Vance McCarthy: And welcome to another in our webcast series on what you can look forward to with this year's IBM Innovate 2010 which is a newly renamed rational software conference. The first you this has been expanded to include the power systems community and I'm with two IBM experts, Hayden Lindsey, Vice President and Distinguished Engineer of Enterprise Modernization Modeling Construction and Compliers and Scott Searle, IBM Marketing Program Director.

Thank you both for joining us gentlemen.

Hayden Lindsey: Thanks a lot, Vance.

Scott Searle: Thank you Vance.

Vance McCarthy: You know Hayden, let's start with you. Kind of exciting times for the power systems community especially given the recent announcements for the AIX platform. Give us a sense of how that announcement and the rational software conference embracing of power helps underscore the steam of now Innovate 2010.

Hayden Lindsey: Certainly will do Vance. I just want to first thank everyone for joining this podcast about our upcoming Innovate 2010 Conference and in particular I'll say a few words about its relevance to our power customer. That said, this is the first time that we will have a dedicated track focused on our power customers. In the past we've integrated this with our Z customers and of course that just, you know by definition is going to limit the focus. So this time we have expanded it and have a dedicated track where both rational people as well as our counterparts in the power part of our hardware division will give a variety of presentations that I think will be very exciting as we in rational and of course the STG people have put additional focus and energy into this space.

So for one thing we'll be talking about our new rational developer for Power. It's a new IDE that's focused on power systems development. We've never had this before and we also have a new product rational team concert for power that provides team infrastructure for people doing development for power. So these are both very new initiatives and very important initiative for rational and of course we've been doing in very close cooperation with our power counterparts.

So we'll be holding this conference in Orlando, Florida, June 6 through 10 so I hope people can join us. There are many, many reasons to attend the conference and of course there are many more tracks than just the power one but in the power track there are a lot of real good reasons to attend.

It is, as I said, dedicated to the new power hardware and the tools that rational has delivered that take advantage of the power platform and this includes AIX, IBMi

and LINUX. You'll be able to get in-depth training and early views on these new tools that should really help your organizations be able to improve how they're doing software development, improve productivity and so forth. We'll have panel discussions with the executives and technical experts from both the power and rational side as well as from clients.

We're going to have hands on workshops and demos. It'll be a way to touch and feel these new tools that we're offering and of course it's a great opportunity to network with approximately 4,000 other people that will be attending this conference.

Now our solutions for power systems, we break it down into four areas because we do have a large number of solutions. The key thing of course when you come out with some hardware, like Power Seven is to have the corresponding compilers be able to help you fully exploit that infrastructure. It doesn't do a great deal of good to have new instructions that the compiler doesn't know how to exploit and so by working hand in hand, our compiler team and the hardware guys jointly come out with enhanced compilers and enhanced hardware so that you can get the full advantage of these new systems.

From the development point of view we have these new IDE's and high level languages that help your developers be as productive as possible. So one of the things that's very new here is that we have a totally modern eclipsed based IDE for CMT++ development for AIX and of course people don't work individually, they work in teams and as I mentioned previously we have this new solution rational team concert for power that helps people working to empower as well as people that may be working on some other platform that needs to collaborate with the power teams. They can all work together in a single team infrastructure, have high levels of collaboration and high levels of productivity.

At the end of the day we also have solutions to help with the applications themselves. When most folks in the industry talk about modernization, a lot of times they actually limit it to the notion of improving the applications or the bits themselves and of course we have solution there. We just happen to have other things that focus on the human dimension as well as exploiting the hardware. So we have solutions and we'll be talking about it during the conference about how to service enable, or how to put a Web 2.0front end on a system, or how to more effectively exploit enterprise architecture and those types of things.

So there are many exciting things going on. We're very excited to be able to offer this dedicated track that focus on power systems. And now to delve into that in a bit more detail, I'd like to turn it over to Scott Searle who's our marketing lead for our Power Systems Solutions in rational. Scott.

Scott Searle:	Thank you Hayden. Power Systems customers are going to have sixteen sessions in their track and that's going to be around exploiting infrastructure, empowering people, unifying team and revitalizing applications. And to give you a feel for how that going to break out, there are five sessions under exploit infrastructure. And to give you a sample rational application development tools strategy and latest announcements for IBM power. So heavy duty stuff up front, we're also going to have sessions on our information management and web sphere runtime products under empowering people. An example there could be improving developer productivity with the new CC++ development tools for AIX, brand new announced on April 13.

We're also offering solutions around unifying teams, consolidating change management with rational team concert for power across your entire environment, not just for power or products as Hayden suggested. And then finally revitalizing applications you can use rationale's XO C++ [inaudible] to optimize a large real life application. And we're going to share a success story with DB2.

