

HAYDEN LINDSAY

Hi, I'm Hayden Lindsey,  
and I'm responsible for Rational's Enterprise Modernization solutions.

Here are some "real-world" challenges to think about.

Keeping your business competitive ...

Keeping your software and hardware up to date ...

Keeping your people collaborating and communicating ... even as your  
enterprise grows globally.

Enough thinking: start doing.

Get real solutions, real insights, and real results.

Get registered for the 2009 IBM Rational Software Conference  
in Orlando.

And while you're there ... you'll get a real bonus.

The 1st ever software reality TV show ...

"As Real As It Gets" pitches real teams into real competition as they  
overcome real-world software challenges.

And it comes complete with a real fun guy as host - Mitch Fatel.

Winning in the real world ... that's about as real as it gets ... see you in  
Orlando!