

APRIL 1<sup>ST</sup> 2013

# ReleaseTEAM



April 1, 2013

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## 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!

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!

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### Quick Links

[ReleaseTEAM Website](#)

[IBM Rational Website](#)

[Colorado Rational Users Group](#)

[Fort Collins Rational Users Group](#)

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Second Quarter Meeting:

**When:** Thursday, May 23<sup>rd</sup>

**Time:** 4:15-4:30 – Networking

4:30-5:30 – Announcements and Speaker

5:30-5:45 - Networking

**Where:** [DeVry University](#)

1870 W. 122<sup>nd</sup> Ave. Room #145

Westminster, 80234

**Speaker:** To be announced

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*IBM Technotes*



To see the latest IBM Rational TechNotes  
[CLICK HERE](#)

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## IBM Delivers the Industry's Most Advanced Social Experience for the Enterprise

The FINANCIAL -- IBM announced it is extending its social business platform with the industry's first fully integrated social mail solution.

The move aims to simplify and accelerate social business adoption in the marketplace, providing employees with a single access point to all of their collaboration tools social media, email, group activities, blogs and more.

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

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## ReleaseTEAM's Spotlight

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

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.

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



*Patrick Stein*

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**Register now, save \$300!**  
 Early bird registration rate extended until April 2, 2013.

# Innovate2013

The IBM Technical Summit

**Stay ahead.** June 2-6 | Orlando



## Use the early bird rate for IBM #Innovate now through March 15!

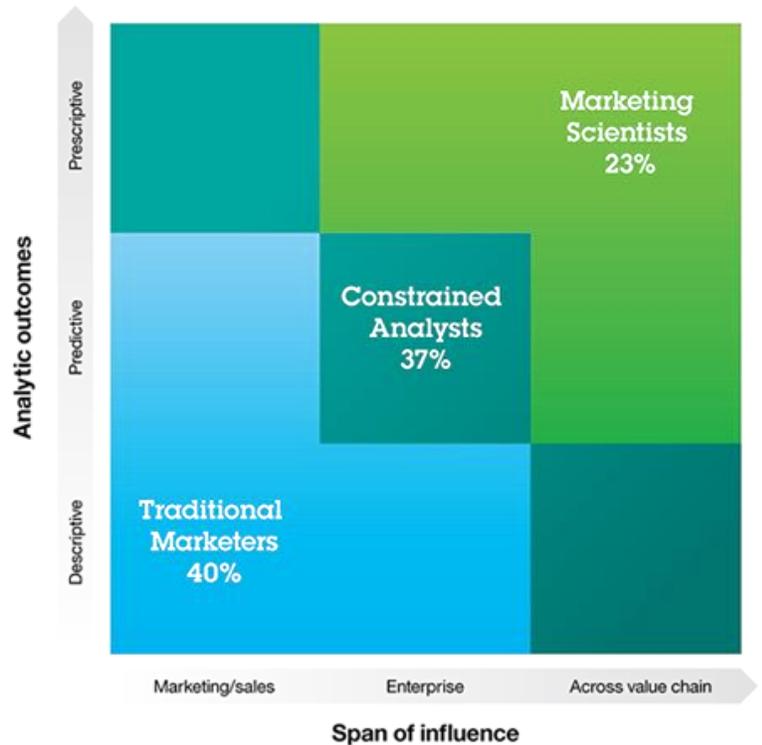
Innovate 2013: The IBM Technical Summit is the event where software practitioners and product developers can learn to improve the practices, predictability and economics of software delivery. Attendees will find detailed Rational education and insights into key technical trends. Need some reasons to attend? How about:

- Over 450 breakouts with practical guidance you can apply to your work
- Innovative demonstrations from IBM and Business Partners at the high-energy Expo Hall
- Networking with over 4,000 of your peers, top strategic and technical talent
- Self-paced, technical open labs and a wide variety of certification tests

## 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.](#)



# The Puzzler

Once again it is the Puzzler! First off, the solution and winner of last month's Puzzler.

Last month's puzzler:

Someone has left three tins of 4 peanut butter cups each in ReleaseTEAM's break room. These were for the special office party at the end of the week to be enjoyed by everyone, but Shawn crept into the room, which was at a temperature of 68° F, and ate 4 of them on the first day. On the second day he ate 4 more. When it was time for the office party, each tin still contained 4 PB cups. No candies were replaced and they are not magic peanut butter cups, how did Shawn manage this?

The Solution:

This one had a couple red herrings like the temperature and the days of the week. In the end the answer was simple, Shawn was placing the empty tins beneath the one that still had peanut butter cups on it. So each tin still had 4 candies on them, they were just the same 4 this time.

Unfortunately no one could figure this one out so there is no winner this time.

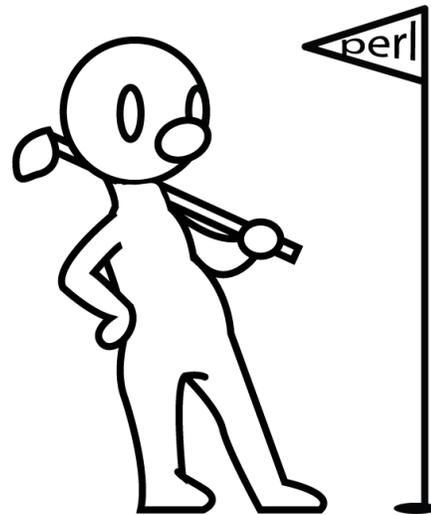
This month's puzzler we're going to try something a little different, we're playing Perl Golf:

Perl Golf is a game where you are given some problem to solve and the person who can write a Perl script to solve it correctly with the fewest characters wins.

Count the number of words in two documents (any two random text files), if a word exists in both files, tally the total of how many times it is used.

Output the results in the following format:

Word	Occurrences
The	45
and	42
blue	12



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](mailto:info@releaseteam.com).