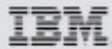


Increase transparency and efficiency in software development processes with IBM Rational Software



Software Group



Welcome to the podcast about the IBM software brand Rational. Taking part in this discussion is the IMT Alps Brand Sales Leader, Markus Danhel. The interview is conducted by Christian Achermann.

Christian Achermann: “Markus, could you tell us a little about yourself and about what you do here at IBM?”

Markus Danhel: “I’ve been with IBM since 2003, and I moved to IBM as a result of their acquisition of Rational software. Since then I’ve taken on many roles, both on the technical as well as the sales side. Currently I am in charge of Rational as the IBM Leader Switzerland and Austria, and am completely responsible for the Rational business in both these countries.”

Christian Achermann: “In which areas does Rational support company activities?”

Markus Danhel: “Rational software solutions help our customers to standardize the software development and delivery process through suitable tools and methods. The principal aim is to achieve the following: an increase in transparency and efficiency in the software development process.”

Christian Achermann: “What are the core functions of the IBM Rational software?”

Markus Danhel: “The Rational solutions primarily cover the classical phases of a development project, from ascertaining the requirements, the requirement engineering and the requirement management up to analysis and design, whereby the core competence of the Rational solution lies in the area of UML modelling, and then all the way to the realization and coding of the relevant solutions in various technologies such as Java, J2I, CC++ or mainframe technologies such as Cobol, PL1 or EGL. All these technologies can be complemented by our solutions. The whole is supported by the relevant solutions in quality management, so that the corresponding quality assurance aspects can be taken into account over the entire cycle. Furthermore, we also model the relevant interfaces to the business process modelling, which covers the sector prior to the start of a software development project. This principally concerns the IBM WebSphere solutions, but also the organization of a solution in IT Operations, whereby we offer interfaces to the IBM Tivoli solutions.”

Christian Achermann: “Let’s specifically consider the IBM Rational technology platform JAZZ. The JAZZ platform enables individual persons and teams, separated in time, space and organization, to work as efficiently as possible. What does this actually mean?”

Markus Danhel: “JAZZ is a logical and strategic enhancement based on experiences with the Eclipse platform over the past years. The collaboration aspect is what stands clearly in the foreground. „State of the Art“ technologies and components such as for example modification, social networking or instant messaging, which are lumped together under the buzzword Web 2.0, are provided as technology platforms in order to improve this collaboration within software development teams or in general between project teams, and to enable improvements in efficiency and productivity.”

Christian Achermann: “Which market trends are determining factors for the further development of the IBM Rational software?”

Markus Danhel: “For many companies, self-developed or bought software components form the critical backbone of their business activities. Nowadays, only very few companies function without software. At the same time, the pressure on costs in their IT departments is increasing for many of our customers, in particular in the areas of software development or delivery. These sectors together with their corresponding assets, the software components, are increasingly viewed as critical business processes and are managed as such. In this context there is a greater requirement for heightened transparency in the entire software development process, in order to enable an increase in efficiency in software development, and thereby to reduce costs.”

Christian Achermann: “Which goals are IBM Rational pursuing in 2009?”

Markus Danhel: “In view of the current difficult economic climate, it is very important for our customers to efficiently manage their existing assets, i.e. the software components, with a view to re-usage, for example in the context of service-oriented architectures, or with regard to the further development of these components. This includes the optimal usage of the potential of the existing IT teams within the framework of software development projects; they need to focus on their core competencies, and through optimized collaboration within the teams, try to get the most from them. In this regard, Rational enables our customers to successfully overcome the current challenges in today’s difficult business environment through the Collaborative Application Live Cycle Management approach, based on the new JAZZ technology.”

Christian Achermann: “Many thanks for your detailed and very interesting information.”



© Copyright IBM Corporation 2008 All rights reserved

IBM and the IBM logo are registered trademarks of the International Business Machines Corporation in the USA and/or other countries. Brand names from other companies/manufacturers will be accredited. You can obtain contract conditions and prices from the IBM offices and the IBM Business Partners. The product information reflects the current stand. The subject and scope of the services are defined exclusively according to the relevant contracts.

The publication on hand is for general information only.