



IBM Software Group

# Rational's Innovate 2010 Conference Power Systems Customer Track

*Hayden Lindsey, Vice President & Distinguished Engineer*

Rational software

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# Innovate2010

The Rational Software Conference

June 6-10 Orlando, Florida

Let's **build** a smarter planet.



The premier software and product delivery event of the year!

## Top 5 Innovative Reasons to Attend the Power Your Innovation Track

1. 100% dedicated to IBM Power systems and accompanying software -- showcases POWER7 and latest Rational application development tools.
2. Get an in-depth look at how Rational application development tools for Power systems can help you reduce cost while improving organizational efficiency.
3. Engage in lively panel discussions with Rational and Power Systems executives, senior technical leaders, and customers.
4. Test drive Rational's latest application development tools in hands-on technical workshops and demos.
5. Networking and innovating with 4,000 peers!

The innovation conversation has already started!

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You do so much more than just build, deliver, and manage. You innovate. And since software is the invisible thread that speeds innovation and helps us design and build the smarter products and services we need to build a smarter planet, then you deserve a revamped, upgraded, 2.0 conference. One that sparks and celebrates innovation. Get ready for...

**Innovate2010** The Rational Software Conference  
Register now and save — June 6-10, Orlando

The premier software and product delivery event. A smarter conference. For a smarter planet. The place to expand and deepen skills you need to keep innovating...

- Software and product development, delivery, and management
- How to seize business opportunities... execute with reduced risk and cost... and achieve precision in desired business outcomes
- And better ways to collaborate, automate, and report

It's your conference, so register using promo code **PWRT** and **save \$100!**

[www.ibm.com/software/rational/innovate](http://www.ibm.com/software/rational/innovate)



# IBM Rational Power Systems solutions

*Increase system utilization*



*Boost productivity*



*Maximize business agility*



*Increase flexibility*



- **Increase system utilization** by leveraging hardware capabilities
- **Boost productivity** and accelerate innovation with modern skills
- **Maximize business agility** by bridging organizational silos
- **Increase flexibility** by revitalizing e application portfolio

Rational Software Delivery Platform *powered by jazz*



## IBM Power Systems



# Power Systems customers will have a 16 session track



- Rational Application development tools strategy and latest announcements for IBM Power
- Make Smarter use of your data with IBM Information Management Software on Power.
- Smart Work with WebSphere on POWER7
- Spicing up your green screens with HATS and Dojo
- Powerful innovation with EGL



- Improve developer productivity with the new C/C++ development tools for AIX
- Developing COBOL applications on AIX - A Total Solution
- Improve developer productivity with the new RPG and COBOL development tools for IBM i



- Consolidating change management with Rational Team Concert for Power
- Successfully implementing RD Power and RTC Power at UniCredit Leasing Austria
- Customer solutions using Rational EM tools



- Power Dream Team Ask the experts
- IBM Power Systems: Dynamic infrastructure for today's data centers
- Using Rational's XL C/C++ compiler to optimize a large real-life application - a success story with DB2
- Leveraging Multicores - A session that you should attend, but don't want to...
- Tips and Tricks on maximizing application performance amazing things compilers can do for you

- **Keynote:** IBM Software Group product strategy and IBM Power Systems hardware strategy
- **Hands On Power Systems Sandbox** where developers can quickly learn how products work
- **Solution Center** with a Power Systems server and Rational Power product demonstrations
- **General Assembly sessions every morning** with customer and IBM executive presenters
- **Power Systems customer appreciation reception** Monday night, June 7th





# CONSIDER THE VALUE

A Year's Worth of Education in One Week

**\$400** Your First Two Certification Tests are FREE (\$400 value) and any additional tests are 50% off (AM, SQ, CRM, EA and EM).

**\$3,262** One-Stop Technical Education  
\$725 per day (standard training rate for tech classes) x 4.5 days

**\$7,000** Hands-on Development Training  
Attendees can attend up to 7 of the 26 technical workshops (\$1000 value each), providing 3 hours of intense technical training on Rational products.

**\$1,995** Educational and Entertaining Keynotes  
Hear the latest trends and product direction from IBM executives and industry experts.

**\$3,000** Industry Best Practices and Demos from Experts  
300+ industry leading technology experts on site to share product demonstrations and assist you by sharing their experience on software delivery (\$100 value each)!

**INVALUABLE** Networking  
with Top Executives, Developers, Architects, and your peers! Enough said...



TOTAL VALUE

**\$15,000**

REGISTER TODAY  
for Innovate 2010  
[www.ibm.com/rational/innovate](http://www.ibm.com/rational/innovate)

YOU CAN'T AFFORD TO MISS IT!

**PRICELESS**

Expanding Critical Skills needed to seize new business opportunities and enhance software development, delivery and management.



## Register for Innovate 2010 in Orlando

### ▪ **Top 5 reasons to attend the *Power Your Innovation* Track**

- ▶ 100% dedicated to IBM Power systems and accompanying software -- showcases POWER7 and latest Rational application development tools
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- ▶ Register here: [www.ibm.com/rational/innovate](http://www.ibm.com/rational/innovate)
- ▶ Share your interest in attending Innovate 2010 with your peers and manager
- ▶ Register today and receive a \$100 discount with this code: PWRT
- ▶ Choose *Power Your Innovation* as your primary track when you register

