ReleaseTEAM

February 2014

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Welcome to our February 2014 Newsletter!

Last month we introduced IBM Rational's automation solution for Service Virtualization. This month we will expand on return on investment (ROI) when using these products and give you two links to supporting studies. One from Forrester Research study on services virtualization and the other from Info-Tech Research Group.

Deliver enduring software quality from concept to launch to retirement

Quality management and testing solutions from Rational help organizations achieve consistency, efficiency and predictability with software quality that meets objectives and testing strategies that validate and verify applications for any platform and test type.

While success or failure often times depends on whose products or services are of the highest quality, lack of acceptable or poor software quality is blamed for more business problems than any other man-made product. According to Capers-Jones research, poor software quality has become one of the most expensive topics in human history – over $500 billion USD per year worldwide*.

Take the time to sign-in and download these following two reports for more detailed information.

Forrester Research Total Economic Impact Study on Service Virtualization and Test Automation Solutions

https://www.ibm.com/services/forms/signup.do?source=swg-rtl-sd-ar&S_PKG=ov16778

Info-Tech Research Group, Vendor landscape: Software testing solutions

https://www.ibm.com/services/forms/signup.do?source=swg-rtl-sd-ar&S_PKG=ov12576

ReleaseTEAM's Spotlight

Marcy Pearson- Vice President of Worldwide Sales, IBM Rational

ReleaseTEAM would like to shine its February Spotlight on an individual whose peers all feel is an exceptional leader throughout the IBM community! Allow me to introduce Marcy Pearson.

IBM Rational recently announced Marcy will be taking over as the VP of Worldwide Sales for the Rational product line. Prior to this position, Marcy held the VP of Tivoli Sales, North America for two and a half years. Her passion for the Rational brand took root years ago when she was Vice President, of North America Sales, IBM Rational for seven years. The Rational team enjoyed working with Marcy before and is certainly thrilled to be working with her again!

Marcy is well known as a fantastic mentor who continually encourages risk taking and creative thinking to meet objections. She works very hard to ensure her team has the proper tools and support they need to succeed. Her employees sincerely believe Marcy has their backs and truly cares about them as individuals.

Please take a minute to welcome Marcy back to the Rational team!

Marcy Pearson

Colorado Rational User Group – Q1 2014 Meeting

Date: February 27, 2014
Time: 6:00-9:00pm (MDT)
Location: DoubleTree by Hilton
83 E 120th Ave
Thornton, Colorado

Speaker: TBD
Topic: TBD

To register call/email Sarah at:
303-242-8412
ssmith@releaseteam.com

New Rational User Groups Membership Drive

We are starting three new Rational User Groups in Washington DC, Las Vegas, and Salt Lake City, if interested please join at the Global Rational User Group site.

By signing up, you may enjoy all of the great options that the GRUC has to offer:

- Join a Local User Group in your geographic area

- Join a Virtual User Group

- Register for upcoming Webcasts or Events

- Cultivate communication paths with IBM staff and executives on Rational issues through Ask the Rational Experts

- Read our Blogs and search the hundreds of resources found in the Content Library

- Join/Start a conversation in the Forums

Call for Speakers is Open

Session proposals for the Innovate 2014 conference are being accepted now through Feb. 7, 2014.

Share your experience, knowledge and best practices at Innovate 2014! With over 400 planned sessions, Innovate is the place to build the insights, skills and partnerships you need to deliver innovative new products with speed and efficiency. Establish your expertise as you educate other software development professionals on ways to deliver software more effectively.

If you have questions regarding your session proposal(s), please email InnovateSpeaker@maritztravel.com.

ReleaseTEAM's Partner Spotlight

bmcsoftware

BMC Software helps leading companies around the world put technology at the forefront of business transformation, improving the delivery and consumption of digital services. From mainframe to cloud to mobile, BMC delivers innovative IT management solutions that have enabled more than 15,000 customers to leverage complex technology into extraordinary business performance—increasing their agility and exceeding anything they previously thought possible.

BMC serves tens of thousands of IT organizations around the world, from small and mid-market businesses to the Global 100. One hundred percent of the Forbes Global 100 and 82% of Fortune 500 companies rely on BMC Software for IT management solutions, including automation, cloud, mainframe, mobile, monitoring, and more.

