



IBM Rational Software Partner Connect

Rational Business Partner Update

“Take control and connect to the opportunity”



connecting to the opportunity





Today's Agenda

- 9.00am Seizing the Rational opportunity
 - ▶ Where is it, how to capture it, compelling value propositions, roadmap and releases
- 10:30am Break
- 10:45am Partnering with IBM
 - ▶ Developing plans, generating demand, build pipeline and close business
 - ▶ Resources available to you
- 11:45am SVI highlight
- 12:15pm Wrap up / Questions / Close





Seizing the Rational Opportunity

“Where is it, how to capture it, compelling value propositions, roadmap and releases”

Title
Position



connecting to the opportunity



Agenda

- Overview – Innovation
 - ▶ Business and organizational trends and dependencies
 - ▶ Impact and realities for software and systems
 - ▶ Evolving software and systems delivery

- Caspian

- System z & System i Marketplace
 - ▶ Significant White Space for Rational

- Build Forge

- Roadmap





Business realities – What you see

Software failure impacts the bottom line

- **Airbus**
Non-compatible software used at different Airbus factories
\$6.1 billion profit hit over the next four years, 2006
- **J Sainsbury PLC (UK)**
Supply-chain management system abandoned after deployment
\$527 million cost, 2004
- **Hewlett-Packard**
Problems with ERP system
\$160 million loss, 2004

*Software related downtime costs industry almost **\$300 billion** annually
Only 34% of software project succeed.*

Sources: Standish CHAOS Report, Comparative Economic Normalization Technology Study, Business Week, CEO Magazine, Computerworld, InfoWeek, Fortune, The New York Times, Time, and The Wall Street Journal.

What's behind the failure?





IBM Rational software

Our brand value

Rational. software

**Governing the business process
of software & systems delivery**

*Decades of proven process expertise
and customer success*





IBM Rational software

A strategic partner in business innovation & transformation

Business imperatives

- Global capability
- Business flexibility
 - Time to value
- Risk & compliance management



Business innovation & transformation

- Alignment
- Control
- Efficiency





Breaking down the Fortune 500 lists

Rational is used by...

- 9 of the Fortune Top 10 companies
- 38 of the Fortune Top 50 companies
- 71 of the Fortune Top 100 companies
- 9 out of the top 10 Aerospace & Defense companies
- 9 out of the top 10 Commercial Banks
- Top 10 Computer Software companies
- 8 out of the top 9 Information Technology Service companies
- 9 out of the top 10 Medical Product and Equipment companies
- Top 10 Telecommunication companies

