

Innovate2010

The Rational Software Conference

June 6-10

Orlando, Florida



Travel & Transportation Session Highlights

INNOVATE 2010 addresses the most pressing business issues and challenges the Travel & Transportation industry faces today, presents real life case studies from your peers and shares the latest practical ideas for doing more with less in the new economy.

Session ID: RWI-1531A
Track: Real World
Implementation
June 7, 2010 3:00 PM

Making more music with less money

Daniel Pfeffer, DHL IT Services; Ales Teska, DHL IT Services; Zdenek Boruvka, IBM Rational
Authors introduce a set of smart, agile, development process changes in a DHL global organization. The changes are supported by a suite of integrated development support services based on IBM Rational Requirements Composer, Rational Team Concert, CollabNet Subversion and HP Mercury Quality Center. The impact of these changes is measured using defined productivity and quality measures. The results are evaluated and used for further development efficiency improvements and as a measurable input for new development support services business case. Learn about DHL's successful approach to building-up integrated development support services, and how using an integrated toolset, was able to gain measurable productivity.

Session ID: ALM-2265B
Track: Collaborative Application
Lifecycle Management
June 9, 2010 10:00 AM

Join the C/ALM Chorus: How You Can Develop Collaborative ALM Integrations

Erich Gamma, IBM; Kai-Uwe Maetzel, IBM

The Jazz Integration Architecture enables integration of many kinds of tools, including those not based on the Jazz Foundation, into a C/ALM web of loosely coupled, collaborative offerings. To have a tool contribute to the C/ALM web, there are a set of integration patterns that the tool should support. These patterns have emerged in response to particular integration challenges. The integrations are implemented in an open and flexible way using the Open Services for Lifecycle Collaborations (OSLC) specifications. In this talk we introduce these integration patterns with examples from different tools.

Visit the following tracks related to Smarter Products and Services:

Session ID: SDP-1300B
Track: Systems and Software
Delivery Platform
June 6, 2010 2:45 PM

Systems and Software Product Line Engineering

Martin R. Bakal, IBM, Market Manager, Michael Rowe, IBM, PLE Solution Owner & Strategist

This presentation will address how IBM helps organizations evolve systems and software engineering practices for developing and delivering a product line.

Session ID: MAC-2266A
Track: Modeling, Architecture
and Construction
June 7, 2010 10:00 AM

Leveraging Architecture Management to Drive Smarter Software and Systems Delivery

Greg Sikes, IBM, Director, Architecture and Modeling; George LeBlanc, IBM, Program Director, Architecture, Design & Construction

This keynote discusses how customers can cost effectively deliver high quality products by managing their system & software architectures from planning through design, construction & deployment.

Session ID: RWI-1531A
Real World Implementation
June 7, 2010 3:00 PM

Making more music with less money

Daniel Pfeffer, Head of technical services practice & Ales Teska, Senior Development Manager, DHL IT Services

Learn about DHL's successful approach to building-up integrated development support services, and how using an integrated toolset, was able to gain measurable productivity.

Register now for Innovate 2010 using the Travel & Transportation discount code **TRAV and save \$200:**
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Let's **build** a smarter planet.

Rational software

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Additional Industry Session Highlights

Session ID: TW-1828B
Track: Technical Workshop
June 8, 2010 10:00 AM

Model Driven Development in a Collaborative Environment

Ronald A. Felice, IBM, Senior Modeling Specialist, Robert J. Kanon, IBM, Senior Systems Engineer

This workshop guides participants through the basics of a model-driven systems and software development process using IBM Rational tools to target an autonomous mobile robot.

Session ID: TW-1481B
Track: Technical Workshop
June 8, 2010 10:00 AM

Estimating the monetary business value, ROI and risk in your IT portfolio

Jim Densmore, IBM, Solution Architect, IBM

This workshop will demonstrate how to quantify benefits, cost uncertainties & benefit risks to yield a monetized ROI. Rational Focal Point will be shown as a key enabler of this capability.

Session ID: EM-2078C
Track: Enterprise Modernization
June 8, 2010 1:45 PM

Successfully reducing enterprise development costs in the new decade

Al Grega, Enterprise Modernization Specialist, IBM; John M. Casey, Enterprise Modernization IT Specialist, IBM

This session will focus on proven methods that IBM Rational customers have in production today.

Session ID: TW-2284A
Track: Technical Workshop
June 8, 2010 3:00 PM

Integrated Systems Lifecycle Management: A Unified Approach to Systems Development

Brian Safron, IBM, Rational Systems GTM

Understand how the IBM Rational Integrated Systems Lifecycle Management solution can help companies address problems like time to market and quality.

Session ID: RDM-1550A
Track: Requirements
Definition and Management
June 9, 2010 10:00 AM

Do Requirements still matter?

Lynda Girvan, UK Government (GCHQ), Business Analyst/Software Engineer; Mike MacDonagh, Ivar Jacobson International, Principal Consultant

This presentation takes you through some experiences from UK Government, of how requirement anti patterns can form when scaling agile practices in your enterprise.

Session ID: CCM-2141A
Track: Change and Configuration
Management
June 9, 2010 10:00 AM

Leveraging IBM Rational Team Concert with automotive industry best practices to deliver on-time, on-quality and on-cost

Robert Baillargeon, Panasonic Automotive System of America (PASA), Manager Software Engineering

In this presentation the audience can see how PASA was able to effectively enhance their software engineering practices to meet the business challenges.

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