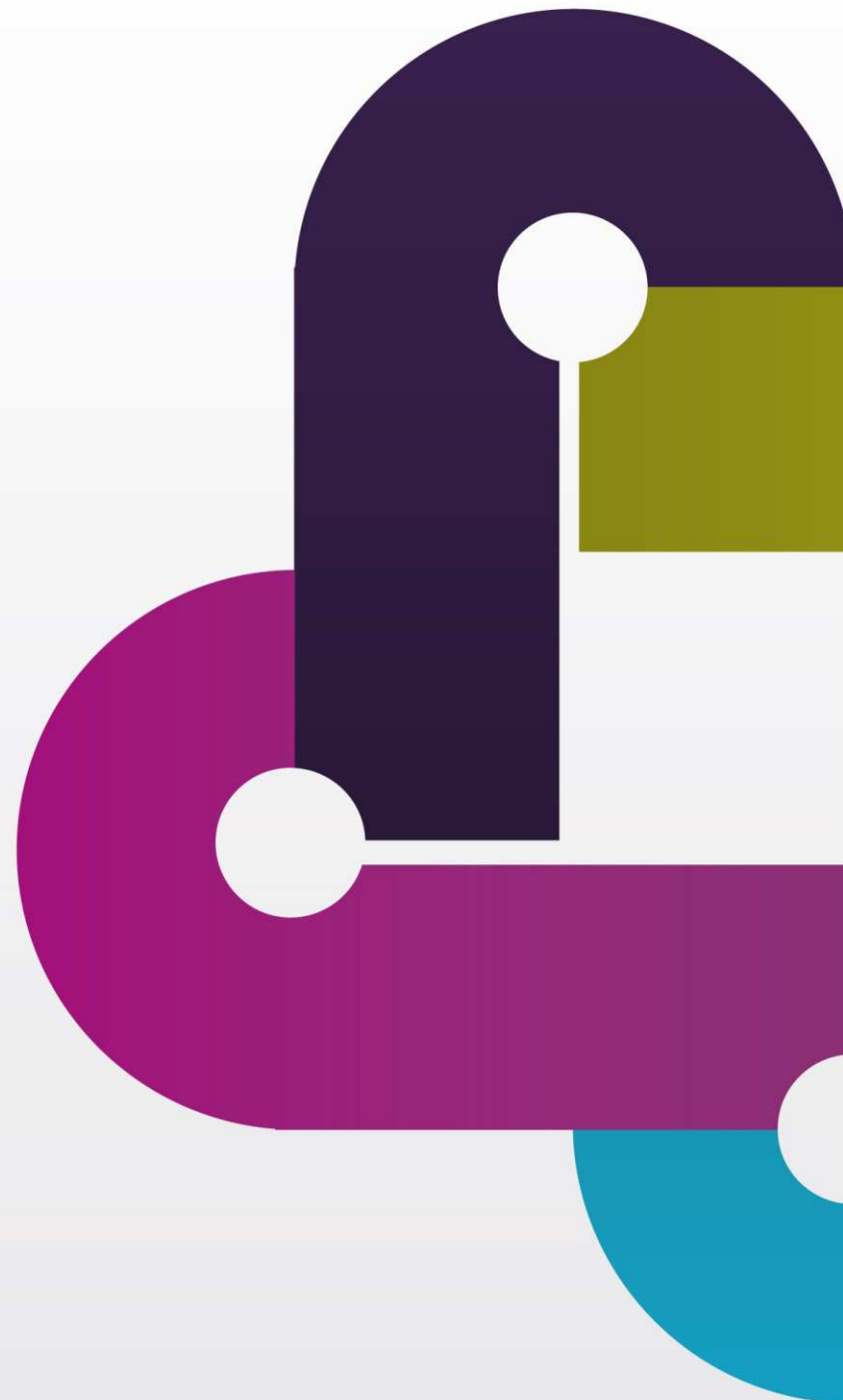


IBM Rational Day

Jeudi 25 octobre 2012 - 8h30 à 17h00,
Pullman Bercy

The future of IT Development

Technology is reshaping industries



A photograph of three young people (two men and one woman) lying on their stomachs on a grassy lawn, looking intently at a laptop computer. The man on the left is wearing a light blue t-shirt, the woman in the middle is wearing a dark top, and the man on the right is wearing a blue t-shirt. They all appear to be smiling and engaged with the content on the screen.

**Who are
developers?**

Anyone

Who can access your information?



Everyone

Where do transactions happen?