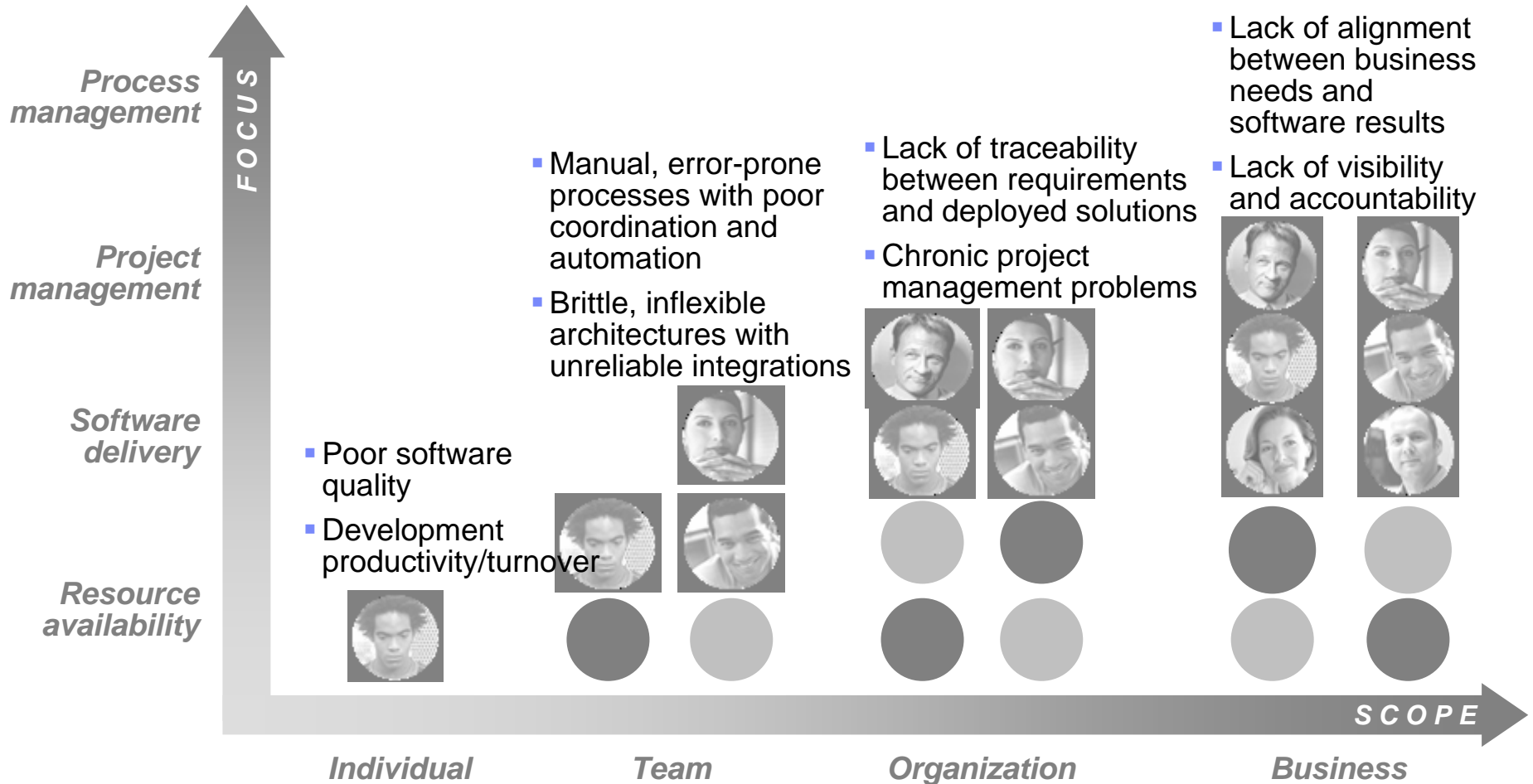
...as listed in the Fortune 500





Lack of alignment, control, efficiency

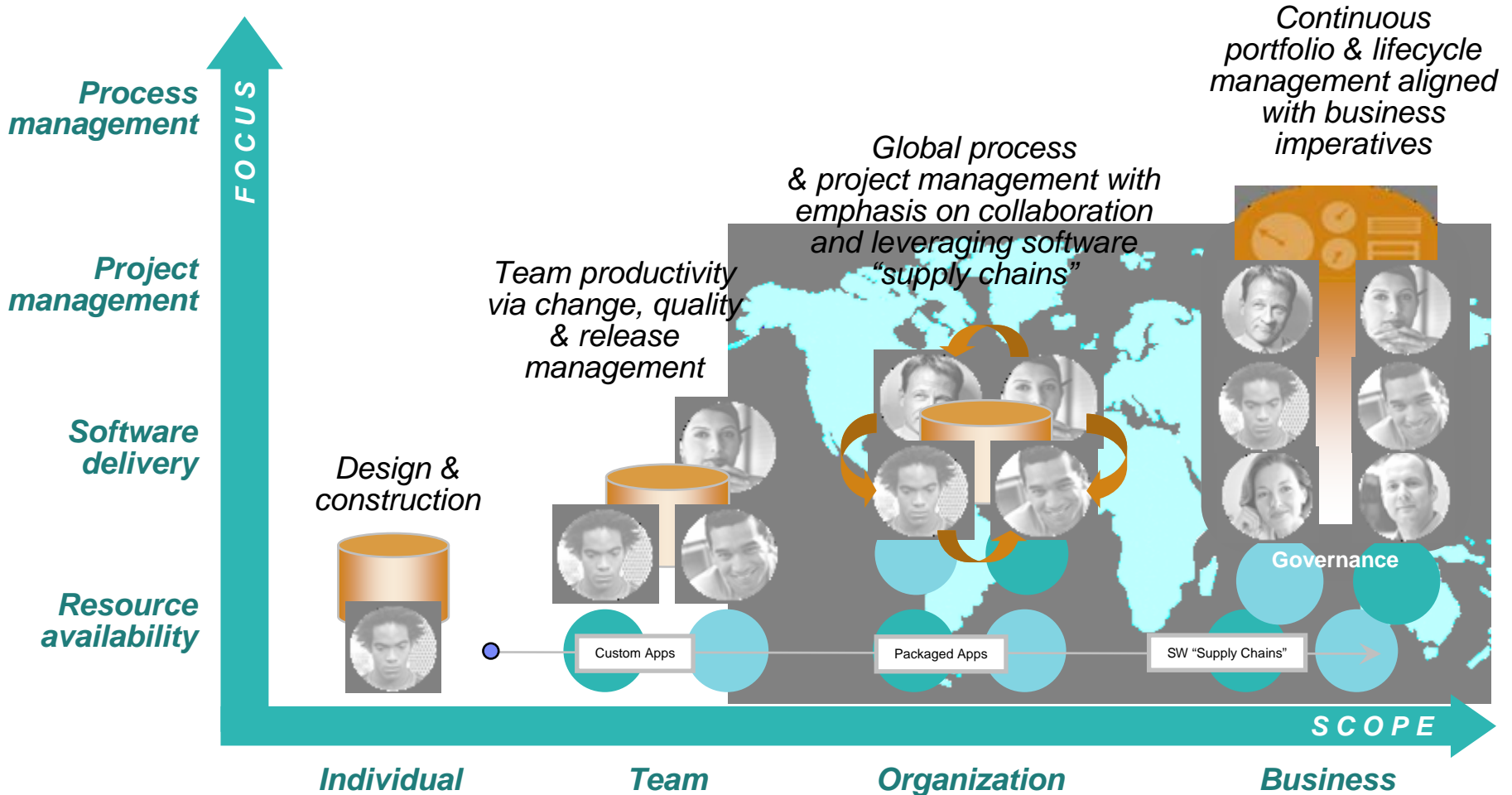
Barriers to innovation





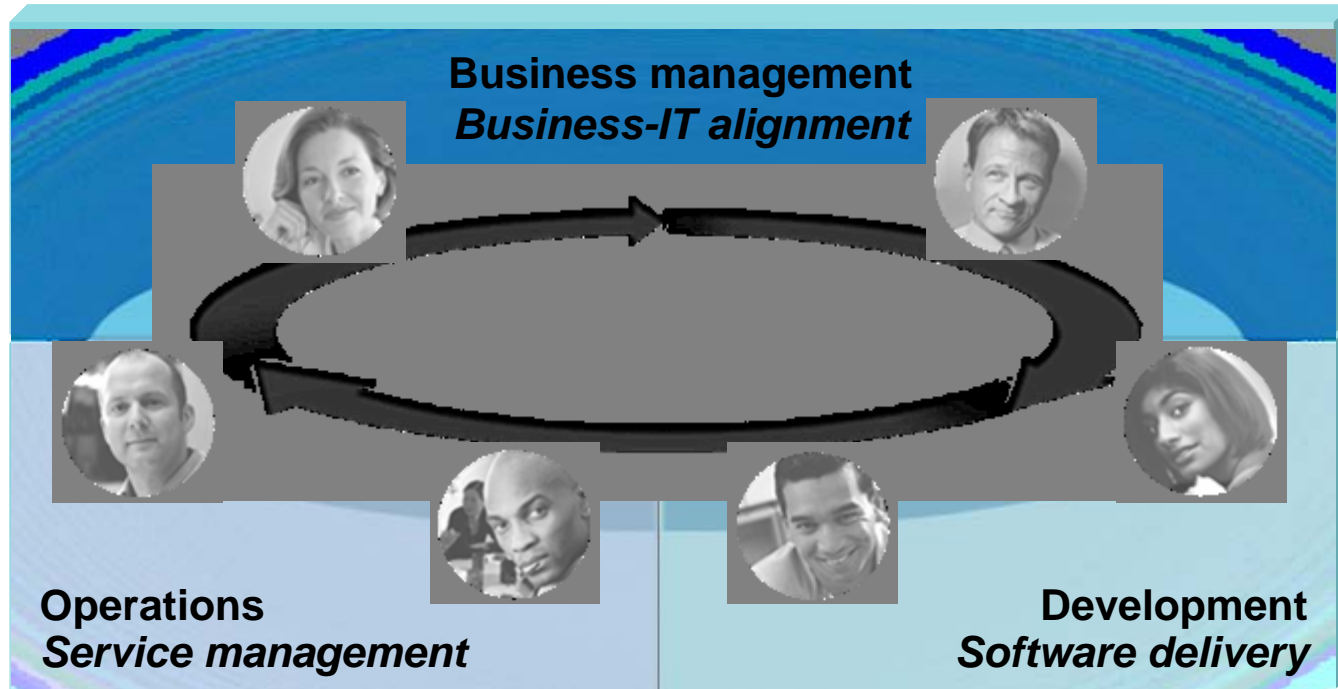
An Evolution of Desired Value

Customers are maturing their approach to software delivery





Governing software and systems delivery



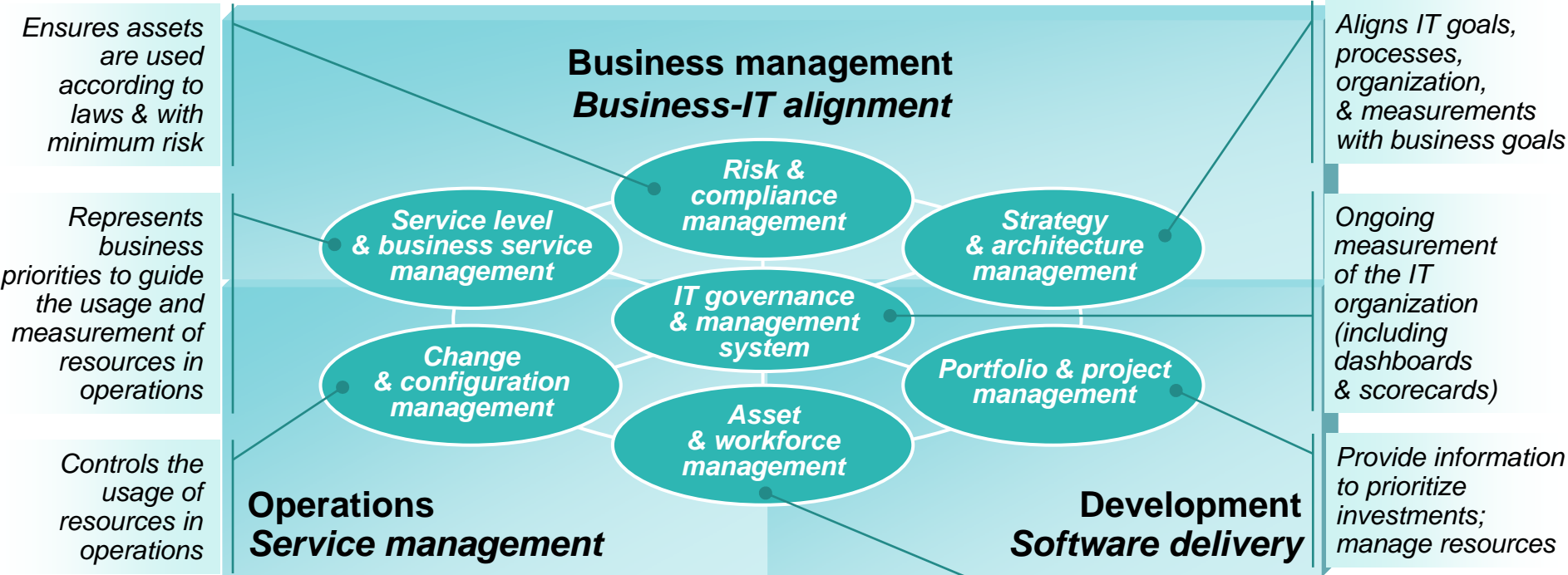
Service management lifecycle

Lifecycle integration is not just about a handoff, integration has to occur at the information, technology and process levels





