

The IBM Rational Software Conference 2009

presents

As **REAL** As It Gets!

1st Ever Software Reality TV Show!

May 31 - June 4, 2009 • Orlando, FL
Conference Agenda Is Now LIVE! www.ibm.com/rational/rsdc



In today's environment, you are facing real pressures, real competition... all demanding real solutions. At the IBM Rational Software Conference 2009, your organization's software and systems professionals will discover real ways to drive measurable business differentiation while lowering the cost of software and systems delivery.

Real innovation can lead your business to greater savings and bring about new opportunities at the same time. Attendees will learn how to:

- Better align software and business priorities
- Achieve desired business outcomes with more accurate insights
- Reduce risk and cost through real-time collaboration, automation, and reporting

REGISTER NOW to learn more about how software and systems innovation enables Real Teams to transform Real Insights into Real Results.

"The message for IT is clear; business needs and expects greater agility from IT. The current approaches to project prioritization, resourcing, agility and governance are clearly not satisfying customer needs. A new approach to IT delivery models and sourcing options is required that allows IT organizations to be more responsive to the needs of the business." – Gartner, October 14, 2008



GET INFORMED

- Hear the future of software & systems delivery from Grady Booch, Steve Mills, Dr. Danny Sabbah, Scott Hebner, and more
- Get one year's worth of education in one week! Value: \$15,000!
- Get serious savings: Buy 1 Pass, Get 1 Half off – March only!



GET SKILLED

- Access 400+ sessions in 19 tracks, including NEW Software Lifecycle Track
- 20+ hands-on tech workshops; IBM products for your entire software lifecycle
- NEW! Innovation 2009: Telelogic User Group Conference! 125 sessions!



GET SMARTER

- IBM's smarter systems & software create a Smarter Planet (and greater ROI)
- See how IBM Rational gives you a competitive edge by modernizing your business, improving risk management, and differentiating your products



GET REAL

- Network with 3000 industry peers and potential partners
- Hear how real IBM Rational Customers are getting a real edge in Enterprise Modernization, Business IT Transformation, and Systems
- See how IBM Rational Jazz technology transforms the way teams work together to lower costs of software & systems delivery across mixed development environments



Rational. software

IBM

Top 5 Reasons to Attend

2 CONFERENCES
FOR THE PRICE
OF 1!

- 1 Over 400 sessions in 18 tracks, including the **NEW** Software Integration Lifecycle Track
- 2 Inspiring keynotes with industry-leading experts and IBM leaders.
- 3 More than 20 hands-on technical workshops, showing how IBM products support every phase of the software lifecycle.

- 4 **NEW! Innovation 2009:** Telelogic User Group Conference will be co-located with this year's event! Giving you access to more than 125 sessions on focused on Systems Development!



- 5 Watch reality unfold during the world's first software reality show!



Jamie Hyneman & Adam Savage
A keynote you won't want to myth.
Get ready to get real with the hosts of **MythBusters!**

As [REAL] As It Gets!

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MORE THAN 400 TECHNICAL SESSIONS!

IBM Rational Software Conference

- Requirements Definition and Management
- Enterprise Architecture and Business Process Modeling
- Modeling, Architecture and Construction
- Change and Release Management
- Change and Release Management Accelerated
- Enterprise Modernization
- Quality Management
- Application Security and Compliance
- Process, Project and Portfolio Management
- Real World Implementation
- Software Lifecycle
- IBM Software Delivery Platform

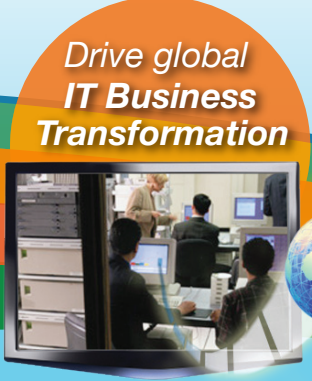
Innovation 2009

- Requirements Engineering
- Enterprise Architecture
- Change and Release Management
- Systems and Embedded Software Modeling
- Product and Project Portfolio Management
- Systems and Software Development and Delivery

SPECIAL EVENT
Animal Kingdom!



Modernize Enterprise Assets & Skills



Drive global IT Business Transformation



Differentiate Manufactured Products with Smarter Software

