



IBM Software Group

Rational's Innovate 2010 Conference for System z Customers

Hayden Lindsey

*Vice President & Distinguished Engineer
Rational Enterprise Modernization*

Scott Searle

*Marketing Program Director
Rational Enterprise Modernization*

Rational software

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Innovate 2010

June 6 – 10, 2010 Orlando, Florida

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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 Enterprise Modernization Track

1. Identify cost savings in System z application maintenance - free up resources for strategic business initiatives.
2. Learn from customers around the world about benefits, best practices, and experiences gained from their Enterprise Modernization implementations.
3. Engage in lively panel discussions with System z top guns, Rational executives, and business partners.
4. Test drive the latest Enterprise Modernization software with hands-on technical workshops and demos.
5. Network and innovate with 4,000 peers!

The innovation conversation has already started!

[Twitter](#) | [Facebook](#) | [YouTube](#)

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 **EMT** and **save \$100!**

www.ibm.com/software/rational/innovate



IBM Rational Enterprise Modernization solutions can help

Optimize your applications, people, team and infrastructure investments

Increase flexibility



Boost productivity



Maximize business agility



Increase system utilization



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

Rational Software Delivery Platform powered by *Jazz*



Mainframe Customers will have a 16 session track



- Reduce maintenance costs and increase platform flexibility with Rational Migration Extensions
 - Simplify multiplatform application development with EGL
 - Accelerate modernization of proven enterprise assets with EGL Rich UI
 - Achieve immediate ROI by extending green screens to Web Services, Web, Mobile and Portal Interfaces
 - Modernize Your Enterprise Using 5 Simple Steps
- Enterprise Modernization: Revolutionizing the economics of enterprise application development and maintenance
 - Tales from the Enterprise Modernization trenches
 - RDz @ Scale - Experiences in rolling out to hundreds of users
 - Drive greater efficiencies into your application maintenance projects with Rational Asset Analyzer
 - Successfully reducing enterprise development costs in the new decade
- Reducing cost by replacing legacy source code management (SCM) systems with RTCz
 - From collaboration to integrated multiplatform development: Customer experiences from a phased implementation with RDz and RTCz
 - An international retailer leverages common development infrastructure to speed multiplatform application delivery
- z Dream Team- Ask the experts
 - Improve application performance and scalability with latest IBM Compilers for System z
 - Measure, manage and improve your mainframe software delivery capability: A case study

- **Separate Executive Summit** where customers meet with senior IBM executives
- **Hands On System z Sandbox** where developers can quickly learn how products work
- **Solution Center** with a mainframe and Rational System z product demonstrations
- **General Assembly sessions every morning** with customer and IBM executive presenters
- **System z customer appreciation reception** Tuesday night, June 8th



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

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 - June 6-10

- **Top 5 reasons to attend the Enterprise Modernization Track**
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- ▶ Register here: www.ibm.com/rational/innovate
- ▶ Share your interest in attending Innovate 2010 with your peers and managers
- ▶ Register today and receive a \$100 discount with this code: EMT
- ▶ Chose Enterprise Modernization as your primary track when you register

