

Rational software

Top 10 reasons HP software test customers are turning to IBM for quality management.

You're not alone in feeling a little squeezed and restricted by HP.

Many HP software test management customers are looking more closely at IBM Rational® solutions. Why? Because HP customers are learning that the increased efficiency provided by IBM Rational quality management solutions can help mitigate risk, lower the cost of software delivery and improve their bottom line. Most importantly, they're realizing that choice and flexibility in software licensing, maintenance and support can help their development organizations evolve in turbulent times.

Take a moment to see how many of these top 10 benefits you're realizing with your HP test management software. And then remember: With IBM, you can achieve them all.

1 Collaborate to work smarter, not harder. *Being late to market by six months or more can cost organizations 33 percent of their five-year return on investment.¹ IBM Rational quality management solutions are designed to accelerate delivery by involving stakeholders earlier in the lifecycle and keeping the entire team in sync with changing requirements, schedules and designs.*

2 Achieve faster time to value with automated process guidance. *Doing agile? Process guidance, automation and role-based context are built into all quality management solutions that take advantage of IBM Jazz™ technology. That means seamless coordination and prioritization of tasks and activities via realtime collaboration.*

3 Turn your test lab into a more efficient operational test factory. *Using pattern analytics, Rational quality management solutions can help optimize test-lab workloads and save on test infrastructure expenses—potentially improving efficiency by 30 percent and reducing your carbon footprint!²*

4 Stay on top of everything — really! *What you can't see can hurt, so don't settle for an incomplete set of lifecycle assets. IBM Rational Quality Manager software is a comprehensive solution that captures not just a list of test cases, but also requirements, defects, exit criteria, patterns, test assets and roles, giving you greater control in planning your projects.*

5 Mitigate risks with an industry-leading application lifecycle management (ALM) solution. *Bolted-on integrations with other aspects of the application lifecycle can leave your applications seriously exposed. IBM Jazz technology-based solutions provide inherent traceability and impact analysis. Stop chasing! Let Rational solutions take care of automatic updates of defects, work items, requirements and tasks.*



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1 Donald Waters, in association with Price Waterhouse Coopers LLP, Operations Management (FastTrack MBA), Kogan Page Ltd., February 1999.

2 IBM estimates

- 6 **Make confident decisions in real-time.** Dashboard content tailored to individual needs provides both in-process as well as critical go/no-go status information in context. More importantly, Rational Quality Manager can capture project-by-project patterns that can help teams improve the predictability and consistency of their results.
- 7 **Enjoy easy ramp-up time.** A Web 2.0-style interface with simple search, tagging and project zones helps even novice users get up to speed quickly.
- 8 **Make your own choices.** From applications and skills to technology resources, IBM delivers flexibility through a choice of platforms, a broad application portfolio and integrated virtualization capabilities—all built on open, industry standards to help meet your enterprise's needs.
- 9 **Gain support from a trusted leader.** IBM is an industry ALM leader. Our IBM Rational AppScan®, IBM Rational Functional Tester, IBM Rational Performance Tester and IBM Rational Software Analyzer solutions have earned 2008 Software Test and Performance awards. By using Rational solutions, you can take advantage of IBM process leadership and software innovation expertise enabled by our US\$6 billion investment in R&D, our thriving partner and global system integrator ecosystem and more than 2,000 software patents.

- 10 **Smile when you walk out of the CFO's office.** Looking at year-two maintenance renewal? Paying user licenses by location? Consider IBM Rational quality management solutions for a smart, cost-effective alternative. Our flexible licensing model is transparent and scales with the needs of your business. Let us help you get the business case out of the way so you can get back to delivering great software.

Maybe it's time to stop paying so much for an incomplete lifecycle solution. After all, don't your team and your applications deserve better?

For more information

To explore IBM Rational quality management solutions, please contact your IBM representative or IBM Business Partner, or visit:

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