



# IBM Rational Software Conference 2009

**Join Us: 11 - 14 August, 2009**

Bangalore • Chennai • Hyderabad • New Delhi • Pune

AS **REAL**  
As It Gets!

**Real Teams. Real Insights. Real Results.**

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Real Results.

REC

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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 IBM Rational Gurus



### GET SKILLED

- Hands-on lab sessions; IBM products for your entire software lifecycle
- Certifications on Rational Software
- Birds-of-a-Feather Sessions
- Solution Café on IBM Solutions



### 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



### TRACKS

- Requirements, Definition and Management
- Modeling, Architecture and Construction
- Quality Management
- Change and Release Management
- Process, Project and Portfolio Management

Rational software

IBM

Drive global  
IT Business  
Transformation

Modernize  
Enterprise  
Assets &  
Skills

Differentiate  
Manufactured  
Products  
with Smarter  
Software