



IBM Rational Software Development Conference 2008

WHERE TEAMS ARE **R-HEROES**

**MICHAEL
FARLAND**

**DIRECTOR
WORLDWIDE
STRATEGIC SALES**



IBM®

RU READY TO SAVE THE DAY



IBM Rational Software
Development Conference
2008

WHERE TEAMS ARE **R-HEROES**

IBM Beacon Award Winner

Rational® Excellence in Software Delivery



IBM Business Partner Sponsors

Gold



Silver



2008 Rational Software Business Partner Awards



IBM Rational Software Development Conference 2008

WHERE TEAMS ARE **R-HEROES**

2008 Rational Software Business Partner Awards

and the winners are:

Ar
ch
ite



Change & Release
Management



Quality
Manag
ement



Requirements &
Portfolio
Management



Congratulations to our finalists:

- *Black Duck Software*
- *Pathfinder Software*
- *Praxis Engineering*
- *Ravenflow*
- *Sogeti*
- *Trinity*



IBM®

RU READY TO SAVE THE DAY



IBM Rational Software
Development Conference
2008

WHERE TEAMS ARE **R-HEROES**

IBM®

RU READY TO SAVE THE DAY



IBM Rational Software
Development Conference
2008

WHERE TEAMS ARE **R-HEROES**

On today's docket...

- **More Breakout Sessions**
- **Lunch (*seating by industry*)**
12:00 p.m. – 1:30 p.m.
- **Exhibit Hall & Solution Center Reception**
11:30 a.m. – 2:00 p.m.
- **Spotlight Theater Presentations**
- **Rational Labs**
- **R-Heroes Contest**

Last Chance!
Don't forget to submit
your game card today
in the IBM
Solution Center!



See You Tonight!



Universal Studios!

7:00 p.m. – 11:00 p.m.

Buses depart at 6:30 p.m.



And, Yes, Finally Tomorrow...
11:00 a.m. – 12:00 p.m.

Keep on Keeping Rational!

Buell Duncan

*Vice President, Marketing
IBM Software Group*



Gaming Package

Grand Prize Winner Announced!

Sponsored by: IBM developerWorks **Live!**



IBM Rational Software Development Conference 2008

WHERE TEAMS ARE **R-HEROES**

Also...

- **Exhibit Hall Drawing**

- **Big Prize – VIP Pass to next year's conference**
- **Playstation 3**
- **Apple iPod Touch**
- **Guitar Hero for Playstation 3**

- **Real Life Heroes Contest**

- **2 iPod Touches**



IBM®

RU READY TO SAVE THE DAY



IBM Rational Software
Development Conference
2008

WHERE TEAMS ARE **R-HEROES**