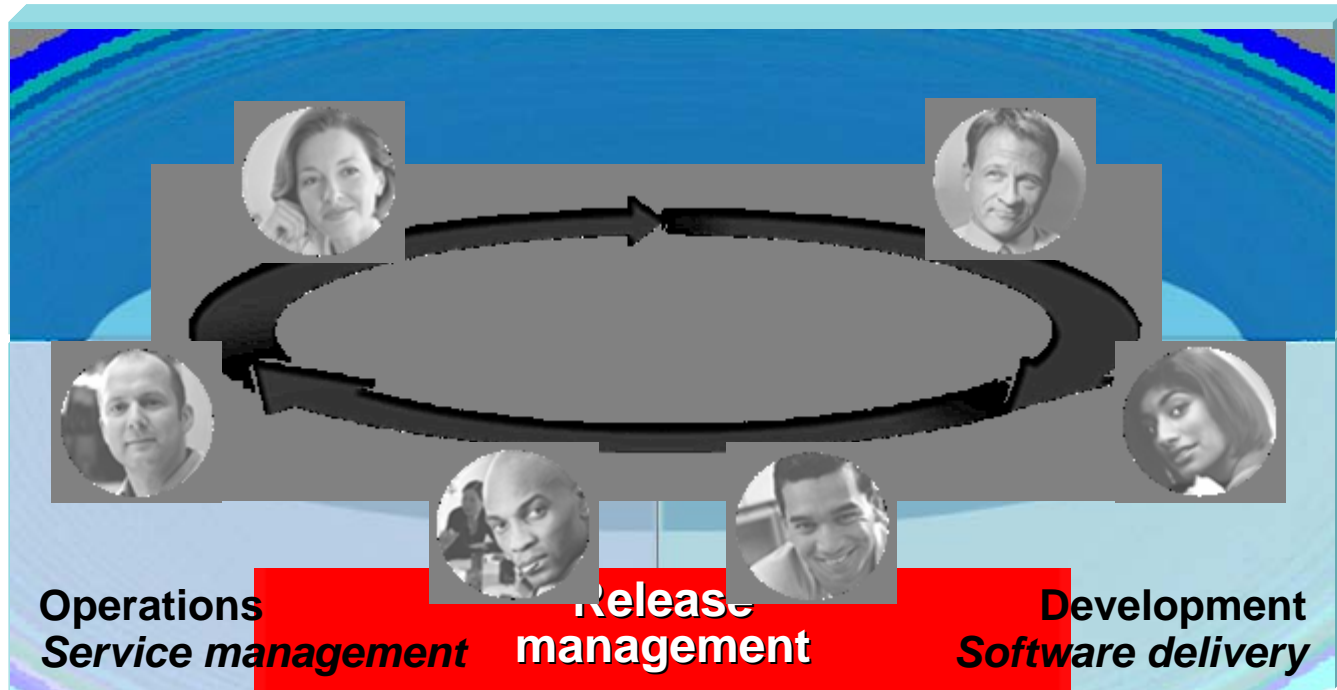
Integrating across the complete lifecycle is crucial for business agility and growth



The business has a key set of processes to enable people to govern the control and use of IT



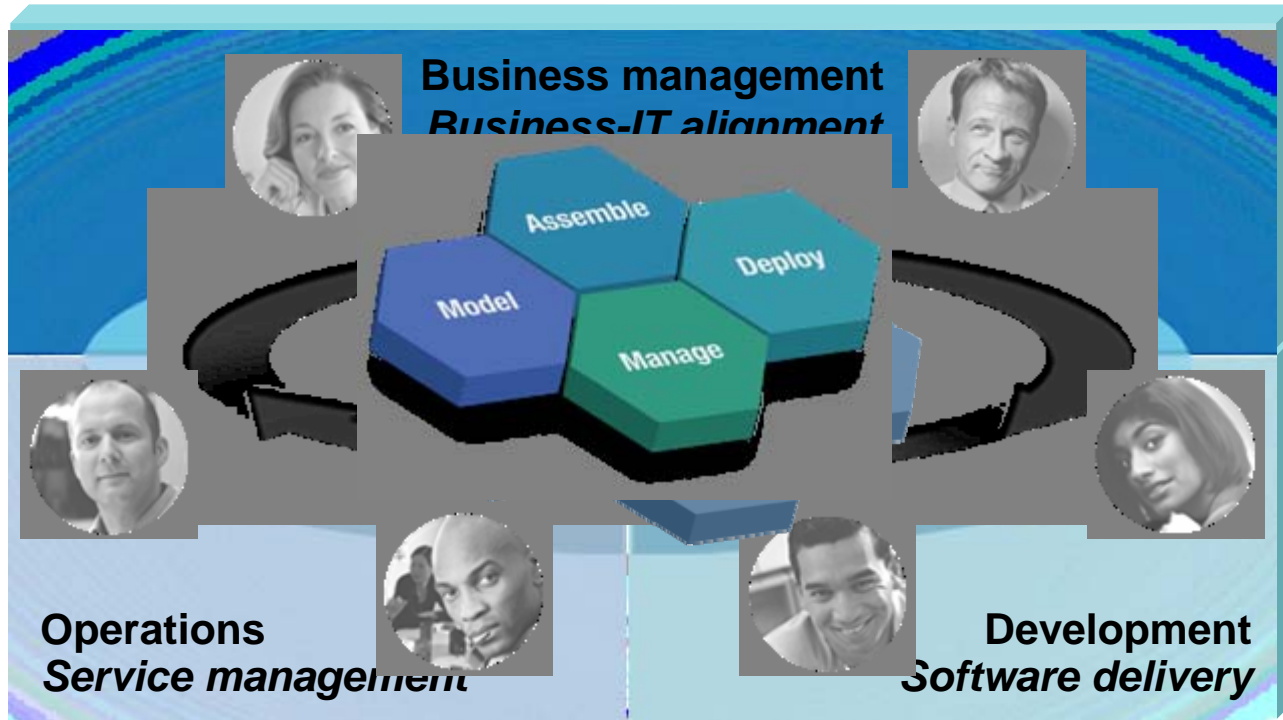
In action: Operational efficiency in global delivery



Service management lifecycle

***Release management is right on the line
and is high labor and “high heat”
on both sides of the lifecycle***

In action: SOA governance and lifecycle management



Governance is key to realizing the full value of SOA



SOA Governance Lifecycle

Establish the Governance Need

- Document and validate business strategy for SOA and IT
- Assess current IT and SOA capabilities
- Define/Refine SOA vision and strategy
- Review current Governance capabilities and arrangements
- Layout governance plan

Define the Governance Approach

- Define/modify governance processes
- Design policies and enforcement mechanisms
- Identify success factors, metrics
- Identify owners and funding model
- Charter/refine SOA Center of Excellence
- Design governance IT infrastructure



Monitor and Manage the Governance Processes

- Monitor compliance with policies
- Monitor compliance with governance arrangements
- Monitor IT effectiveness metrics

Deploy the Governance Model Incrementally

- Deploy governance mechanisms
- Deploy governance IT infrastructure
- Educate and deploy on expected behaviors and practices
- Deploy policies





Caspian Opportunity.....





Caspian Elevator Pitch



“The IBM Rational Software Delivery Platform v7.0 release provides a comprehensive set of Eclipse-based offerings and best-practices processes that help you govern the process of software and systems delivery and tighten the relationship between IT and line of business.

