



# ReleaseTEAM

June 2014



Welcome to our June 2014 Newsletter!

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It is with mixed feelings, a happy bitterness, that as you read this we will be attending the last IBM Innovate. As always ReleaseTEAM will be one of the sponsors of the conference, which will be merged into one big IBM Software conference.

Innovate in its many iterations has always been an event I looked forward to and cherished each year. It was the beacon event that many of us planned their year around. I am reminded of the many friends and clients, partners and vendors that I have met and made over the 20 or so years I have attended this conference.

The people who made the conference, from its beginnings as CCIUG in 1994 to RSDC and RSC as other vendors and events got merged into what became Innovate, will be missed, many having already moved on. This one last time I hope to meet up with many friends that I was lucky to get to know, the few that became more, some employees, some partners, and some friendly competitors. And yet we are happy for the change, being change management professionals we are used to it.

In 2015 and beyond, parts of Innovate will live on as parts of larger conferences that I'm sure we will be a part of. So here's to one last big Rational conference! If you are there, I'm buying.

- Shawn Doyle

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## Quick Links

[ReleaseTEAM Website](#)

[IBM Rational Website](#)

[Colorado Rational Users Group](#)

[ReleaseTEAM's Rational Users Group Page](#)

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## IBM Technotes



To see the latest IBM Rational TechNotes

[CLICK HERE](#)

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## ReleaseTEAM's Spotlight

Scott McKorkle – Sales Enablement Specialist



Scott McKorkle

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I remember attending the IBM Rational Top Gun Sales class last September and thinking my brain was going to explode; so much information to learn in one week! The instructors were all very nice, informative, and pleasant, but one instructor really stuck out to me, Scott McKorkle. His wit and charming personality made learning about Product and Systems Development a very pleasant experience. Prior to the Top Gun course I did not have any exposure to Systems Engineering, but I walked away feeling very confident in presenting the Rational solution after his presentation.

Scott has been a Sales and Marketing Professional with over 20 years' experience in the real-time computing industries, with demonstrated leadership in sales strategy, sales execution, product marketing and business development. His focus over the past few years has been in using his accumulated experiences and knowledge to better enable and prepare sales teams to maximize their successes and results. He has been with IBM and Telelogic for 10 years, specializing in sales management and enablement, product strategy and messaging.

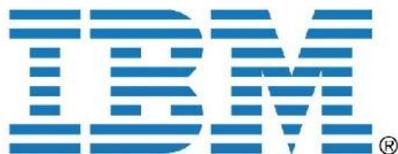
The next time you are on an enablement call pay extra attention to Scott's Product and Systems Development portion- I promise you will not be disappointed. Thank you Scott for all you do on behalf of all the IBM Rational sales team and the Rational Business Partners!

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## Watch Innovate 2014 general sessions, keynotes and a contest on live stream!

Can't attend Innovate 2014? No worries...we've got you covered! You can follow all of the general sessions, keynotes, and the IBM Watson Mobile Developer Challenge from the comfort of your desk. Grab a cup of coffee and tune into <http://www.ibm.com/innovate> for the latest, breaking news, announcements, client success stories, strategy and thought leadership direct from sunny Orlando!

[Click here for the keynote and session schedules.](#)



## ReleaseTEAM's Partner Spotlight

IBM, our partner for over 10 years, is getting the spotlight this month

ReleaseTEAM has been an IBM Rational Business Partner since 2003! Early on we focused primarily on consulting services for Rational CM clients. Several years ago we became Premier Business Partners and began reselling the Rational suite of tools along with expanding our consulting services. Today our consultants are placed on all types of engagements; CM, DevOps, Continuous Engineering, and overall process improvements.

The IBM Rational brand is a leading provider of integrated solutions combining market-leading tools, software engineering best practices and services that automate the software development process. For many years IBM has helped software teams overcome chronic development obstacles through a flexible and proven approach. The result: higher-impact software, a more motivating work environment, and a greater return on your organization's software development investment.

ReleaseTEAM has built many solid relationships with the IBM Rational Channel team. If we were to start listing names and thanking each individual that has helped us help our customer it would never end. IBM has many skilled and talented people that can solve our problem or help us solve a customer's problem on any given process or product. They are all willing and prepared to assist new customers implement new tools or old customer improve processes with new solutions. Our ability to call on IBM as a Premier Partner exponentially increases our value to our customers and to IBM.



