duncan  
General Manager  
ISV and Developer Relations**

**IBM**



**Rational.** software

# ODD JOBS

**1. Counselor at Camp WeeWa**

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The Time is Now!

Opportunity

Empowerment

Innovation



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# Building a Global Community



**Skills  
for Tomorrow:**  
IBM Academic Initiative

**Innovative Tools  
for Today:**  
developerWorks



**Resources for  
Business Success:**  
PartnerWorld  
Industry Networks



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The screenshot shows the IBM developerWorks website interface on a tablet. At the top, there is a navigation bar with the IBM logo, a search bar, and links for "Home", "Products", "Services & solutions", "Support & downloads", and "My account". The main content area is titled "developerWorks" and "IBM's resource for developers", with a date of "Updated 15 May 2006".

The page features a "Top story" section with the headline "Use Ajax to create an RSS reader". Below this, there are several article teasers:
 

- Information Roadmap: WebSphere Extended Deployment:** Follow this roadmap to find the resources you need to install, migrate to, and troubleshoot this autonomic computing product. (WebSphere)
- All hail Shale: Anatomy of a Shale application:** Tour the Shale framework's application directory structure with this in-depth inspection of the anatomy of a Shale application. (Java technology)
- Build a PHP-based user interface for Lotus Domino:** Discover how you can interact with Lotus Domino databases from Web applications created in the PHP programming language. (Lotus)
- Optimize your Apache Geronimo distribution:** Stop and restart listening services to streamline the deployment of your Geronimo distribution with the necessary core services and applications. (Open source projects)
- Develop a phone book application using Rational Software Architect:** Design an application using Unified Modeling Language (UML) diagrams, and then transform the design to Java technology using Rational Software Architect. (Rational)
- Integrate DB2 Express-C into service-oriented apps:** Write service-oriented applications that can access both DB2 Express-C data and stored procedures. ActiveGrid's LAMP Studio, an open source tool, makes it easy. (Information Management)

On the right side, there is a "My developerWorks" section with a "Welcome guest" message and links for "Sign in" and "Register". Below this is an "Across the site" section with links for "Downloads", "Tutorials and training", "Software products for developers", "developerWorks community", "Technical events and webcasts", and "RSS feeds".

At the bottom, there is a "Spotlight" section with links to "Handbook: Cell Broadband Engine programming", "Register now! Rational Software Development Conference", and "Forums: 'What dW content do you desire?'".

The footer contains a "Newsletter" section with a "Subscribe now | Select" option, radio buttons for "HTML" and "Text", and an "enter e-mail" field with a "Go" button. Below this is a "Special offers" section with links for "Take the DB2 Viper test drive" and "Free Java software...".