These new offerings

- help accelerate SOA results with sound architectural design and automated service delivery
- ensure global architectural integrity across distributed teams
- help manage quality of packaged application delivery
- simplify modular systems development with improved hardware and software modeling and standards support
- improve the adoption of IBM Rational products offering a foundation of latest Eclipse community standards with improved modularity and openness”





IBM Rational Software Delivery Platform v7.0

What's new!



Speed SOA results

IBM Rational provides model driven development discipline to create the right services architecture



Accelerated creation and reliability of reusable services within a business process model

Ensure global architectural integrity

IBM Rational helps reconcile and manage distributed development artifacts



Traceability and visibility across lifecycle critical to SOA governance

Simplify systems and solutions delivery

IBM Rational combines IT and systems practices under common initiatives and accelerate delivery with packaged application integration



Transparent adherence to systems standards and compliance drivers

Gain competitive advantage with IBM Rational software open technology, flexibility and community innovation

IBM Rational's compatibility with Eclipse and commitment to consumability offers best ROI on open source investments





RPT 7.0: Root Cause Analysis



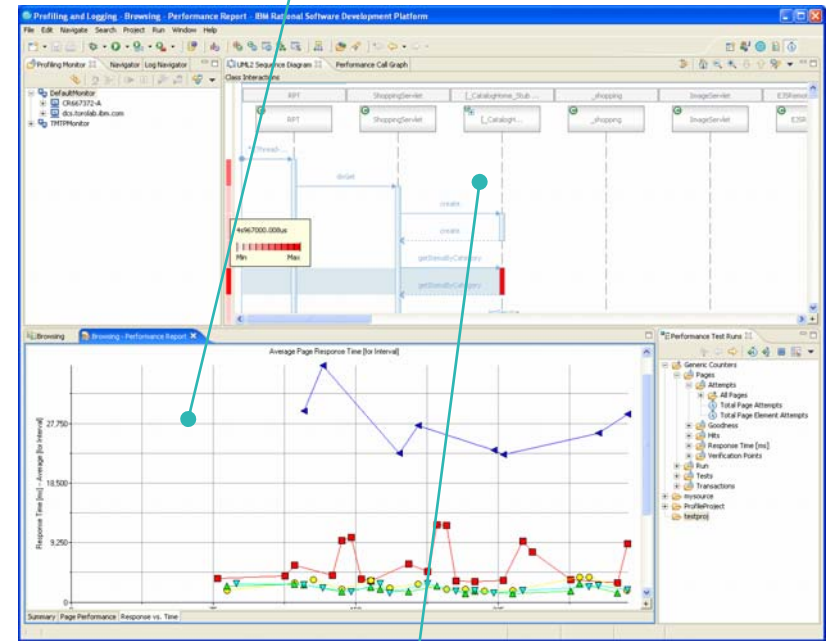
Benefits:

- ▶ Ability to perform detailed analysis and breakdown of J2EE transactions when a system is under load.
- ▶ Helps testing teams to pinpoint the component responsible for the bottleneck.
- ▶ For IT organizations that use Tivoli ITCAM solutions, detailed performance data can be delivered directly to the developers desktop to help the developer pinpoint the source code causing the bottleneck.

Key Features:

- ▶ Agentless Monitoring
- ▶ IBM Performance Optimization Toolkit Merge
- ▶ Resource Overlays with Response Times
- ▶ IBM Tivoli Monitoring Collectors Additions
- ▶ Tier Breakdown

IBM Rational Performance Tester decomposes poor response times identified during a performance test...



...into the amount of time spent within each application component.





Prospecting: Opportunity Qualification



Who would want Caspian?

▶ **Project Managers:**

- Are you interested in increasing development team productivity by employing visual construction and model-driven development techniques?
- Are you looking to improve project team communication with an integrated set of tools for managing requirements and designing and developing applications, while assessing the impact of change?
- Would you be interested in improving software quality and reducing testing timeframes and costs with integrated tools to both identify and correct architectural defects early in the lifecycle and test completed applications prior to deployment?

▶ **Architects:**

- Would you like to be able to standardize on an architecture for your company, while maintaining architectural integrity across the enterprise?

▶ **Developers**

- Would you like to become more productive by using visual construction techniques and tools and by leveraging the use of open source development tools and environments?
- Would visualizing existing code provide better insight into code structure and quality?

▶ **Testers**

- Are you interested in becoming more productive by using integrated tools to perform root cause analysis of performance problems or functional testing for web based and packaged applications?





Prospecting: Driving the Need

Which customers are good candidates?



▶ **Consumability:**

- Need to work with the latest open or industry standards
- Need to integrate with latest IBM runtimes
- Need to configure each developer with just the right set of capabilities.
- Customers using Rational Rose/XDE who want to migrate to the Eclipse-based modeling tools, but cannot because of key features missing from the newer tools

▶ **Speed SOA Results:**

- Need a way to be more productive and scalable in how services that make up SOA are created.

▶ **Ensure Architectural Integrity:**

- Customers are starting to do more and more development across a number of geographically distributed work sites and need a way to better manage the architecture, tooling and workflow.

▶ **Simplify Systems and Solution Delivery:**

- Customers building complex systems and need holistic systems engineering approach across teams from multiple disciplines.
- Need to build, comply and manage DoDAF work products and ensure traceability from work products to the systems of systems being built.
- Need to test packaged applications such as Siebel or SAP
- Need to be able to perform root cause analysis on performance problems.





Value / Benefit

Business Themes	Proof Points	Benefits
Open Computing	<ul style="list-style-type: none"> • Concurrency with Eclipse 3.2 & JDK5 • Install into existing Eclipse 3.2 installations 	<ul style="list-style-type: none"> • Broader commercial vendor support • Allows for a open & heterogeneous development environment
Consumability	<ul style="list-style-type: none"> • More flexible installation options (more granularity) • Direct conversion of trial code to purchase • Improvements in performance • Latest IBM middleware support (WAS 6.1, WP 6.0, UDB 9) 	<ul style="list-style-type: none"> • Limit installation to features that are needed • Easier to begin applying purchase product after trial • Higher productivity and improved overall user experience • Greater tool and data interoperability
License Compliance	<ul style="list-style-type: none"> • Optional enforcement of floating licenses 	<ul style="list-style-type: none"> • Greater assurance in passing audit
Systems Development	<ul style="list-style-type: none"> • Improved C++ development environment/transformations • Support for DoDAF • Support for sysML (through partner) 	<ul style="list-style-type: none"> • More robust and scalable environment for systems development and delivery • Support for standard architectural frameworks • Broad partner ecosystem
SOA	<ul style="list-style-type: none"> • Improved Web services modeling • Full use of UML2 features in your modeling • Improved transformation authoring and extensibility • Improved architectural analysis 	<ul style="list-style-type: none"> • More robust and scalable development of SOA • Create more consistent code with higher quality • Enables an MDA style of development • Better understanding of as-built architecture and its evolution





Value / Benefit

Business Themes	Proof Points	Benefits
Distributed Development	<ul style="list-style-type: none"> • Improved model-code reconciliation (reverse transforms) • 'Sub unit' capability for CM support • Citrix support (for ASQ products) 	<ul style="list-style-type: none"> • Improved ability to manage outsourced business relationships • Enable parallel and distributed development of UML models • Ability to leverage enter wide thin client access to tools
Product migrations	<ul style="list-style-type: none"> • Closer to feature parity with Rose/XDE • Improved Rose/XDE migration support 	<ul style="list-style-type: none"> • Accomplish same capabilities in new Eclipse-based tools • Easier to migrate model data to new Eclipse-based tools
Packaged Application Support	<ul style="list-style-type: none"> • Support for SAP, Siebel in RFT • Support for mySAP in RPT 	<ul style="list-style-type: none"> • Provide parity in testing support for packaged applications across both functional and performance testing
Performance Testing	<ul style="list-style-type: none"> • Root Cause Analysis in RPT 	<ul style="list-style-type: none"> ▪ Helps testing teams to pinpoint the component responsible for the bottleneck.
Process leadership	<ul style="list-style-type: none"> • RUP for SOA, Systems Engineering now included in products • Process Advisor available in Testing tools 	<ul style="list-style-type: none"> • No need for performing a separate download • Process Guidance available from all eclipse-based desktop products