You can also learn how to leverage the new multi-core architecture. We'll have a session that you should attend but don't want to. That's my favorite title. And then beyond that we're going to have a keynote in our power systems track that's going to include software group product strategy and we'll have a distinguished engineer speaker from our STG IBM power systems hardware team to give you the latest. Beyond that we'll have a hands on power systems sandbox where you can play with products in combination, in a solution scenario to see how you can actually build out a product.

We'll also have in our solutions center a power systems server and will have a demo from our rational power products including, as Hayden pointed out, rational developer for power systems. And we'll have general assembly sessions every morning. We're going to have very senior IBM executive presenters and most importantly customer presenters for you in those general sessions in the morning. And then finally we're going to have a special reception just for power systems customers on Monday night in the Blue Zoo lounge.

Moving on, this is a quick view the value that you can receive by attending Innovate 2010 in Orlando in June 6 through the 10. There are many ways that you can learn things in a very concentrated environment in five days that you couldn't duplicate anywhere else. There is more learning potential here than any other single vent all year long.

And then reiterate the top five reasons that Hayden shared with you earlier, we have a track that's 100% dedicated to IBM power systems customers. So very specific to your needs. You can get and in-depth look at our new rational application development tools for power, rational developer for power, integrated

development environment is brand new. We will have lively panel discussions with both the executives from rational and power systems and customers.

You can test drive our latest application development tools in technical workshops and demos and you can network with 4000 peers and we'll have opportunities for you every evening to do that in our solutions center where there will be drinks and food and you can just chat with people. I'm going to urge you to register here at the link at the bottom of the page and you can use this podcast with your peers and take it to you manager as an expression of the value that you'll receive by attending Innovate 2010. If you register with this special discount code, you can receive $100 off because you're a power systems track attendee. Just use PWRT as a code and make sure that you choose Power Your Innovation as your primary track when you register. Thank you Vance.

Vance McCarthy: Thank you Scott, thank you Hayden, for a terrific look at why a power user should be thinking very seriously about attending Innovate 2010 in Orlando in early June. In fact we've got a minute or two left before the end of this sessions. Scott maybe take is through the fact here that the power user is really going to be front and center at this years Innovate renamed from Rational Software Conference to the point that I's not just two or three tracks along the edge of the show so to speak but they are truly a core community and a core technology.

Scott Searle: Yes, and in addition to our 16 session track, we're going to have many senior IBM managers and customer who are going to share their insights on the latest capabilities and proof points on how to improve development productivity and collaborative application life cycle management. So there are going to be many learning opportunities, not just in the power track but in more than 15 other parallel tracks showing the rest of the rational portfolio with customer speakers, business partners and IBM'ers.

Vance McCarthy: And the other thing that strikes me about this Scott is if you are a power user, that is you eat and breath power in your day to day job, this is the one venue where you really get to share stories and insights and even problems with other users in a very thought provoking and deliberative way.

Scott Searle: Yes, and when customer get there the new products rational development for power systems software, a new integrated development environment and rational team concert for power systems software used in conjunction, those are integrated IDE and team collaboration application life cycle, management system. It's a big step forward for any power customer. They haven't had these collaborative tools in the past and they can learn how to use them, what the value is to them. They can look at he new compilers that will help them take their existing application portfolio and recompile it as Hayden suggested earlier so that it can take advantage of the new massively parallel multi threaded environment in power

Sneak Preview: Innovate 2010 – Power Systems Track - Orlando, FL June 6-10
Vance McCarthy: IDN - Program Director
Hayden Lindsey: Rational Software - VP & Distinguished Engineer
Scott Searle: Rational Software - Marketing Program Director

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	seven deriving a lot of the value that comes from this new hardware architecture. Compilers are a very big bang for the buck in improving the efficiency of the use of that new hardware environment.
Vance McCarthy:	Very valuable, very valuable. For folks that have committed to power and continue to see power being a big part of their future, it sure does look like now that we've refashioned the rational conferences to Innovate, that Innovate should now be a part of my ongoing calendar.
Scott Searle:	Yes it should be and when you attend you're going to have an exceptionally valuable learning experience. There are more development learning options from Sunday June 6 through Thursday June 10 and you're going to get anywhere else in one point in time. If you have to be outside North America and it's going to be difficult for you to travel to Orlando, there are going to follow-on regional Innovate conferences around the world in the second half of 2010 and you can learn there at a later date.
Vance McCarthy:	Terrific, terrific. Thank you both to our IBM experts Hayden Lindsey, Vice President Distinguished Engineer of Enterprise Modernization Modeling Construction and Compilers and of course Scott Searle the IBM Marketing Program Director at Rational software for a terrific look at Innovate and we hope to see you in Orlando in June.
Scott Searle:	Thank you Vance.
Hayden Lindsey:	Thank you very much.

Duration: 15 minutes