IBM Rational Software Conference 2009
Innovation 2009: Telelogic User Group Conference

As REAL As It Gets!

2 Conferences for the price of 1

Join Us May 31 – June 4, 2009
Walt Disney World Swan and Dolphin Resort | Orlando, Florida

Enterprise Architecture Management Track

With over 400 technical sessions at the IBM Rational Software Conference, you won't want to miss this training and educational event of the year!

Sessions you can't afford to miss!

- Enterprise Architecture Keynote
- Driving Business Transformation with Enterprise Architecture
- Techniques for Measuring Enterprise Architecture Success and Value
- Making Enterprise Architecture Actionable
- Design Successful IT Deployments Using the New Deployment Architecture Platform in IBM® Rational® Software Architect
- Enterprise Architecture: Putting the "A" into Business Process Management
- Establishing an Enterprise Architecture Practice
- From Drawing to Shared Architecture Modeling — A Journey
- Integrated Architecture Modeling and Management
- Develop your Enterprise Architecture using System Architect
- Your Enterprise Architecture Consultant: Threat or Menace?
- Using the IBM Rational Suite Framework to Build and Deliver Enterprise Architecture
- Enterprise Architecture for Systems Engineers
- Taking SOA to the Enterprise
- Establishing a Tools-Supported Enterprise Architecture Practice From Strategy to Implementation
- Business Process Modeling Notation 2.0 and Tools Interoperability
- Service-Oriented Architecture Governance and Service Lifecycle Management Technical Strategy Update

Enterprise Architecture Management Track and Conference Highlights Include:

- 16 sessions dedicated to Enterprise Architecture Management including:
  - Techniques for Measuring EA Success and Value
  - Enterprise Architecture: putting the "A" into BPM
  - Establishing an Enterprise Architecture Practice
  - Driving Business Transformation with Enterprise Architecture
- IBM Solution Center: See how Enterprise Architecture Management solutions make EA "actionable"
- Interactive Birds-of-a-Feather sessions
- Networking opportunities with IBM executives and Enterprise Architecture industry thought leaders and practitioners
- Executive Summit 2009
- Rational Labs: A look into the future of IBM Rational's emerging technologies

Attend sessions in the Enterprise Architecture Management Track, where you will learn:

- How to make the **right decisions** and **plan investments** that deliver business objectives
- How to **do more with less**, increasing operational efficiency while reducing cost
- How to identify technology assets that contribute the most to **business value**, and eliminating those that contribute the least
- How to **identify redundancy**, reuse opportunity, and gaps between existing and desired states
- How to study the **impact of changes** before the changes are made

See all scheduled sessions and conference agenda at
www.ibm.com/rational/rsdc

Rational® software

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