Competitive Messaging – Caspian Release

Competitor	Proof Point	Benefit
<p>Microsoft</p> <ul style="list-style-type: none"> ▪ Unlike their approach to modeling ▪ Unlike their domain specific language ▪ Unlike their approach to requirements management 	<ul style="list-style-type: none"> ▪ Which uses their own propriety modeling language ▪ Which has customers develop many different modeling language ▪ Which relies on informal integrations 	<ul style="list-style-type: none"> ▪ Rational supports the industry standing UML ▪ Rational provides standard extensions to UML to serve the needs of application specific modeling ▪ Rational modeling tools integrate with RepPro to create a seamless experience
<p>Borland</p> <ul style="list-style-type: none"> ▪ Unlike their approach to the construction process ▪ Unlike their approach to model-driven development 	<ul style="list-style-type: none"> ▪ Which removes the IDE from the product portfolio ▪ Which is limited to code level modeling 	<ul style="list-style-type: none"> ▪ Rational includes a world class Java and C++ unified IDE as part of its integrated design and construction solution ▪ Rational provides the broad modeling solution and associated transforms that apply to high and low level modeling
<p>Mercury</p> <ul style="list-style-type: none"> ▪ Unlike their approach to testing ▪ Unlike their standalone test tools 	<ul style="list-style-type: none"> ▪ Which includes only functional and performance testing ▪ Which uses their own proprietary scripting language ▪ Which require integrations with third party developer tools ▪ Which include no manual testing capabilities 	<ul style="list-style-type: none"> ▪ IBM Rational solutions advocate and facilitate focusing on application quality early in the software development life-cycle, when it is <u>less costly</u> to address problems ▪ Rational supports the common scripting languages like Java and VB.Net ▪ IBM Rational solutions enable tester-developer collaboration and cross-discipline expertise sharing to shorten the test-repair cycle ▪ IBM Rational provides solutions for teams using <u>manual testing</u> processes (75% of all application testing is done manually)
<p>Telelogic</p> <ul style="list-style-type: none"> ▪ Unlike their product offering ▪ Unlike their approach to systems development ▪ Unlike their solution for requirements management 	<ul style="list-style-type: none"> ▪ Which lacks the full lifecycle integration ▪ Which focuses on tools, feature and functions ▪ Which is heavy weighted and database centric 	<ul style="list-style-type: none"> ▪ Rational design and construction tools are part of the Software Development lifecycle platform ▪ Rational provides systems and software process guidance as captured in RUPSE ▪ Rational ReqPro allows users to work in a familiar tool (MS Word) and adds database sophistication incrementally as needed





Closing the Deal: Caspian Resources

- **Caspian All-in-One Page:**
 - ▶ Includes Sales Presentations, FAQs, Selling Guides etc.
 - ▶ Demo Viewlets available on XL [here](#)
- **TechWorks:**
 - ▶ Rational Explorations/Proofs of Technology
 - ▶ DoDAF, Quality Assurance, IBM SDP, Design and Construction, GDD, SOA
- **Further education/enablement:**
 - ▶ IBM Rational Training Paths: [Designer \(Modeling\)](#), [Enterprise Developer \(RAD\)](#), [Enterprise Architect \(RSA\)](#), [Tester](#)
- **Sales Kits:**
 - ▶ Include overview, call guidance, competitive information and resources – updated for v7.0!
 - ▶ [Selling Rational Functional Tester](#) , and [Selling Rational Application Developer](#)
- **Enablement Plans**
 - ▶ Rational Service Offerings: [List of Offerings](#) includes:
 - Functional and Manual Tester Deployment
 - RSA/RSM Deployment or Migration from Rose/XDE
 - Solution Offerings: GDD/SOA





Next Steps

- **Learn More about the v7.0 release!**
 - ▶ See resources slide for information
- **Opportunity Identification**
 - ▶ At least one new opportunity
 - Use the selling guides!
 - ▶ Advance an existing product opportunity to solution level
 - Identify existing customers who can benefit from Caspian features
- **Practice the elevator message 3 times this week**

Selling Rational Application Developer

Reason of Call

Selling Rational Application Developer

[Tactic Overview](#) [Target Audience](#) [Making the Call](#) [Product / Solution](#) [Competitive](#) [Internal Resources](#) [Customer Deliverables](#)

Making the Call: Use the Tabs below to move from Initial Contact through Opportunity Identification

[Silver bullets](#) [Situation Questions](#) [Problem / Impact / Payoff Questions](#) [Overcoming Objections](#)

Situation / Diagnostic Questions

Situation / Diagnostic questions	Ideal Customer Response	IBM Rational Product/Value add
How do you develop today?	Yes, this will be a J2EE development project.	Rational Application Developer increases productivity and flexibility by providing a simplified J2EE development environment and supports multiple levels of J2EE.
Is this a J2EE development project?		

Selling Rational Functional Tester

Reason of Call

Selling Rational Functional Tester

[Tactic Overview](#) [Target Audience](#) [Making the Call](#) [Product / Solution](#) [Competitive](#) [Internal Resources](#) [Customer Deliverables](#)

Rational provides functional and regression testing solutions to meet a wide variety of application needs.

[Rational Functional Tester](#) [Rational Functional Tester Plus](#) [Complementary Products](#)

IBM Rational Functional Tester is for teams who are looking for an automated functional testing solution for testing Java, Web, HTML or .NET applications. Rational Functional Tester is an industry leading, eclipse-based functional and regression testing solution which leverages the power of Java or VB.NET as a scripting language for building and extending test scripts, and allows you to set sensitivity levels on object recognition, making test scripts more resilient to application changes. Rational Functional Tester can be used as a stand-alone tool, to record, playback and analyze the result of tests, or it can be used in conjunction with Rational TestManager for enhanced test execution capabilities and results logging.

▶ Rational Functional Tester Overview:
 ▶ How does Rational Functional Tester work?
 ▶ Product Matrix
 ▶ What is new in V6.1?
 ▶ Platforms / OS
 ▶ Supported licensing models
 ▶ Pricing

Learn More: [IBM Rational Functional Tester](#)

Both functional testing solutions include:

- [IBM Rational ClearCase LT](#): a reliable, entry-level version control tool that is designed for small project workgroups.
- [IBM Rational Manual Tester](#): a manual test authoring and execution tool for testers and business analysts. Available standalone, it is also delivered with Rational Functional Tester.
- [IBM Rational TestManager](#): manages test planning and execution and provides quality analysis and progress reports.

Additional Rational Functional Tester extensions are available for testing Siebel

- [Siebel and mainframe](#)
- [Siebel applications](#)





System z & System i Opportunity.....





