

IBM Software

Innovate2011

The Premier Event for Software and Systems Innovation



The Rational Software Conference **June 5 – 9** | Orlando, Florida

Software. It's Everywhere!

In every corner of the globe, across every industry and business, software is the invisible thread that's connecting the world by integrating the systems that touch our lives.

Attend Innovate 2011 in Orlando, Florida, June 5-9, and learn how software and systems engineering can help you stay competitive, seize new business opportunities, and execute with reduced risk and cost.

With more than 4,000 expected attendees, Innovate 2011 will be filled with technical sessions, educational opportunities, and hands-on workshops. Sign up for our *Enterprise Modernization Power Systems Track* which is tailored to the needs of our Power Systems developers. These include:

- 100% dedicated to IBM Power systems and accompanying software — showcases POWER7 and latest Rational application development tools and solutions
- Get an in-depth look at how Rational application development tools and software for Power systems can help you reduce costs while improving organizational efficiency
- Engage in lively panel discussions with Rational and Power Systems executives, senior technical leaders, product experts and customers
- Test drive Rational's latest application development tools in hands-on technical workshops and demos
- Network with 4,000 peers or schedule a personalized one-on-one Solution Briefing with our experts in our Power Solution Suite

Register using promotion code **PWRT** to save \$100 on the registration fee!

REGISTER NOW!

Power sessions at Innovate 2011 include:

- IBM Rational Development Tools Strategy and Latest Announcements for IBM Power Systems
- IBM Software on Power Systems - Optimized Engines for a Smarter Planet
- Watch What Life Can be Like with Rational Solutions for IBM Power Systems
- Customer testimonials and case studies - best practices to improving cross platform application development
- Choosing the Right Modernization Approach for Your Business
- Rational on Power: Ask the Experts
- Modernize your IBM® System i® with Business Process Management
- Why Every IBM System i Developer Should Use IBM Rational Developer for Power Systems
- How Rational Tools Speed Up Porting, Development, and Deployment to IBM AIX and Linux on IBM Power Systems
- Improving your software through the use of the XL compiler suite
- Application performance analysis and debugging tooling: where IBM is heading

Technical Workshop - Sunday, June 5, 2011 : 3.30 - 6.00 PM

"A Day in the Life of a Power Systems Developer" – choose IBM i, AIX, Linux or all

Mon-Wed, June 6-9, 2011: Power Solutions Suite

One-on-one consultations with experts – by appointment in advance – best place to ask those critical questions - email Susan Yoskin (smyoskin@us.ibm.com)

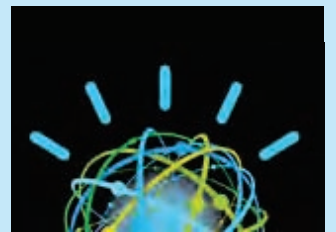


Hey! It's me, Felicia Day (from THE GUILD and stuff). I'm totally psyched to host Innovate 2011 and get you to enter the



You can win an iPad or even a chance to join me and Grady Booch on stage as we take on Jeopardy monster-genius computer

WATSON!



OUR NEW AGENDA BUILDER

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