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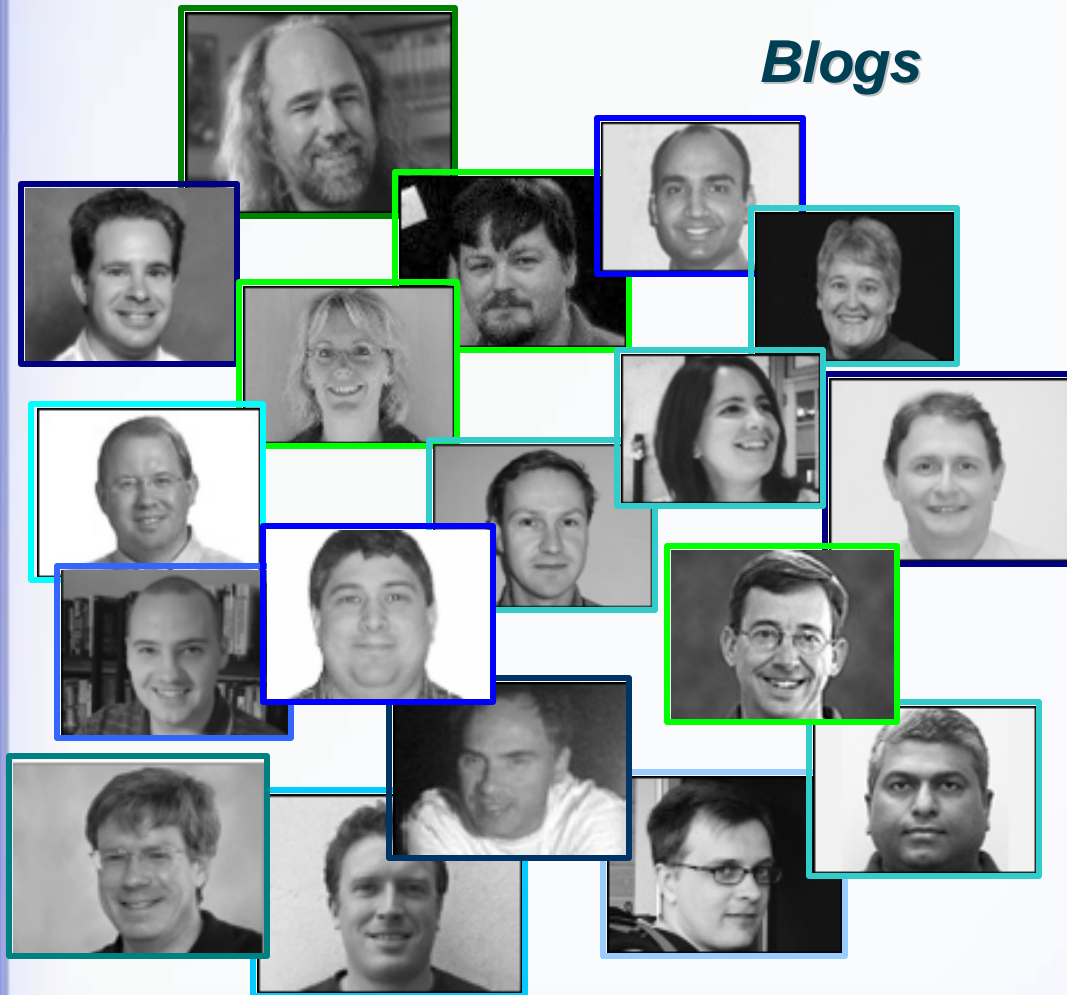
# Rational Zone

- Rational trial code
- RAD certification prep tutorials
- Roadmap for Rational solutions
- Compliance Management Resources
- Technical Forums - Testing, UML, EGL, Patterns, Configuration, etc.
- Webcasts: managing compliance, software delivery, requirements mgmt
- SW Architect e-kit
- Tester & Business Developer e-kit
- Demos

ibm.com/developerWorks



# Join the Community



*Blogs*

*Featured Community Members*

*Podcasts*

*User Groups*

*Wikis*

*Custom RSS Feeds*

*Technical Forums*

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# Top-Notch Resources

IBM developerWorks **Live!**  
Technical Briefings

**in just the  
next 60 days!**

**Open Source**



**Announcing  
New Technologies**

- UML2 Utilities for MDD
- VB to Java migration tools

- Amsterdam \* Atlanta \* Bangalore \*
- Bangkok \* Barcelona \* Beijing \*
- Bologna \* Brasilia \* Bratislava \*
- Brisbane \* Brussels \* Buenos Aires \*
- Canberra \* Chennai \* Dallas \* Delhi \*
- Dublin \* Edinburgh \* Frankfurt \*
- Helsinki \* Hong Kong \* Houston \*
- Hyderabad \* Kuala Lumpur \* Lisbon \*
- Manila \* Melbourne \* Mexico City \*
- Milan \* Monterrey \* Mumbai \*
- Munich \* New York \* **Novosibirsk** \*
- Panama City \* Paris \* Perth \* Porto \*
- Alegre \* Rome \* San Jose \* San \*
- Salvador \* Santiago \* Sao Paulo \*
- Seoul \* Shanghai \* Singapore \*
- Sydney \* Taipei \* Tel Aviv \* Tokyo \*
- Toronto \* Warsaw \* Washington \*
- DC \* Wellington \* Zurich