System z & System i Marketplace

Significant White Space for Rational

■ **System z:**

- ▶ 9800 System z customers worldwide; 6900 z/OS customers
- ▶ System z hardware sales continue to increase year to year
- ▶ Large majority System z customers are committed to platform: IBM still investing heavily in System z
- ▶ Over \$ 1 Trillion USD invested in applications; \$1.16 billion USD/year in continuing AD software spending
- ▶ System z customer by in large are motivated to buy software from IBM if it adds value

■ **System i:**

- ▶ 247,000 System i customers worldwide; 450,000 machines; 30,000 business partners & ISVs
- ▶ System I hardware sales continue to increase year to year
- ▶ System I customers are by in large committed to platform; some leakage to Microsoft
- ▶ >\$2 billion USD/year in continuing AD software spending
- ▶ System i customer by in large are motivated to buy software from IBM if it adds value





Rational Solutions for System z & System i

Rational solutions, along with IBM solutions from WebSphere and Tivoli, can help these customers:

- **Improve developer productivity & drive down development cost**
 - ▶ Common processes & tooling regardless of deployment platform
 - ▶ Consolidated tools across platforms means lower support costs
 - ▶ Better lifecycle management of assets across the enterprise
- **Leverage modern application architectures & tooling**
 - ▶ Off-host model driven development
 - ▶ Tools to facilitate applications discovery, understanding and refactoring
 - ▶ Converge source code libraries to facilitate parallel and iterative development and code reuse
 - ▶ Component re-use for composite applications
- **Govern enterprise development**
 - ▶ Better identify and manage risk
 - ▶ Monitor and manage runtime environments





Rational Solutions for System z & System i

- **Governance**
 - ▶ Rational ClearCase/ClearQuest for the Enterprise
 - ClearCase z/OS Extensions
 - ClearCase/WDSC integration for System i
 - ▶ Rational ClearQuest Integration with IBM SCLM
- **Automated Software Quality**
 - ▶ Rational Functional Tester Extension for Terminal Based Applications
 - ▶ Rational Performance Tester for z/OS
- **Enterprise Process Support**
 - ▶ Rational Unified Process for SOA for System z





Market Drivers

- **System z/i cost management**
 - ▶ High ISV software costs motivating customers to seek alternatives or reductions
 - ▶ Comparatively high overall costs motivating customers to seek lower TCO
- **Enterprise Transformation**
 - ▶ New technologies driving infrastructure improvements
 - ▶ Cross platform development increasing pressure to normalize development and deployment processes across platforms
 - ▶ Compliance with Sarbanes-Oxley, Clinger-Cohen requires reengineering of development and deployment processes
 - ▶ IT Governance
- **Global System Integrators**
 - ▶ Need to implement appropriate Governance infrastructure to satisfy clients





Prospecting

- Look for customers that are
 - ▶ Transforming or modernizing their AD processes
 - ▶ Attempting to consolidate their AD processes across platforms
 - ▶ Looking to better manage their System z/i costs or seeking alternative suppliers for System z/i solutions
- Look for customer contacts that are interested in enterprise architecture or enterprise processes. Platform specific staff are likely be harder to work with
- Ask questions like:
 - ▶ Are you building enterprise applications that span platforms?
 - ▶ Are you interested in consolidating your AD process across platforms?
 - ▶ Are you attempting to address compliance or other governance issues?
 - ▶ Are you satisfied with your current AD solutions suppliers?





Benefits/Value

- **Lower Development Costs** - Effectively manage and control staff development resources with common processes and tooling
- **Increase Developer Productivity** – Modern tools help developers develop quality application more quickly
- **Decrease Time to Market** - Reduced project delivery time through increased productivity (and 24x7 development) and reduced rework which allows customers to bring projects on line faster while incorporating more business critical features.
- **Improve Quality** – Standard processes, methods, tools, metrics and project management drive higher quality software which in turn drives business results.
- **Accommodates Compliance** – Integrated lifecycle tools guarantee traceability and enforce compliant development processes & procedures.
- **Increase Competitive Advantage** - Software is the critical differentiator for providing new services to customers and for opening new markets.





Competition

- **Lifecycle Management/IT Governance**
 - ▶ Computer Associates (System z)
 - ▶ Serena Software (System z)
 - ▶ Aldon (System i)
 - ▶ SoftLanding (System i)
 - ▶ MKS (System i)
- **Automated Software Quality**
 - ▶ Compuware (System z)
 - ▶ Mercury (Hewlett Packard) (System z/i)
 - ▶ Original Software (System i)
- **How to win:**
 - ▶ In general most ISVs for System z/i are focused on maximizing revenues from existing customer base. This creates opportunities.
 - ▶ These vendors are more established on their platforms but System z & System i are looking for solutions with value from IBM





Opportunity Response

- Review materials on Rational System z/i All-In-One pages and Rational Knowledge Base
- Engage with your System z WebSphere specialist
 - ▶ They will get compensation for Rational System z sales
- Engage with iSeries Workload Specialists
- Engage with Rational System z/i staff to qualify opportunities
- System z/I customers generally make enterprise decisions so be prepared for more up front due diligence
- Look to Rational Knowledge Base for guidance on POCs, implementation plans, etc.
- ***Use System z part numbers for System z opportunities!***
 - ▶ No System i part numbers





System z & i cross selling opportunities

Business Requirement	Other IBM products in play	Potential Rational products
New Development	WAS for z/OS	EGL/RBD, RAD, RSA, RSM, etc
Development Transformation	WDz/WDSC	ClearCase/ClearQuest
Application Testing	Workload Simulator	RPT, RFT
Application Modernization	HATS	EGL/RBD
Application Load Analysis	ITCAM	RPT
Enterprise lifecycle management	SCLM	ClearCase/ClearQuest
Others?		





Build Forge Opportunity.....





What is BuildForge

Software Manufacturing Optimization

- **Manages the “assembly” phase of the development lifecycle**
 - ▶ Build and release process management
 - ▶ The part of the lifecycle between coding (source control) and deployment (Tivoli)
 - ▶ This segment of the lifecycle is very immature today! (home grown scripts)



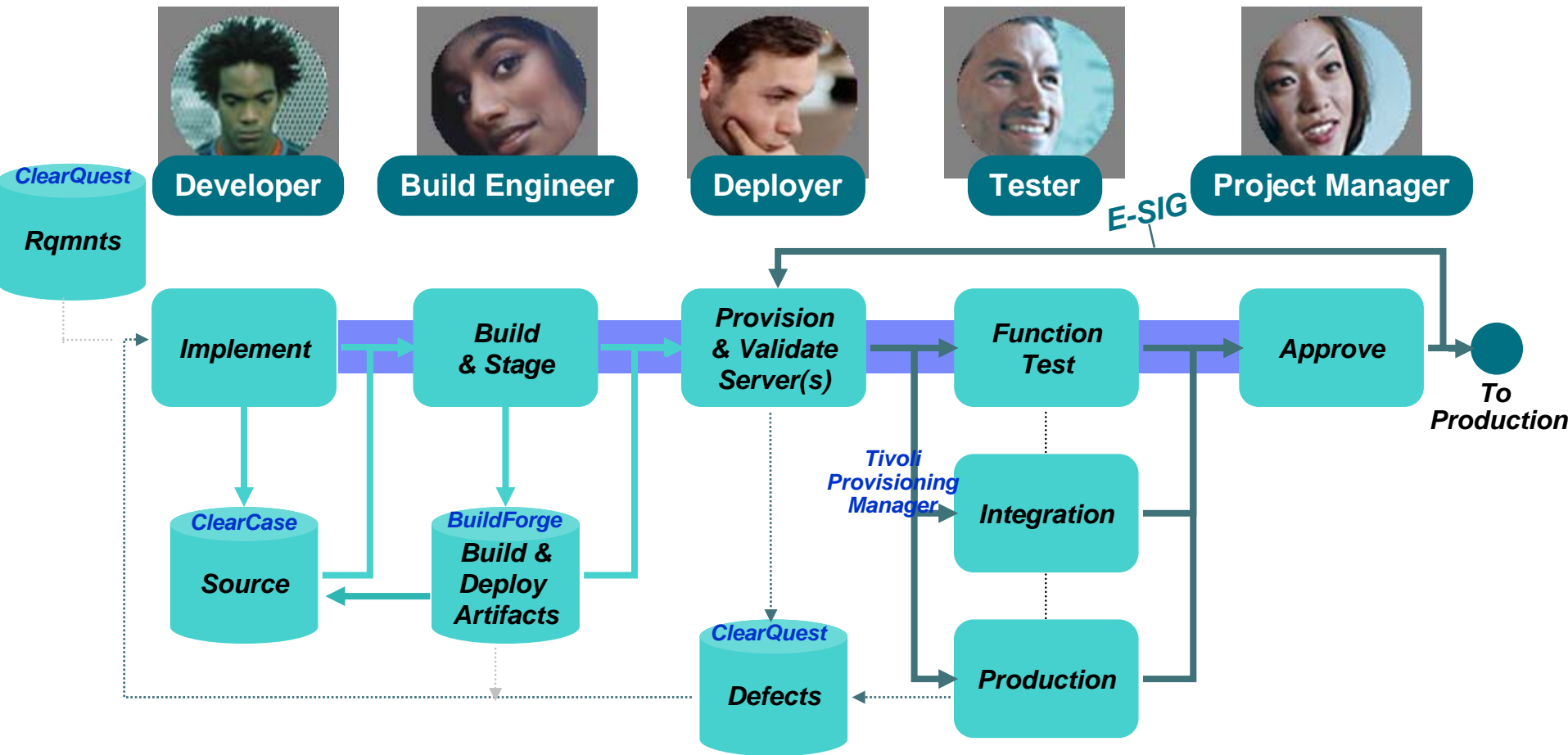
- **Build Forge is a process execution framework**
 - ▶ Automates the process of creating a deployable application from source artifacts
 - ▶ Eliminates manual handoffs between code, build, test, and deploy teams
 - ▶ Self documenting system





