



IBM Rational Software Development Conference 2008

WHERE TEAMS ARE **R-HEROES**

**SCOTT
HEBNER**

**VICE PRESIDENT
MARKETING & STRATEGY
IBM RATIONAL SOFTWARE**



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IBM Rational Software Development Conference 2008

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The Rational R-acles



IBM Rational Software Development Conference 2008

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June 1-5, 2008 • Orlando, FL



A theme based on the importance of effective organizational visibility, collaboration & teamwork ... and the fact that what you all do is really important stuff !



- ❖ Over **300** sessions across **14** tracks
- ❖ **130** customers presenting sessions
- ❖ Executive and Business Partner Summits
- ❖ *New* application security & compliance track
- ❖ *New* technical & product systems track
- ❖ Networking & skill building opportunities



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This week's general session agenda

Today

- *RU Ready to Save the Day?*

Tuesday

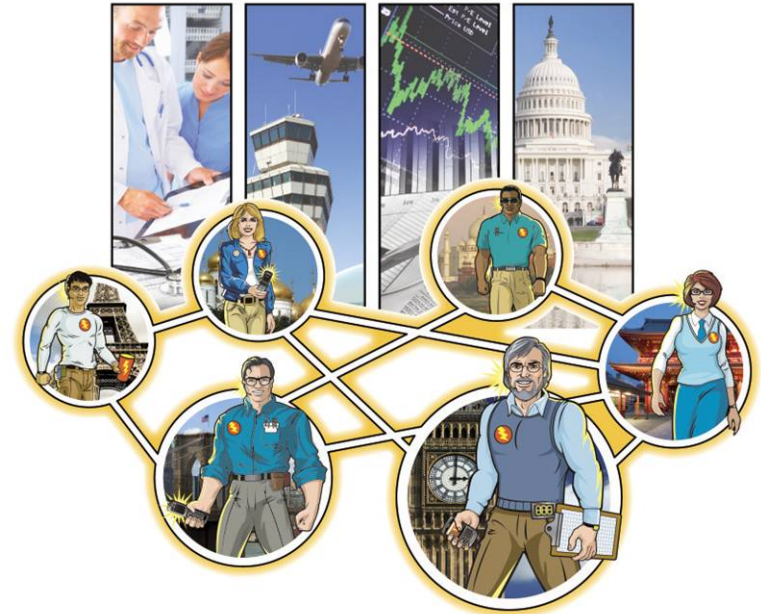
- *Real World Heroes
Driving Real World Innovation*

