

APRIL 1ST 2013

ReleaseTEAM



April 1, 2013

Inside This Issue

[CRUG](#)

[RT Spotlight](#)

[ReleaseTEAM is hiring](#)

[Marketing Science](#)

[Why Call ReleaseTEAM?](#)

[Early bird rate for IBM Innovate](#)

[The Puzzler](#)

Quick Links

[ReleaseTEAM Website](#)

[IBM Rational Website](#)

[Colorado Rational Users
Group](#)

[Fort Collins Rational Users
Group](#)

IBM Technotes



To see the latest IBM
Rational TechNotes

[CLICK HERE](#)

Welcome to our April 2013 newsletter!

As the cold winter months begin to fade away and are replaced with warmer temperatures we at ReleaseTEAM like to remind everyone about some of the sizzling deals IBM Rational has to offer!

But first, ReleaseTEAM is excited to announce our biggest change of 2013 thus far! We would like to introduce to you Sean Malone, the newest member of our sales team. Sean, who has 3 years experience selling IBM Products, will be covering Canada and the Caribbean Islands. Please be sure to welcome Sean to ReleaseTEAM's "team" when you get a chance! Contact Sean at smalone@releaseteam.com or (416) 832-4888

This month we want to ensure that all of our readers are aware of the RTC Starter Pack 4.0.

- The starter pack is an authorized 10 user RTC Developer for Workgroup license.
- You may also add up to 50 additional authorized users.

The RTC Starter Pack 4.0 is the perfect way to keep software development costs low while doing more with less!

- Achieve an average of 3X ROI in 3 to 6 months by automating software build and delivery
- By collaborating on work items, defects, and build errors, rework can be reduced by 25-50%
- Improve time to market
- Reduce cost of ownership
- Get started with RTC on a departmental budget today!

As a certified Rational Reseller, ReleaseTEAM will not only give the best price possible, but also promises to deliver outstanding customer service!



Second Quarter Meeting:

When: Thursday, May 23rd

Where: [DeVry University](#)

Time: 4:15-4:30 – Networking

1870 W. 122nd Ave. Room #145

4:30-5:30 – Announcements and Speaker

Westminster, 80234

5:30-5:45 – Networking

Speaker: To be announced

RSVP with Rene at rcorn@releaseteam.com

ReleaseTEAM's Spotlight



Patrick Stein

This month, we would like to shine our spotlight IBM's Patrick Stein.

A highly motivated entrepreneurial sales leader with over 17 years of executive-level enterprise software sales and team leadership experience.

Proven track record in exceeding new software license quotas, achieved by establishing, developing and managing successful long-term client relationships and delivering solutions with unique business value on a consistent basis.

"Delivering solutions with unique business value on a consistent basis has driven my success with clients. This fosters mutual trust and long-term relationships."

[Click here check out his linkedIn profile](#)

ReleaseTEAM is now hiring!



We specialize in IBM Rational Software's tool set, RTC, RRC and RQM, ClearCase, ClearQuest, UCM and build tools. The TEAM in ReleaseTEAM means that none of our employees work alone, at all times our employees have a deep knowledge base to draw from within ReleaseTEAM.

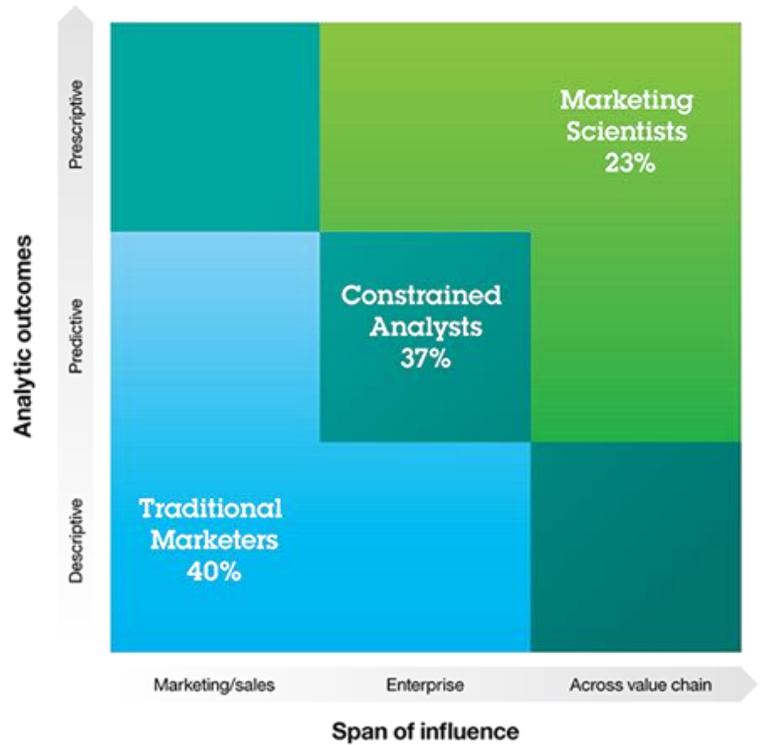
Right now, we are looking specifically for [SCM consultants](#) and [Build Engineers](#).

So send your résumés to us at jobs@releaseteam.com.

Marketing Science

The marketing profession has long relied on data. But as the terabytes grow, progressive marketers are turning to science. They're using systematic observation, testing and measurement to study broad behavioral patterns, drill down from the aggregate to the individual and produce new insights that improve business outcomes. Doing this effectively means mastering three capabilities – architecting data, applying science and influencing action.

[Click here for the full article.](#)



Register now, save \$300!

Early bird registration rate extended until April 2, 2013.

Innovate2013

The IBM Technical Summit

Stay ahead. June 2-6 | Orlando



A look back at Innovate 2012

Innovate 2013 is IBM's premier networking and educational conference for IT and engineering professionals engaged in all aspects of product development and software delivery including agile, DevOps, mobile, cloud, big data and social business.

Innovate 2013 is approaching fast, so why not review and reminiscence about [last year's Summit?](#)

The Puzzler

Once again it is the Puzzler!

The next big software conference, "Super Open Collaborative Agile Software Action Conference," or SOCASAC is fast approaching! The thing is, the date has been not been made entirely clear. Perhaps the organizers think you and the other thousands of attendees are clever enough to figure out when the thing takes place. The date of the conference is a quarter of the number shown a week ago, and a third of the number shown two weeks ago. We are using the format month/day, for example, 5/22 or 4/1.

Send us in your answers and we will randomly pick a winner from all the correct answers to win a \$27 ReleaseTEAM gift certificate. If you'd like to send us puzzlers of your own, feel free to do so!

Send your answers to info@releaseteam.com.