How Does This Apply to Your Customer

Automation orchestrates the roles





Build Forge Elevator Pitch

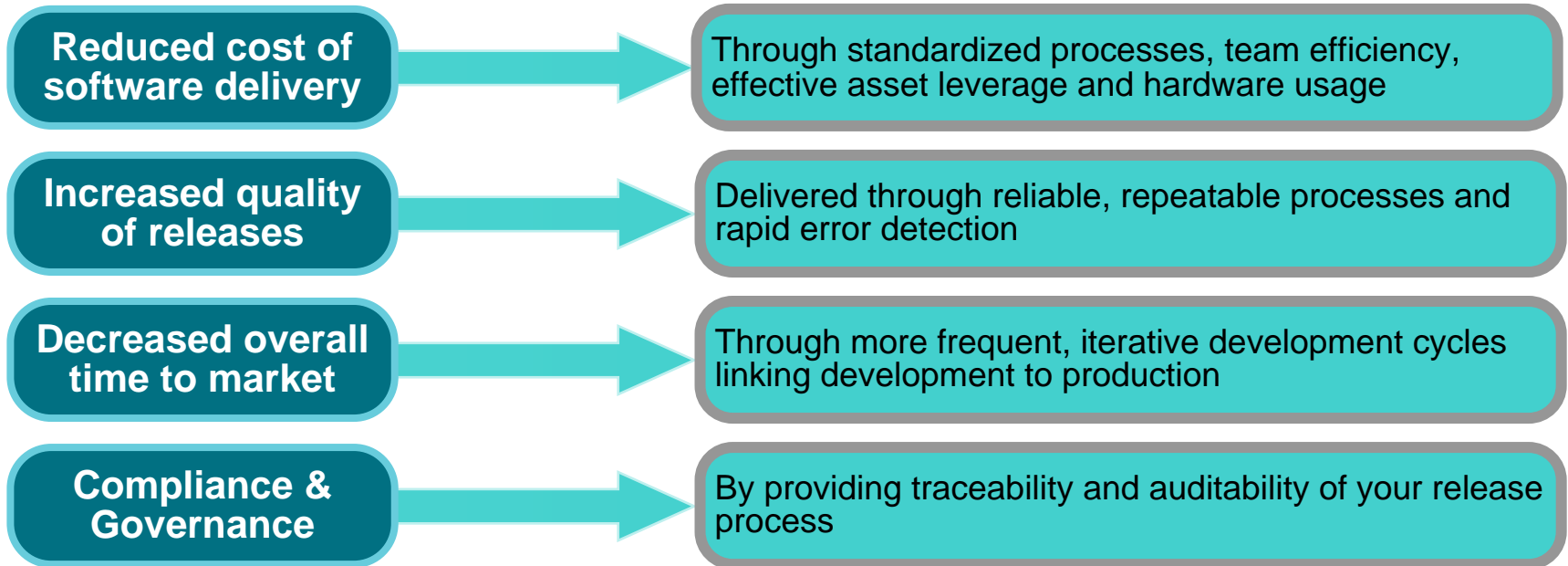
Rational Build Forge optimizes the software assembly phases of the development lifecycle by bridging the gap between coding and deployment through automation. By automating the software delivery process and the interfaces between various lifecycle tools such as source code repositories, build tools, testing tools, and deployment engines, Build Forge streamlines the entire process of delivering the final executable product. Customers benefit from improved communications between development groups, shorter development cycles, improved software quality as a result of more code→build→test cycle iterations, and significant cost reductions resulting from improved staff productivity and better hardware utilization, as well as self-documenting the release contents for improved audit and compliance readiness.





Build Forge Value Drivers

Customer results: reduced cost, improved quality, faster delivery, better compliance





Build Forge ROI Facts

Hurwitz ROI Study, 2005

Benefit	Average Improvement	Highest Improvement
Speeds of Builds and Releases	110%	500-2,000 % (5X-20X)
CM/Build Team Productivity	42%	90% or greater
Release Frequency	40%	90% or greater
Error Reduction	30%	70-80%
Developer Productivity	28%	81-90%
Development Cost Savings	25%	50-70%

General Example: Three year savings \$11,287,500 using above Averages

Productivity	Average Improvement	Build Forge Users	Average Cost Per Headcount	Annual Productivity Savings
CM/Build Team	42%	5	\$125,000	\$262,500
Developers	28%	100	\$125,000	\$3,500,000
Total Quantified Annual Savings				\$3,762,500





Who should you target?



- Company Profile: Global 2000, ISV, and Embedded SW
 - ▶ Development staff of 50+ (divisional or enterprise level)
 - ▶ The complexity index [projects, platforms, geographies, compliance]
 - ▶ Existing levels of automation is a good thing: build scripts, open source, etc.

- The Stakeholders
 - ▶ Find out who is responsible/accountable for the process of “catching” code from development and delivering it to test and/or production in a deployable state?
 - Build and release teams, CM, QA
 - Beware: they don’t always see the big picture
 - ▶ Find out who else cares about the efficiency and integrity of this process?
 - Management, development teams, audit group, engineering tools group

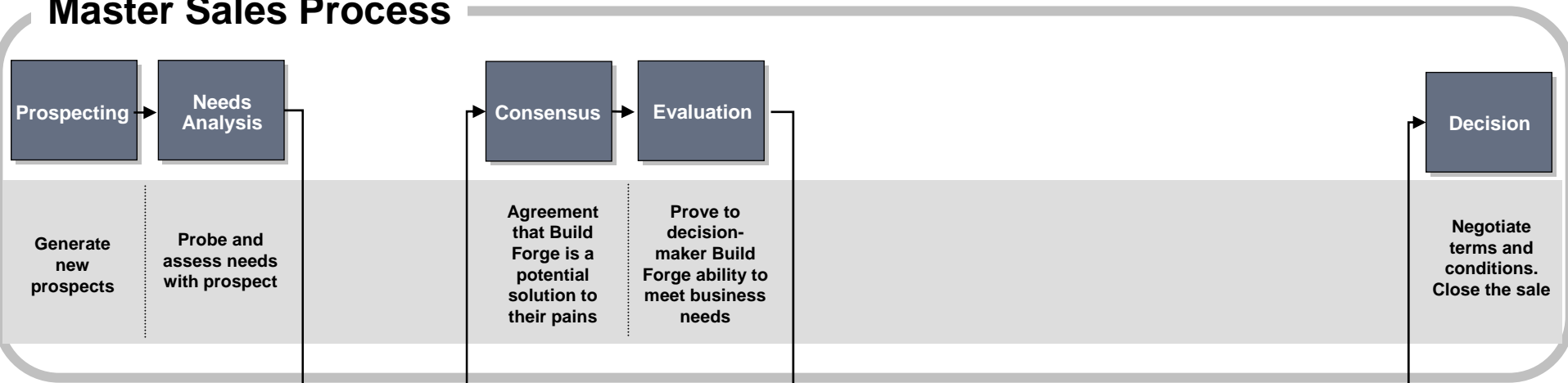
- The Buyer: VP or Director of Software Development
 - ▶ Responsible for the total process