Wednesday

- *RU Ready to Boldly Go?*

Thursday

- *Now... Go **SAVE** the Day!*



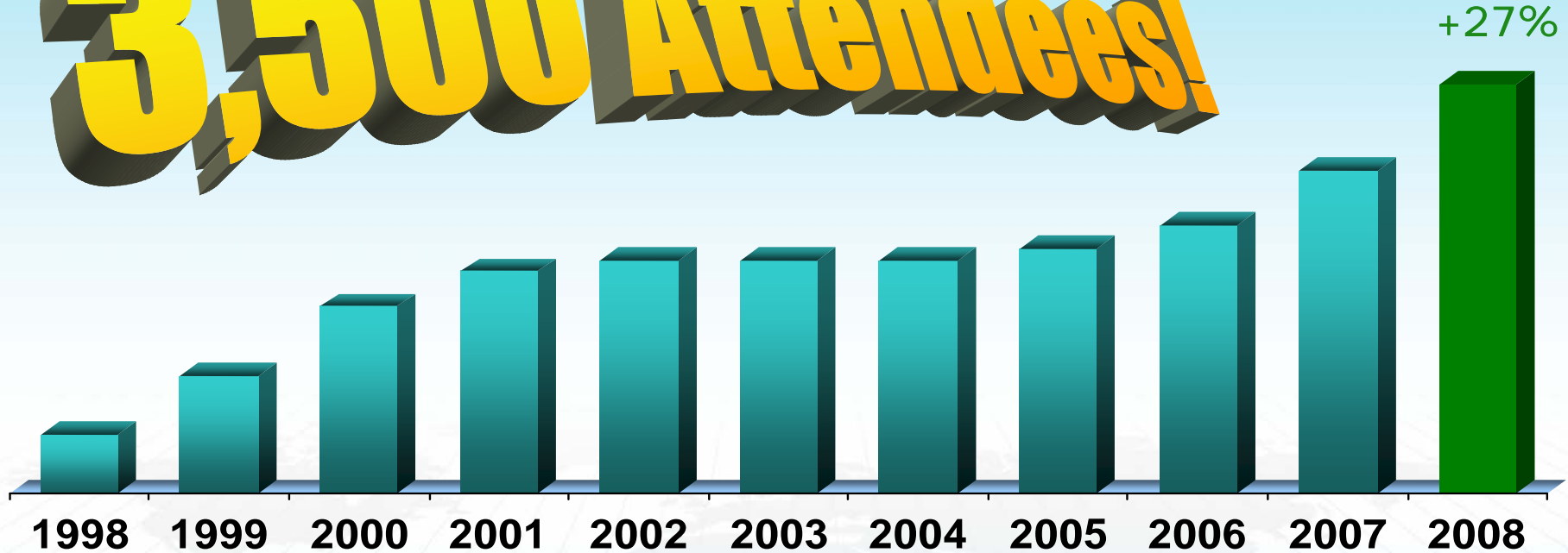
Rational Software Development Conferences 2008

| Orlando, Florida | June 1-5 |
|--------------------------|---------------------|
| Denmark, Sweden | June 10 |
| Sharm El Sheikh, Egypt | June 18-19 |
| Brazil, San Paulo | June 18-19 |
| China | July 17 & 19 |
| ASEAN | August 12,14,19, 21 |
| Bangalore, India | August 27-29 |
| Paris, France | September |
| Munich, Germany | September 4 & 5 |
| Mexico | September 10 |
| London, UK | September 22-23 |
| Milan, Italy | October 7 |
| Rome, Italy | October 9 |
| Japan | October 9 & 10 |
| Johannesburg, So. Africa | October 10 |
| Cape Town, So. Africa | October 11 |
| Taipei , Taiwan | October |
| Australia | November |



Thank YOU for being here!

3,500 Attendees!



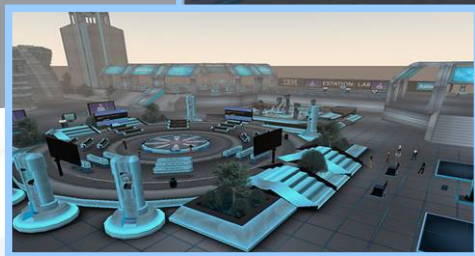
No way, even more?

Yup - virtually!

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IBM CodeStation

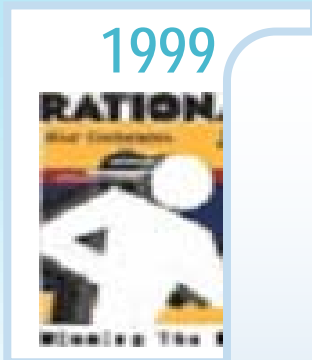
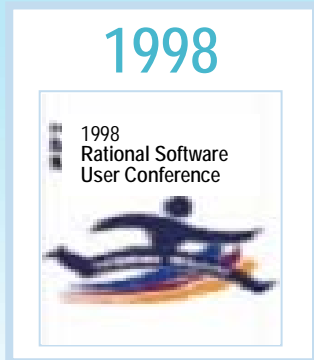
An Island for Software Professionals in



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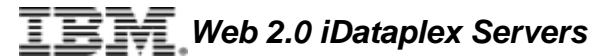
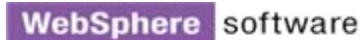
Welcome Back Valued Conference Alumni!



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Special Thanks to Our Sponsors!



A Special Welcome

- International 30%
- Representing 60 countries



Welcome to the Family!