- Eclipse Plug-ins & tools
- WAS Community Edition
- DB2 Express C

**Technologies:**

- IBM Cloudscape
- PHP
- Ajax
- Ruby on Rails

**500+  
events this year**

# Ready for IBM Rational



More Partners,  
More Solutions,  
More Opportunities

- More than 50 validated solutions from 50 partners
- Integrations expanded to include ClearCase, ClearQuest, Rational Method Composer, RequisitePro and Rational Portfolio Manager
- Look for our Ready For Rational partners in the SDP Resource Guide



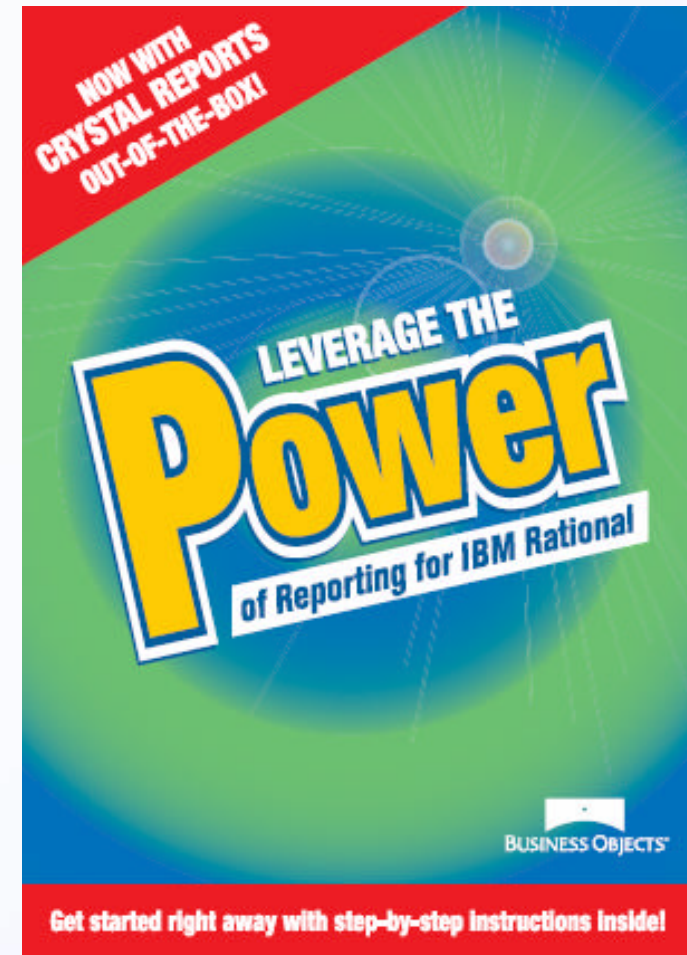


# Driving More Business Together

  
**Business Objects**

*HQ: San Jose, CA and Paris, France*

- Premier PartnerWorld Industry Networks member
  - Retail, Financial Services and Public Sector
- Co-marketing benefit
  - Created and distributed brochure focused on Business Object's integration with Rational
  - Access to 3,000+ potential new leads



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# Next Steps

- Join the developerWorks Community  
[ibm.com/developerWorks](http://ibm.com/developerWorks)

- Spread the news! Regional Rational Conferences

Beijing - July 28-29

Sao Paulo - August 2-3

Bangalore - August 9-11

London - August 30

Dusseldorf – Oct 17-18

Israel - September

Paris – Sept 19

*Orlando – June 10 – 14, 2007*

- Tell us what's on your mind...

[emailbuell@us.ibm.com](mailto:emailbuell@us.ibm.com)



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# And the winner is...

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Grand Prize: In Concert.

- **Bose**
- **iPod**
- **Ticket Master gift cards**
- **iTunes gift cards**

2 Runner Up Prizes

- **iPod**
- **iTunes**

1 Full Conference Pass for 2007

Sponsored by:  
IBM developerWorks **Live!**



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# See you next year!

IBM Rational Software  
Development Conference 2007  
June 10 - 14



**Walt Disney World Swan & Dolphin  
Orlando, Florida**

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