

## **IBM Smarter Planet - IBM Rational Development Software Update November 2009**

LEXINGTON, Massachusetts (November 2009) – WinterGreen Research announces that its European Partner Bit Group has a new study on the future of The IBM Rational Software strategy. The study details how we are on the verge of a new technology innovation cycle that will induce long term prosperity.

IBM calls it the Smarter Planet paradigm. BIT Group names the emerging technology cycle: “Intelligent Digital World Cycle” sees the fusion of the Digital World 1 (modular organizations, collaboration-led people interactions) with the Physical World of Objects made intelligent (Smart Things), communicating via the “Future Internet”, i.e. the IPv6, SOA-Architected and software-enabled Internet.

Software is key both for innovation and change. However, as states Gary Booch, IBM Fellow, “90% of the software needed for this new era is yet to be written”. This raises the strategic question about effective Software Delivery, from design and development to operations in a Service- Oriented (SO) Architected Information System.

To match the above vision and strategy, the IBM Software Group, under the leadership of Steve Mills has implemented an innovation strategy.

## **IBM Rational Software**

### **Market Leaders**

**IBM**

REPORT # SH24201513 34 PAGES 13 TABLES AND FIGURES NOVEMBER 2009

EUROS 650,- EXCLUDING VAT WHEN APPLICABLE

\$1970 SINGLE COPY -- \$3,800 WEB SITE POSTING

**CHECK OUT THESE KEY TOPICS**

1. IBM “SMARTER PLANET” GENESIS: THE INNOVATION AND ECONOMIC CYCLES..... 5  
 1.1 LEARNING FROM ECONOMIC CYCLES ..... 5  
 1.2 THE MODERN HISTORY: INDUSTRIAL AGE KEY DATES FOR DISRUPTIVE INNOVATION ..... 6  
 1.3 A COMPLETED VIEW OF THE ECONOMIC CYCLES (1770 – 2050) ..... 8  
 1.4 BIT GROUP’S VISION GLANCE ... CELLULAR ENTERPRISE PARADIGM..... 9  
 1.5 IBM VISION AT A GLANCE ... THE SMARTER PLANET PARADIGM..... 10  
 2. THE ROLE OF SOFTWARE IN THE SMARTER PLANET WORLD: SOFTWARE 2.0 ..... 11  
 2.1 SOFTWARE IS THE KEY ENABLER FOR THE INNOVATION-DIFFERENTIATED ENTERPRISE ..... 11  
 2.2 THE SOFTWARE 2.0 WORLD..... 11  
 2.3 WHAT MEANS SOFTWARE? ..... 12  
 2.4 SOFTWARE SHAPING SOCIETY ..... 12  
 2.5 EVOLUTION IN TECHNOLOGY..... 13  
 3. IBM RATIONAL TELELOGIC ASA “SOFTWARE 2.0” KEY ENABLER ..... 15  
 3.1 IBM SOFTWARE STRATEGY IMPLEMENTATION AND IBM RATIONAL AS AN ENABLER ..... 15  
 3.2 RSC 2009 KEY ANNOUNCEMENTS ..... 17  
 3.3 BUSINESS PARTNERS PROGRAM EXTENSION..... 20  
 3.4 NEW SERVICES FOR THE CLOUD ..... 21  
 4. BRIDGING WITH TIVOL ..... 25  
 5. BRIDGING WITH WEBSPHERE & SOA ..... 27  
 6. BRIDGING WITH LOTUS ..... 29  
 7. BRIDGING WITH INFORMATION MANAGEMENT (IOD)..... 31

**IBM Rational Software Offerings**

**Smarter Planet  
 Connected  
 Interconnected  
 Intelligent  
 Instrumented**

**IBM Rational Software Positioning,**

REPORT # SH24201513 34 PAGES 13 TABLES AND FIGURES NOVEMBER 2009

EUROS 650,- EXCLUDING VAT WHEN APPLICABLE

\$1970 SINGLE COPY -- \$3,800 WEB SITE POSTING

## Quarterly Update November 2009

### REPORT METHODOLOGY

THIS IS THE 420 TH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE EQUIPMENT, HEALTH EQUIPMENT, AND ENERGY. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPANT IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT. WE ESTABLISH ACCURATE MARKET FORECASTS BASED ON ECONOMIC AND MARKET CONDITIONS AS A BASE. USE INPUT/OUTPUT RATIOS, FLOW CHARTS, AND OTHER ECONOMIC METHODS TO QUANTIFY DATA. USE IN-HOUSE ANALYSTS WHO MEET STRINGENT QUALITY STANDARDS. INTERVIEWING KEY INDUSTRY PARTICIPANTS, EXPERTS AND END-USERS IS A CENTRAL PART OF THE STUDY. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

FINDINGS AND CONCLUSIONS OF THIS REPORT ARE BASED ON INFORMATION GATHERED FROM INDUSTRY SOURCES, INCLUDING MANUFACTURERS, DISTRIBUTORS, PARTNERS, OPINION LEADERS, AND USERS. INTERVIEW DATA WAS COMBINED WITH INFORMATION GATHERED THROUGH AN EXTENSIVE REVIEW OF INTERNET AND PRINTED SOURCES SUCH AS TRADE PUBLICATIONS, TRADE ASSOCIATIONS, COMPANY LITERATURE, AND ONLINE DATABASES. THE PROJECTIONS CONTAINED IN THIS REPORT ARE CHECKED FROM TOP DOWN AND BOTTOM UP ANALYSIS TO BE SURE THERE IS CONGRUENCE FROM THAT PERSPECTIVE.

