



# ReleaseTEAM

March 2015



## Welcome to our March 2015 Newsletter!

With the turn of the calendar comes change, and that is certainly true for ReleaseTEAM's business partner IBM. Called Project Chrome, IBM shook up its existing units by reorganizing the behemoth into 7 groups: Research, Sales & Delivery; Systems; Cloud; Watson; Security; Commerce and Analytics with Mobility overlaying multiple groups.

In a memo to IBM employees that was sent out on January 5, Rometty explained the organizational changes as well as the rationale behind them.

*"A year ago we laid out our strategy, and said that IBM's investments, acquisitions, divestitures--and our own practices as IBMers--would be reshaped by our strategic imperatives of data, cloud and engagement, underscored by security," Rometty wrote. "The past year has strongly validated our strategy, as clients embrace and invest in these new technologies. Our industry is rapidly re-ordering. And IBM has been moving aggressively--evident in a long list of 'signature moments' through 2014. They included the formation of IBM Watson; the global expansion of SoftLayer's cloud pods; the launch of Power8; the creation of our cloud platform-as-a-service, BlueMix; our \$3 billion investment in next-generation semiconductor R&D; the acquisition of Cloudant; the launch of Watson Analytics; our divestitures of x86 servers and semiconductor manufacturing; our enterprise mobility alliance with Apple; our cloud partnerships with SAP and Tencent; and our Big Data partnership with Twitter."*

Obviously, Rometty is making a big bet on Cloud (revenues up 60% last year and Cloud Services up 75%) and Analytics (up 7% to nearly \$17 billion) but how does this affect the Rational software SCM and DevOps tools of which we care so much about? That remains to be seen as it appears the "Rational Brand" is being spread into the various groups. With some, obviously, being shoehorned into the existing categories.

DOORS, DOORS NG, Rhapsody and RSA are under the Analytics umbrella. UrbanCode now is part of the Cloud group; ClearCase, ClearQuest, and the other Rational tools are part of the Systems group.

So this leaves the company in probably the greatest period of uncertainty since the days of Lou Gerstner. Don't expect it to get any easier for IBM for the next few months as they deal with the fallout of large layoffs, new organizational structures, and pressure from Wall Street to halt the perception of a company in decline.

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### IBM Technotes



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

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## ReleaseTEAM's Spotlight



### Hollie McTiernan- Perforce Inside Sales Operations Manager

If there was such a thing as a human dictionary and you looked up Hollie McTiernan, the definition one would find would be: A true advocate of excellent customer service. One who goes above and beyond her duties to ensure each and every client is happy, delivers top quality service 100% of the time, and never stops caring. A diamond needle in a haystack! Each and every Perforce client, Business Partner, and employee who has worked with Hollie knows I am spot on in my definition. It gives me great pleasure to have our spotlight shine on Hollie this month!

Hollie is Perforce's Inside Sales Operation Manager. She has been with Perforce for 11 years now. She originally started off in the licensing/order processing department but quickly moved over to the sales management position as her passion for client satisfaction was inevitable. Her role has changed over the years and she values the changes as they have helped her develop her career. She is another one of my guardian angels at Perforce. The more I work with the inside sales team and Hollie, the more I realize what a tremendous influence she is on her team! Hollie's motto is "The client is the most important part of any business" and that motto has become her department's motto!

Prior to joining Perforce, Hollie's career was all about writing and publishing! She spent 1 ½ years writing weekly columns on trends in lifestyle and fashion. She then spent 4 ½ years selling and distributing "For Dummies" books and computer books (.NET and C#) to foreign publishers. One might ask how on earth she ended up making a huge career jump. Well the computer book company was moving its operations to another state and Hollie just so happened to have a friend at Perforce who mentioned a job opening in the licensing department. With her book selling licensing she was a perfect fit. And the rest is history.....

ReleaseTEAM is truly blessed to have Hollie help our sales team become successful in offering the Perforce product line as our motto aligns perfectly with hers, "It is all about the customer"! Please, if you ever get the opportunity to work with Hollie, let her know how much she rocks. Thank you Hollie for all you do!