Everywhere

Software Economics in a Smarter Planet

Business Needs

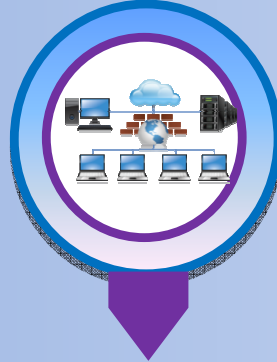
Broader Reach



Mobile



Flexible Infrastructure



Cloud



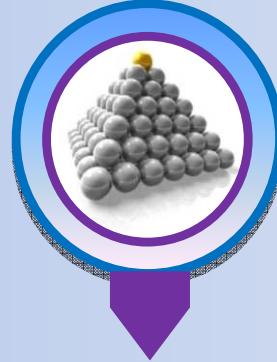
Instant Insight



Big Data



Faster Delivery



Agility



Collaboration



Social



Enhanced Security

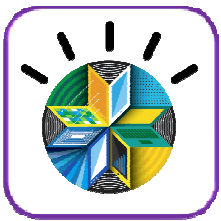


Security



**Improved Economics Across
Software Supply Chains**





Next NOW! Enterprise Mobility

Enabling more efficient, responsive businesses

Mobile Application Platform

Device
Analytics

Software
Deployments

Security &
Compliance

Endpoint Management

- Transform
- Extend
- Manage



Desktops / laptop
/ servers

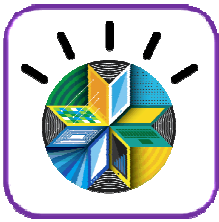


Mobile
endpoint



Purpose-specific
endpoint





Next NOW! Enterprise Mobility

Enabling more efficient, responsive businesses



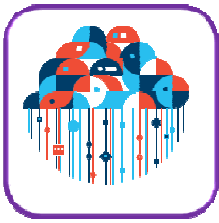
Client Success



“ING DIRECT Canada was the first bank in the world to have mobile banking applications for all major platforms. The IBM solution, helped us take these critical offerings to market faster.”

Charaka Kithulegoda
*Chief Information Officer, ING Direct
Canada*





Next NOW! Cloud Computing

Driving faster innovation & speed time-to-value of new services

IBM SmartCloud Foundation

- Resilient to change
- Enterprise-aware
- Built-in insight

Platform as a Service Technologies



Lifecycle



Resources



Environments



Applications



Integration

Infrastructure as a Service Technologies



Infrastructure



Administration



Performance



Security



Usage





Next NOW! Cloud Computing

Driving faster innovation & speed time-to-value of new services

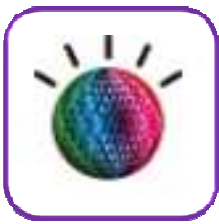


Client Success

TESTPRO
The Testing Professionals

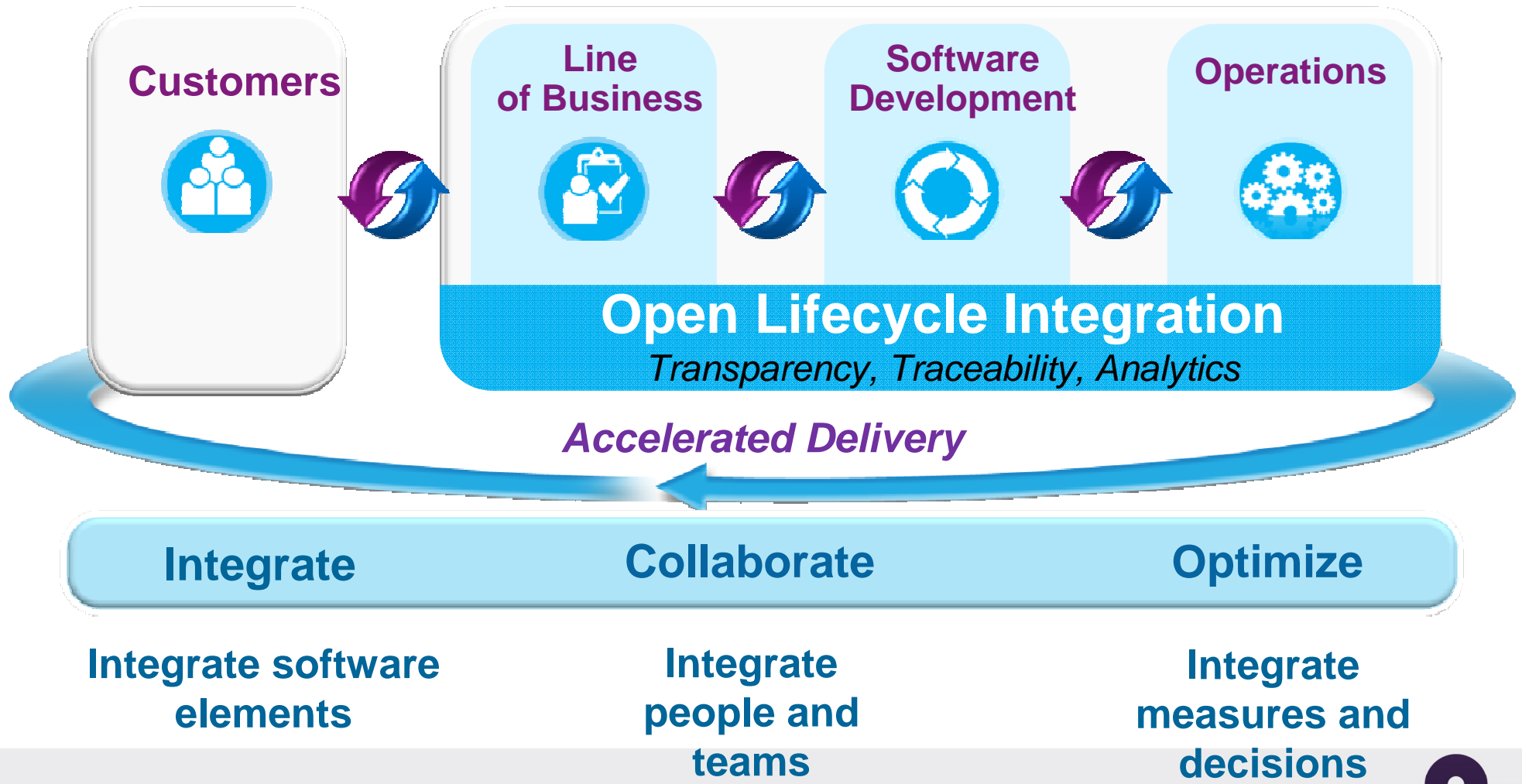
Reduced the amount of time required to complete a suite of tests by 99% with an integrated testing platform deployed through the IBM SmartCloud