THE PRIMARY CONTACTS COMBINED WITH UNDERSTANDING OF THE KEY MARKET DRIVERS AND THEIR IMPACT FROM A HISTORICAL AND ANALYTICAL PERSPECTIVE. THE ANALYTICAL METHODOLOGIES USED TO GENERATE THE MARKET ESTIMATES ARE BASED ON PENETRATION ANALYSES, SIMILAR MARKET ANALYSES, AND DELTA CALCULATIONS TO SUPPLEMENT INDEPENDENT AND DEPENDENT VARIABLE ANALYSIS. ALL ANALYSES ARE DISPLAYING SELECTED DESCRIPTIONS OF PRODUCTS AND SERVICES.

## YOU MUST HAVE THIS STUDY

## ABOUT THE AUTHORS AND COMPANY

REPORT # SH24201513 34 PAGES 13 TABLES AND FIGURES NOVEMBER 2009

EUROS 650,- EXCLUDING VAT WHEN APPLICABLE

\$1970 SINGLE COPY -- \$3,800 WEB SITE POSTING

**Hans-Josef Jeanrond** is Analyst at BIT Group, responsible for application software; he also works on the topics of innovation and the adaptation of company culture to company objectives (or vice versa).

Computer scientist by training with a degree from Saarbrücken University (Germany) and postgraduate research in Oxford and Edinburgh, Hans-Josef combines a strong experience of the technical and the business worlds across different countries, cultures and mentalities.

He has more than 15 years of experience in software R&D and an equally long experience in marketing and communications. He is an expert in the “mediation between business and IT”, and the “translation” of innovation into user and business benefits.

Founder of Jeanrond CMC, a company specializing in marketing and communications consulting for the High Tech Industry, Hans-Josef is also a co-founding partner of bizcat GmbH, a Swiss company positioned as a “business catalyst” in the ecosystems of certain leading IT companies. From 1992 to 1998 he was Marketing and Communications Director of SAP France.

**Bernard Dubs** is the Founder, CEO & Research Director, BIT Group. Bernard has founded the Business & Information Technology (BIT) Group, an independent and international Analysts & Experts firm specializing in economic intelligence, enterprise transformation, organization and ICT strategies, taking forward the Value Proposition of META Group to which he has been collaborating from 1995 to 1998: “Bridge the gap between Business & IT”. Bernard has authored the strategic vision of the evolution of economic models and organizations “V-Enterprise 2020” : from the industrial enterprise to the cellular, networked, and ICT-powered enterprise, driver of the 21st Century Digital Economy and Knowledge Society.

Bernard has more than 25 years of professional “Business & IT” experience in Europe and in the USA in such large industrial and services groups as National Semiconductor USA, BASF Germany, Shell Europe and Thales France, as well as in IT services companies, including aforementioned Strategic Advisory firm, Meta Group.

Bernard is an Adviser to France 2025, the French Government long-term strategic plan, and external Expert for the European Commission. He is often quoted in the press and a sought-after speaker for “21st Century enterprise” keynotes at Top events such as CeBIT. Bernard is a Graduate (MS) from the University of California at Berkeley.

**ORDER FORM**

**Return To: WinterGreen Research, Inc.**  
**6 Raymond Street**  
**Lexington, MA 02421 USA**  
**Phone: (781) 863-5078 --- Fax: (781) 863-1235**

**REPORT # SH24201513 34 PAGES 13 TABLES AND FIGURES NOVEMBER 2009**

**EUROS 650,- EXCLUDING VAT WHEN APPLICABLE**

**\$1970 SINGLE COPY -- \$3,800 WEB SITE POSTING**

PLEASE ENTER MY ORDER FOR:

**IBM SMARTER PLANET - IBM RATIONAL  
DEVELOPMENT SOFTWARE****UPDATE NOVEMBER****-ALL REPORTS ARE AVAILABLE IN EITHER PRINT OR PDF-****\_\_\_\_\_PDF\_\_\_\_\_PRINT**

\_\_\_\_ENCLOSED IS MY CHECK FOR \$1970 FOR SINGLE COPY, \$3,800 FOR WEB SITE POSTING

\_\_\_\_PLEASE BILL MY COMPANY USING P.O. NUMBER\_\_\_\_\_

\_\_\_\_PLEASE CHARGE MY MASTERCARD/VISA/AMERICAN EXPRESS\_\_\_\_

CARD NUMBER \_\_\_\_\_EXP. DATE \_\_\_\_\_

If charging to a credit card use the order form on the Internet, fax, or call.

NAME \_\_\_\_\_TITLE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

COMPANY \_\_\_\_\_DIVISION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_STATE / ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

**PLEASE NOTE:** RESIDENTS OF MASSACHUSETTS AND CONNECTICUT MUST INCLUDE APPROPRIATE SALES TAX

SUBSCRIBERS OUTSIDE THE UNITED STATES MUST PROVIDE PREPAYMENT IN U.S. FUNDS

**REPORT # SH24201513 34 PAGES 13 TABLES AND FIGURES NOVEMBER 2009****EUROS 650,- EXCLUDING VAT WHEN APPLICABLE****\$1970 SINGLE COPY -- \$3,800 WEB SITE POSTING**