## IBM InterConnect 2015

A New Way | **InterConnect 2015**

The Premier Cloud & Mobile Conference

February 22 – 26 MGM Grand & Mandalay Bay, Las Vegas



LAS VEGAS—Big Blue held the first IBM InterConnect conference this week. The event, which drew more than 21,000 people, combined three previously separate conferences: IBM Pulse, IBM Innovate and IBM Impact. To address the increasingly worrisome issue of data sprawl, IBM introduced a series of new cloud computing technologies and investments to help enterprises securely connect apps, data and services across many traditional systems and clouds. IBM said it has dedicated more than half its cloud development team to this effort, including more than 1,000 developers focused on delivering hybrid cloud innovations based on open technology.

IBM is delivering a series of technologies and services on the IBM Cloud that will extend users' control, visibility, security and governance of their private cloud or traditional IT systems to the public cloud, also offering increased data portability across environments and making it easier for developers to work across cloud and non-cloud environments. "Today, we are launching a new class of cloud innovations that extend open-standards capabilities for the enterprise," Robert LeBlanc, senior vice president of IBM Cloud, said in a statement.

[eWEEK offers highlights from the conference.](#)

## IBM Watson Cloud Gains Eyes, Ears, And A Voice

[IBM Watson developer cloud adds speech-to-text, text-to-speech, visual recognition, and decision services. Will businesses build their own Jeopardy apps?](#)

IBM Watson tantalized the world when it beat two grandmaster champions at the game of Jeopardy in 2011, but commercial applications spun off the technology since have lacked the same anthropomorphic sex appeal. On Thursday, IBM announced new Watson Developer Cloud services that promise more of Jeopardy Watson's human-like power to hear, speak, see, and make decisions.

The Watson Developer Cloud already offered eight services that could be described as human-like or even superhuman, such as the ability to identify the language of written input; the ability to answer written questions, drawing on deep knowledge repositories; and the ability to learn user preferences. With five new services, IBM said in a statement that it's "allowing people from diverse industries and disciplines to easily tap into the power of cognitive computing."

[Click here to read the rest of the article.](#)

## Fogs, logs and cogs: The newer, bigger shape of big data in the Internet of Things

Big data is becoming the next best thing to true magic. It is everywhere and, increasingly, nowhere specific. Every node in the known computing universe is becoming a component in a vast, distributed, pervasive big data cloud.

As we transition to a world where clouds penetrate every facet of our lives, we need to wrap our heads around the thought that every edge node, no matter how resource-constrained, can be interconnected, intelligent and integral to the performance of the whole.

What I'm sketching out is the vision of a world in which the Internet of Things (IoT) increasingly drives the evolution of cloud computing architectures. In an IoT-centric world, nobody needs to know that your cloud's processing, storage and other functions have been virtualized to endpoints of every size, configuration and capability. As I noted in this post on big data's optimal deployment model, the case for radically distributed clouds rests on the performance boosts and bandwidth savings that accrue from eliminating round-trips to central processing facilities.

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

## IBM targets \$40 billion in cloud, other growth areas by 2018

(Reuters) - International Business Machines Corp (IBM.N), which ruled computing in the age of the mainframe, is targeting \$40 billion in annual revenue from the cloud, big data, security and other growth areas by 2018.

The aggressive target, set by IBM executives at the company's annual investor meeting in New York on Thursday, is the latest step for the technology giant towards emerging, high-margin businesses, and away from its previous strongholds in hardware and servers.

The \$40 billion will come from areas which IBM calls its "strategic imperatives," namely cloud, analytics, mobile, social and security software.

That would represent about 44 percent of \$90 billion in total revenue that analysts expect from IBM in 2018.

[Click here to read the full article.](#)

## The Puzzler

The winner of January's puzzler was Brian D.! Email us at [puzzler@releaseteam.com](mailto:puzzler@releaseteam.com) and let us know where to send your \$27 gift card!

Here is last month's question:

Shawn and Mindy are out shopping. They overhear a conversation between a customer and a salesperson in the next aisle.

The customer asks, "How much does one cost?"

The salesperson answers, "One costs 99 cents."

"OK, how about 12?"

"Oh, that'll be \$1.98."

"Okay, in that case, I'll take 128."

The cashier rings up the purchase, and it comes to \$2.97.

### **Solution:**

They are shopping for number signs for an address or mailbox in a hardware store. Each digit is 99 cents and to get the digits of 1, 2, and 8 would cost  $99 \times 3$  which would be \$2.97.

### **Now for this month's puzzler:**

**2 9 3 1 8 4 3 6 5 7**

**What is the next number in this sequence?**

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 [puzzler@releaseteam.com](mailto:puzzler@releaseteam.com).