Next NOW! Agile Development

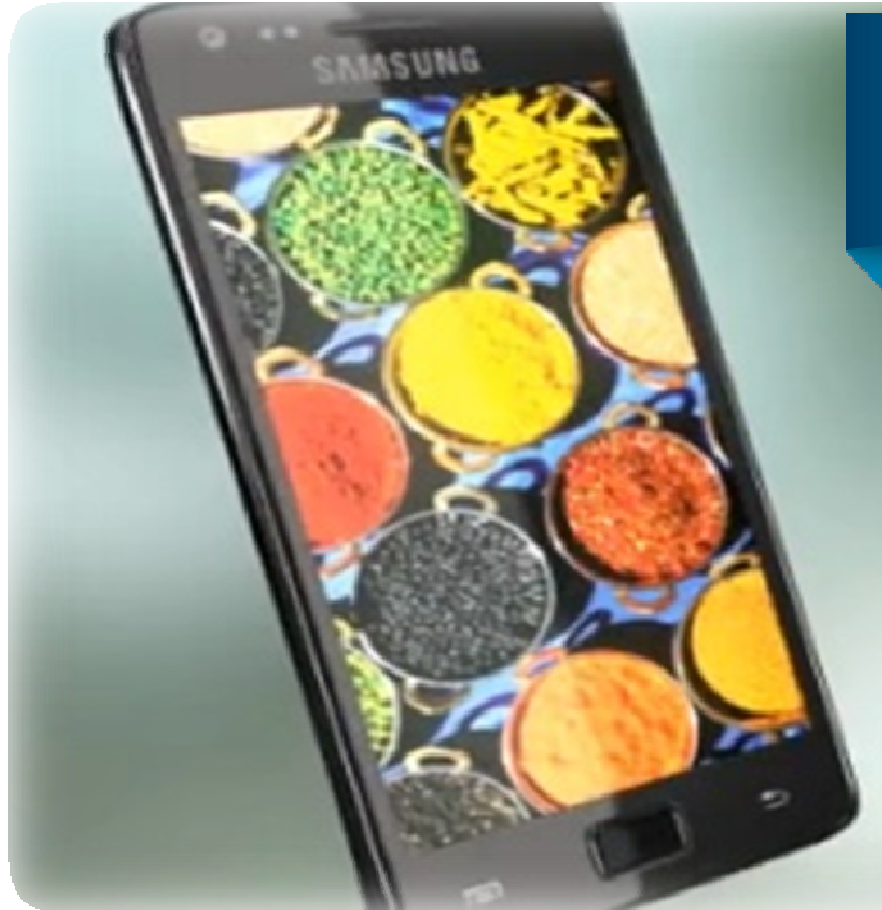
Accelerate the pace of software delivery





Next NOW! Agile Development

Accelerate the pace of software delivery

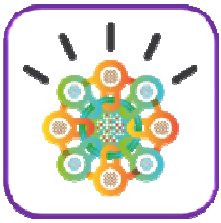


Client Success

SAMSUNG

**100% on-time
deliveries with 25%
increase in team
satisfaction**



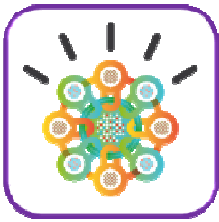


Next NOW! Security & Compliance

Ensuring business continuity, compliance and accessibility while reducing cost

- Intelligence
- Integration
- Expertise





Next NOW! Security & Compliance

Ensuring business continuity, compliance and accessibility while reducing cost



Client Success



**Centralized management
of 8,600+ desktops and servers
to save costs, improve compliance
levels, enhance operational
simplicity and reduce risks.**





There has never been
a better time
to be in software



Are You Making the Most of it?