

JUNE 1ST 2013



ReleaseTEAM



Welcome to our June 2013 newsletter!

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The air here at ReleaseTEAM is buzzing with excitement as we are headed to Innovate 2013, The IBM Technical Summit (June 2-6).

By the time most of our followers are reading this newsletter, several of our staff members will be participating in the Rational Reseller Golf Tournament. This pre-conference event should be quite interesting as the 3 ReleaseTEAM golfers are professionals, NOT!

Once again ReleaseTEAM will have a booth in the Expo hall. Our sales and marketing staff would love for each and every one of you who are attending Innovate to stop by our **booth (#E207)**. We would be more than happy to answer any questions you may have and to also share all of the new and exciting things we are up to these days! If you miss us in the Expo Hall, be sure to look for our consultants in the sessions, workshops and halls!

Quick Links

[ReleaseTEAM Website](#)

[IBM Rational Website](#)

[Colorado Rational Users Group](#)

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

IBM Technotes



To see the latest IBM Rational TechNotes

[CLICK HERE](#)



We would like to give a big thank you to Jim Densmore for speaking on such a great topic at the May 23rd CRUG meeting. This meeting was a big success and it was good to see all of you that attended! If you missed this meeting, keep watching for next quarter's meeting information to appear soon. We look forward to seeing you.

IBM Innovate 2013: Make Cloud-based DevOps a Rainmaker

"Software-driven innovation is one of the most powerful strategies available to organizations today. If you want to get ahead in a competitive market, offering new, in-demand services faster than your competitors can, is a great way to go about it.

That said, it's critical that those services arrive as performance-optimized, feature-complete, and bug-free as possible. And given the incredible pace of change in this field, staying on top of the latest best practices, development methodologies, and delivery platforms is no simple feat.

That's why attending Innovate 2013, to be held in Orlando June 2-6, is on the radar of software practitioners and developers from around the globe. This event is expected to see attendance of more than 4600 software professionals—an impressive 25% increase, year over year—including some 1800 IBM clients and more than 750 IBM business partners. These numbers are clear evidence of just how powerful the case for software-based innovation is seen today." – [Click here to read the entire article](#)

ReleaseTEAM's Spotlight



Tom Hollowell

Tom Hollowell – GB Brand Leader IBM Rational

This month we'd like to shine our spotlight on Mr. Tom Hollowell! Tom has over 20 years of broad experience in direct sales, marketing, consulting and sales management in high tech companies. His Experience includes both small start-up companies as well as large established firms.

Goals include contributing to the growth of new and established software companies.

Specialties: Software sales and marketing, software startups, internet marketing, direct marketing, new product launches and sales management.

His hobbies include DIY handyman work and spending time at his cabin in northern Michigan.

[Check out his LinkedIn profile](#)

“Tom has tremendous energy, drive and a distinct capacity to understand customer problems. Tom is an exceptional leader and has a unique ability to develop and inspire everyone that he works with. Tom is an excellent mentor and continues to be a great asset to IBM!!”

– Imran Hashmi

GRUC Leader Council Election

The Global Rational User Community is starting up their Leader Council elections once again! The Leader Council is an elite group of outstanding people with a passion for the Global Rational User Community and is comprised of numerous Rational User Group leaders worldwide.

Meet the 2013-2014 candidates [here](#), and the current Council members [here](#). Be sure to vote for our own Shawn Doyle who is up for reelection.

You need to be registered on the Rational User Group website to vote, and can do so [here](#). Once you've registered, [vote here](#). Voting ends on June 4th so don't miss your chance!



Why Call ReleaseTEAM?



Software projects can be like a winding road wrought with the twists and turns of change. At ReleaseTEAM we navigate the road for you to ensure your software journey is a smooth and successful one. Allow ReleaseTEAM to lead the way with:

- * The Industry's Best Consultants
- * Flexibility and Responsiveness
- * Environment Assessments
- * Staff Augmentation
- * Training
- * Support

Innovate 2013 is here!

Stay ahead of:

- Major trends across the DevOps lifecycle
- The competition and rapidly shifting team dynamics
- Your career path by gaining both technical and business knowledge



The Puzzler

Once again it is the Puzzler!

We've tripled the number of responses since last month, and everyone got it correct! The answer to last month's Puzzler was 1 device of each kind. The winner this time was Randy Applegate, congratulations! Let's try something slightly more difficult this time:

There are three of us left at the Innovate after party and there is only one triangular slice of cake left. Since I'm the one cutting, I'll just cut it into two pieces with a ratio of 4:5 and take the bigger piece for me, and leave the other piece to be split in half. The sides of the cake are all 15 inches long; how far along the side should I cut?

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.