**MANAGE COMPLEXITY IN
GLOBAL SYSTEMS AND
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Delivering enterprise lifecycle management solutions to customers who create **manufactured products** involving a combination of electronic, mechanical and **software systems**



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Its been a busy start to 2008!

ACCELERATING SOFTWARE INNOVATION ON SYSTEM Z

→ [Learn more](#)

BUILDING NEXT GENERATION i5/OS APPLICATIONS

→ [Learn more](#)

IBM RATIONAL SOFTWARE ANALYZER AND RATIONAL APPSCAN DEVELOPER EDITION

Identifying Code-Level Quality and Security Defects Earlier in the Software Delivery Lifecycle

→ [Learn more](#)

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This week's **BIG** news!

**Transforming how people
work together *to deliver
greater value and
performance from their
software investments***



Collaborate
in Context



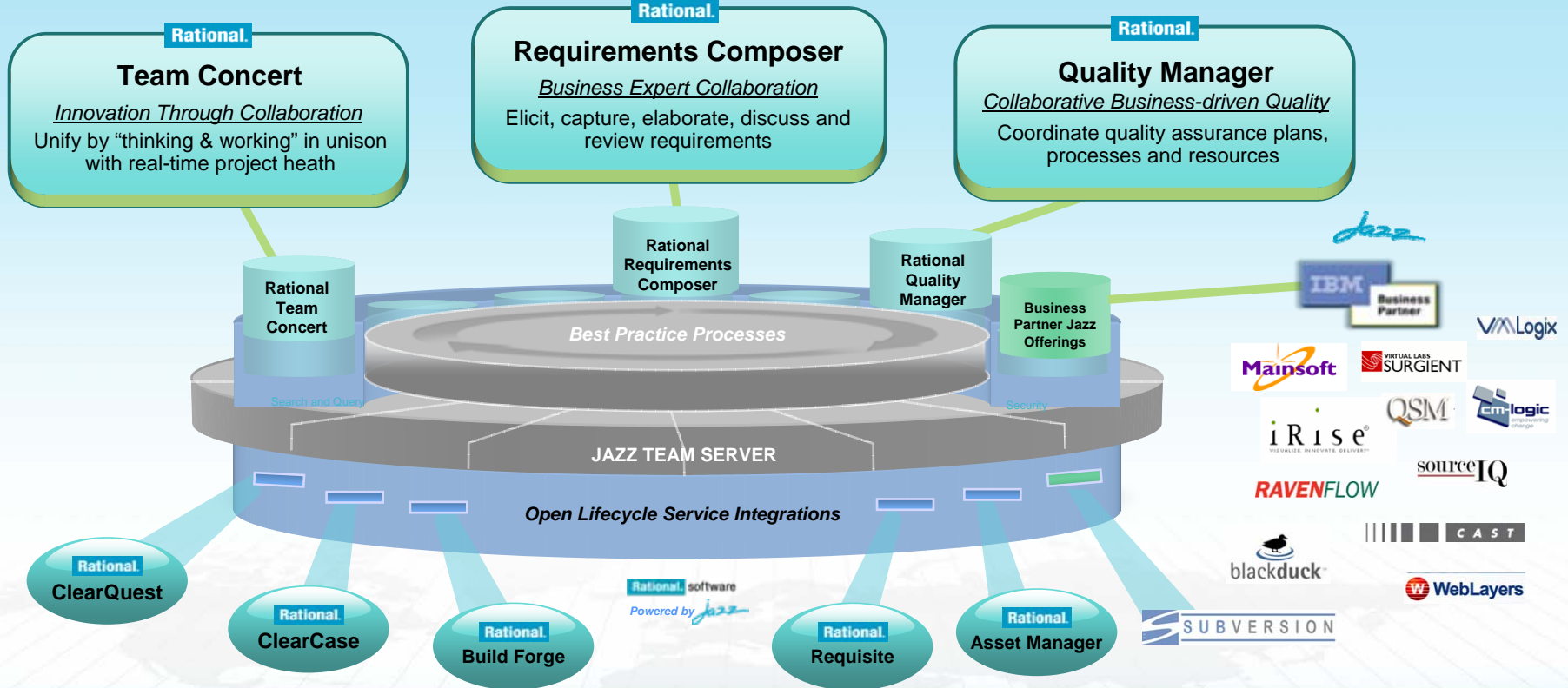
Right-size
Governance



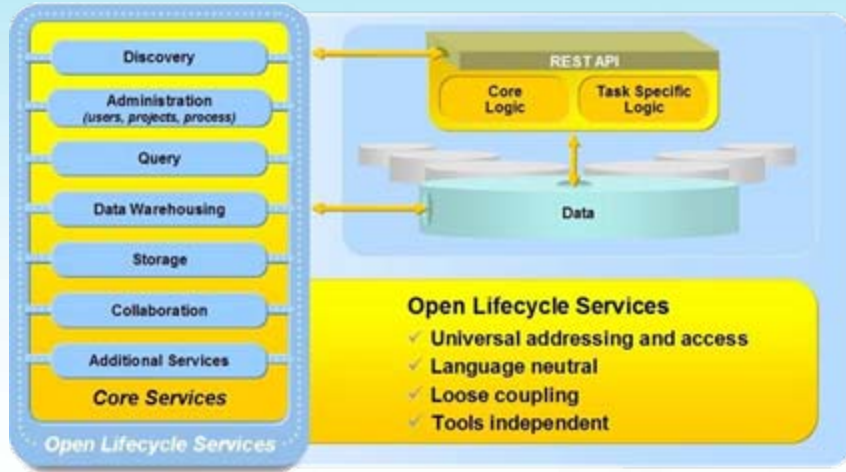
Day One
Productivity



The first wave of Jazz offerings!



An *open invitation* to collaborate on a common integration architecture for software delivery at *jazz.net*



Education, marketing and sales resources for IBM business partners engaged in Jazz product sales, services and support of customers



Open Services for
Lifecycle Collaboration
Initiative



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A large, bold, black letter 'M' is centered within a bright white circular glow. The background is a dark blue night sky filled with numerous small, bright stars. In the lower portion of the image, there are faint, wispy clouds and several dark power lines stretching across the frame. The overall scene is a composite image where the letter 'M' is superimposed on a natural night sky.