In a competitive and changing market, continued innovation is required to remain strong, and BMC continues to grow its portfolio with acquisitions, as well as organic enhancements to existing products. During the past several years, BMC has predominantly leveraged a "tuck in" strategy, where acquisitions supplemented existing offerings or extended them to emerging areas, but it has also made a significant accretive acquisition, Numara Software, which brought it a larger market share in IT service support, as well as a midsize enterprise channel.

The most recent acquisition, Partnerpedia, moves BMC into a new area: mobile and application delivery. As part of its tuck-in strategy, BMC was able to build integration across its existing and acquired technologies. This strategy has served it well, especially against its main ITOM competitors as well as new infrastructure competitors.

With last-year's release of MyIT, BMC Software forever changed the relationship between business users and IT. Now, BMC is moving the needle again with the next generation IT Service Management: redefining the IT experience for business users with a simple, smart solution that knows who you are and where you are. Now IT can provide customers easy access to the business services, support and applications – anywhere, anytime without forms or fuss.

Cognitive computing can take the semantic Web to the next level

As big data analytics pushes deeper into cognitive computing, it needs to bring the semantic Web into the heart of this new age

The IT industry is approaching a point where we'll soon need to distinguish between "cognitive" and "semantic" computing. The terms are blurring into each other. Actually, the distinctions among them have never been clear. Sometimes it's even easier to refer to them both by the even vaguer "smart computing" to allude to the practical magic they enable.

I recently came across an article that promotes the concept of "cognition as a service" while stating bluntly that the "semantic Web [has] failed," as if the concepts are mutually exclusive or aiming at exactly the same objectives. For many years, I've blogged my thoughts on the "semantic Web" (as a Tim Berners-Lee initiative at W3C) vs. "semantic interoperability" (as a long-standing data-integration imperative). I won't rehash it here, other than to say semantic technologies have permeated every aspect of the enterprise architecture and cloud universe. They have most certainly not failed to take hold.

Click here to read the entire article.

Why big data will have a big impact on sustainability

Gathering and analyzing millions of data points can be difficult, but big data can tell business where to focus its efforts

Advances in data gathering, computing power and connectivity mean that we have more information than ever before at our fingertips. IBM estimates that by 2020 there will be 300 times more information in the world than there was in 2005 – a total of 43tn gigabytes. And this data is being put to good use. Increasingly we hear how properly understanding data leads to positive results, whether this is Moneyball in sport or Nate Silver's predictions of the US elections.

We are only just starting to scratch the surface of how businesses can process, analyze and otherwise make use of all this extra information to help them make money, save money and become more sustainable. But when it comes to sustainability the great thing about big data is that it is unlocking the ability of businesses to understand and act on what are typically their biggest environmental impacts – the ones outside their control.

Click here to read the entire article.

The Puzzler

The winner of January's puzzler was Bob H.! Congratulations and enjoy your gift card! Here is last month's question:

"The three potential employees are blindfolded and sat in a circle, so any one of them can see the other two, once the blindfolds are removed. Placed on their heads is a hat, either red or blue in color, which they cannot see. They are told to raise their hand if they see a blue hat on either of the other players, and to say their own hat color out loud once they know it, first one to guess correctly gets the job. After taking off the blindfolds, they all raise their hands at the same time, and then shortly thereafter, one of them guesses blue and is correct. **How did that person know their hat was blue?**

Solution: They all raise their hands, so that must mean they each see at least one blue hat, which also means that at least two of them have blue hats. The winner was one of two to see a red hat and a blue hat, and guessed blue because they knew there were 2 blue hats.

Now for this month's puzzler:

ReleaseTEAM is giving all of its employees Valentine's Day candy! Unfortunately, we ordered the candy in bulk and now have to divide the candy evenly between employees. If we give each employee 4 pieces of candy, we will have 55 pieces left over, but if we give them each 9 pieces, we will be short 55 pieces. **How many employees are getting candy and how many pieces of candy are there total?**

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

Send your answers to info@releaseteam.com.