# Innovate2014

June 1 – 5 | Orlando, Florida



## Trending topics in product development and software delivery for managers

The ability to adapt to change is the

### #1 benefit

of Agile according to 79% of respondents.

Nationwide achieves

**90%**

on time delivery with DevOps, a **67% increase** over waterfall approach.

With DevOps, a leading insurer reduced user downtime by

**70%.**

**25%**

of surveyed organizations plan to significantly increase their use of Agile techniques.

DevOps leads to a

**50% drop**

in defects for benefits management company.

An Agile transformation helped IBM decrease defective product arrivals from

**6,900 to just 2,200.**

Software Design is now responsible for **65%** of total system development costs.

**85%**

Leading defense firm decreased time to market by

**40%** with systems engineering.

A major insurance company reduced QA costs by

**\$400,000 per year**

with IBM solutions for quality management and testing.

of new software is now being built for the cloud.

### < Deliver @ **SPEED** >

In a world where data is the new natural resource ... where efficiencies, savings and innovation are all finding their way into the cloud, and where there is a growing need to engage people empowered by knowledge and enriched by a network ... you need to Innovate@SPEED.

Let IBM and IBM Business Partners help you strategize to deliver more useful and more trusted products... and achieve cost efficiency through leaner and more predictable software delivery. All on your way to measurably improving business outcomes as software delivery becomes a more dominant market differentiator.



**Register for Innovate 2014**

#ibminnovate | [ibm.com/innovate](http://ibm.com/innovate)

IBM Innovate 2014

Yet another Innovate infographic! It may be too late to register, but you can still get all the best innovate coverage from their [Facebook page](#) and [website](#). Make sure you check out those pages for a ton of content, videos, and news, as well as even more infographics.

## ReleaseTEAM to Sponsor and Speak at IBM Innovate 2014

Our team of sales professionals and technical consultants will be at Innovate 2014. Come and visit us at **booth E406** to see us and to learn more about our information on our DevOps and Software Configuration Management (SCM) solutions, and let us know if you'd like to schedule a 1-on-1 consultation.

Please join us on **Wednesday, June 4, from 10:45-11:45am in room Dolphin-Asia 2**, when ReleaseTEAM's Michael Gormley will present a case study, entitled "[When Custom Environments Go Bad](#)" (DCM-1934).

Michael will discuss how we were brought in to rescue a virtualized development environment for an aerospace company, how we improved delivery performance by 95%, and how we virtually eliminated system crashes and time-outs, and at least partially redeemed the reputation of the SCM team.

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### The Puzzler

The winner of May's puzzler was Pat H.! Congratulations and enjoy your gift card! Here is the solution to last month's question:

#### **Solution (the question can be found on last month's newsletter):**

The solution to the one is pretty tricky. You could start with any number from the hat and still figure out the answer if both people said no enough. The only time the first person would say yes on the first turn is if he had a 1. The only time the second person could say yes on the first turn is if she had a two AND the first person said no. Each time someone responds with no, a number is eliminated from suspicion. The number of times no has to be said is one less than the number you receive. If the hat gave you a 1, you would hear no 0 times. If it gave you a 5, you would have to hear no 4 times to eliminate all numbers below, starting at 1 and going to 4. It is a very complicated puzzle with a complicated answer, especially with little room to type. Reply to our puzzler email below if you would like a more in-depth explanation.

#### **This month's Puzzler:**

ReleaseTEAM is attending IBM Innovate 2014, they will be both sponsoring an expo booth and attending the conference. There are 5 employees going and at least any two of them must be at the booth at all times. There are also 4 available sessions to attend every hour, and there are 8 hours of conference for 4 days, with the fourth day being a half day of 4 hours.

If the same people can't be at the booth for more than an hour at a time, **what is the highest number of sessions an employee can attend?**

Send us in your answers and we will randomly pick a winner from all the correct answers to win a \$25 ReleaseTEAM gift card. If you'd like to send us puzzlers of your own, feel free to do so!

Send your answers to [puzzler@releaseteam.com](mailto:puzzler@releaseteam.com).