On Today's Docket...

- **Lunch (Seating by Geography)**
12:00 p.m. – 1:30 p.m.
- **Exhibit Hall & Solution Center Reception**
5:00 p.m. – 8:00 p.m.
 - Spotlight Theater Presentations
 - Ready for Rational Pavilion
 - Rational Labs
 - Exhibit Hall Game
- **NEW! Night School**



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Don't Miss Tomorrow's Keynote!

8:00 a.m. – 9:30 a.m.

Real World Heroes Driving Real World Innovation



Steve Mills

*Senior Vice President & Group Executive
IBM Software Group*

Grady Booch

*IBM Fellow & Chief Scientist
IBM Research*





Tell us about Your
Hero Story Contest

***Deadline to submit your
Real Life Hero story
is Wednesday at 12 p.m.***



Participate with R-Heroes in our Communities



Meet the R-Heroes:



R-Tek: The Architect with the power to grok future applications just by drawing a picture on a napkin.



Fee-Chur: The Developer; who can turn anything into code. "It's not a bug, it's a "feature!"



Hawkeye: The Analyst; whose super A-ray Vision lets her see opportunities hidden in complex problems



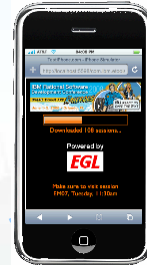
The Gatekeeper: The Release Manager; who can shift shapes to deal with everything internal and external; from bugs to leaks to patches to infinity and beyond!



Gotcha: The Tester; with the power to clone herself to meet impossible deadlines...



The Time-Inator: The Project Manager; who can bend the time-space continuum... sometimes



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IBM software
for a greener world!

***Recycling is being adopted
at this year's conference***



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