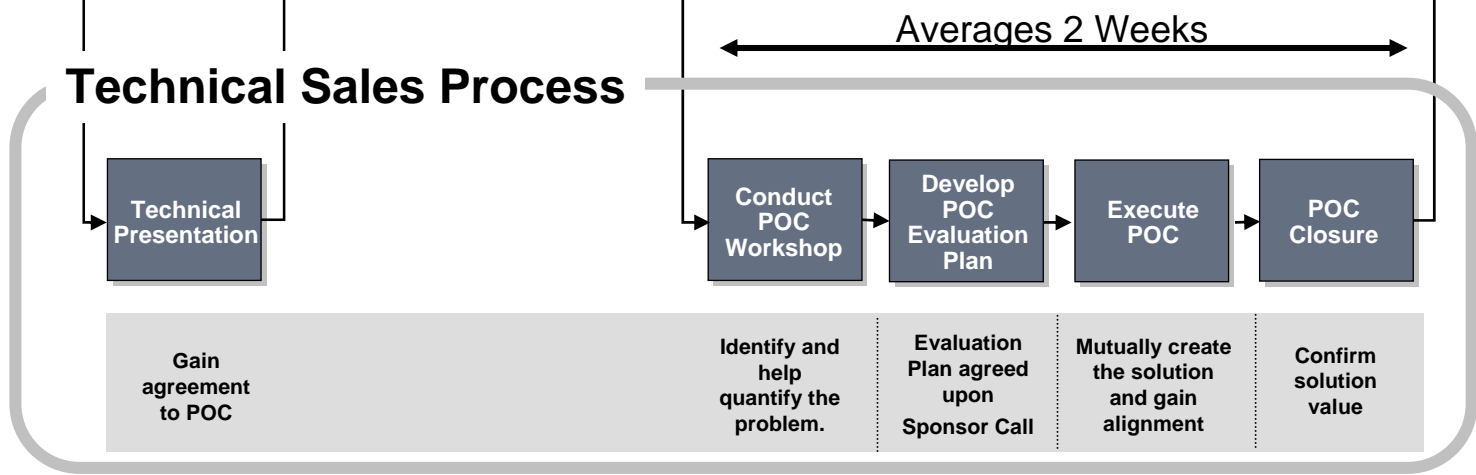


The Path to a Build Forge Deal

Master Sales Process



Technical Sales Process





Handling Objections

Status Quo

- Build Forge is non-invasive: uses existing tools and scripts
- Rapid implementation: quick time-to-value, 2-4 weeks for initial implementation
- Enables teams to do more with less (eases bandwidth constraints without adding headcount)

Open Source (e.g. Cruise Control)

- Open source has a high (hidden) total cost of ownership (no support)
- Only does continuous compiles – doesn't automate the overall process
- No advanced features needed to address enterprise complexity (security, resource sharing, parallel processing, capturing server configurations)

Commercial Alternatives

- Build tools, not build management
- These tools are all specific to one language.
- IBM Rational Build Forge is non-proprietary, resulting in broader process control and faster implementations

Non-IBM or Mixed SCM

- Build Forge is tool agnostic
- Adaptor Tool Kit: out-of-the-box adaptors for Borland StarTeam, Microsoft VSS, Serena Dimensions and PVCS, CVS, Perforce, and Subversion
- Custom adaptors can be built for defect tracking, testing tools, and packaging





Next Steps.....

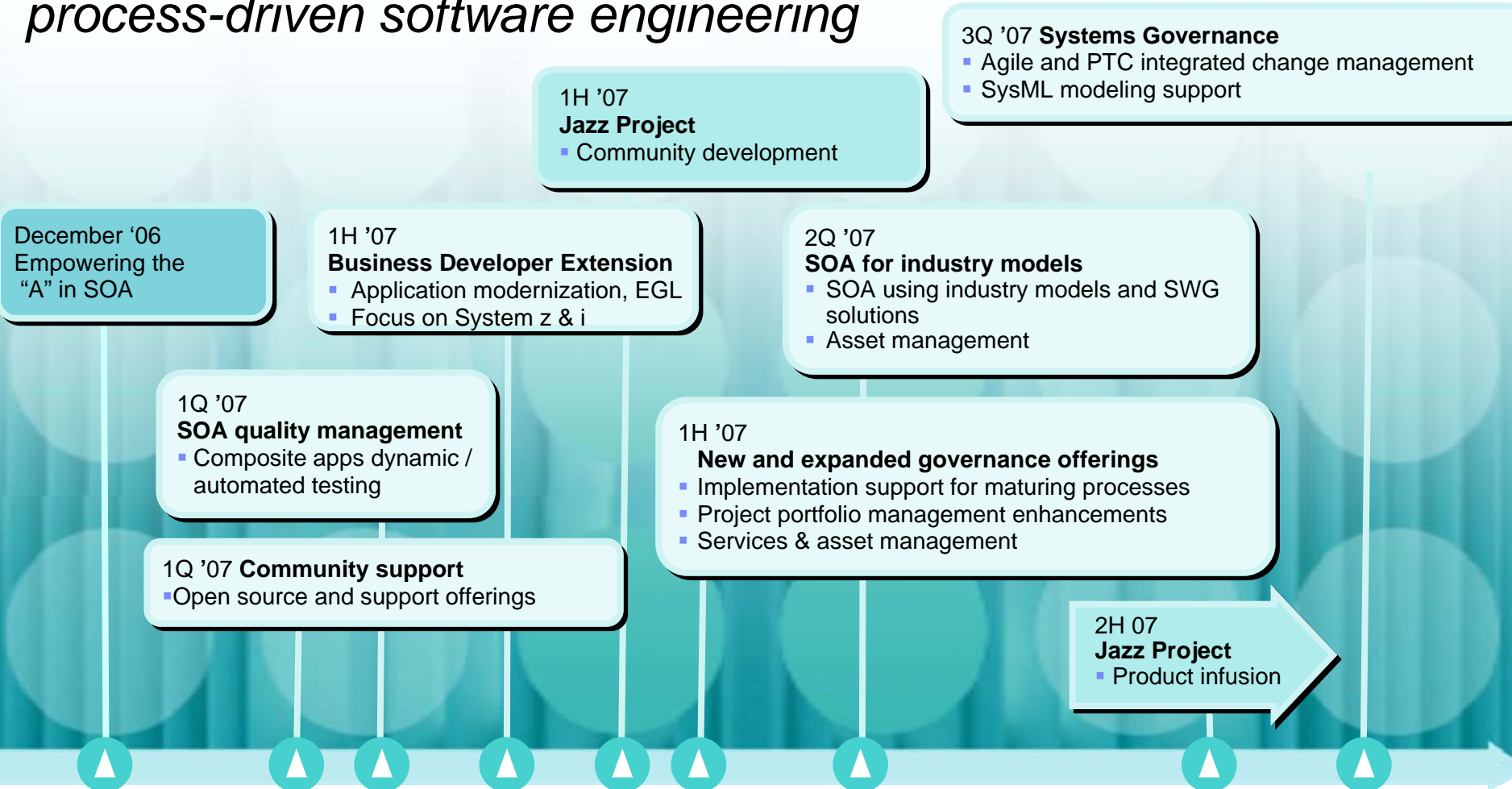
- Cross sell your Rational Install base
 - ▶ Sell the solution
- Go to competitive install accounts
- Talk to Executives about:
 - ▶ Compliance and Governance
 - ▶ Development Costs
 - ▶ Quality
 - ▶ Time to Market / Time to Deliver





2007 Rational Software Delivery Platform Roadmap

Governance expertise and innovation in collaborative process-driven software engineering





Thank you.....

