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# ReleaseTEAM



Welcome to our November 2013 Newsletter!

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If you are a small to medium sized business who develops software and has a minimal operating budget with a need for faster innovation, ReleaseTEAM can help! As an IBM Rational reseller that specializes in CLM consulting services, obtaining Rational's latest CLM offering from us makes perfect sense.

During Q4 2013, the IBM Rational CLM bundle includes:

- Rational Team Concert for Workgroup Starter Pack (10 users)
- Rational Requirements Composer (2 users)
- Rational Quality Manager (2 users)
- Quick Start Services (delivered by one of ReleaseTEAM's Senior Consultants)

Deliver better software faster! Call us today.

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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's Information On Demand 2013's must-see sessions by Alex Philip

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## IBM Technotes



To see the latest IBM  
Rational TechNotes

[CLICK HERE](#)

Alex Philip, an IBM Champion as well as Founder and President of GCS Research, an internationally recognized, award-winning leader in advanced geospatial information technology solutions, talks about several of the big data and analytics sessions he is most looking forward to attending at Information on Demand 2013, held in Las Vegas, November 3-7.

[Click here to see the video.](#)

## ReleaseTEAM's Spotlight

Doug Gollhofer

- Rational Sales Leader



*Doug Gollhofer*

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This month ReleaseTEAM would like to shine the light on someone whose coaching style works extremely well with his team and who continually succeeds in interacting with senior management to bring about change and the execution of new ideas; Doug Gollhofer.

Doug has spent the last 7 years as an IBM Rational Business Unit Executive managing a team of 80 inside sales representatives, lead development representatives, and technical sales representatives. Doug and his team consistently deliver double digit quarterly revenue growth via direct customer sales and identified opportunities sold through alternative channels, including the IBM field sales team and IBM business partner community.

One could not ask for a more dedicated leader. Doug's paramount concern is making sure that his employees are happy, while at the same time, never losing sight of the greater goal of the team. Doug's sales skills and insight are invaluable. When any of Doug's team members needs a suggestion or direction, they can count on Doug to lend a valuable piece of advice. One of Doug's most impressive attributes is his ability to always keep on top of his mind the many sales plays, products, and initiatives going on within IBM.

Prior to his role as a Business Unit Executive, Doug spent 7 ½ years as an IBM Sales Manager and IBM/Rational Sales Representative.

Please feel free to reach out to Doug directly at [dagoll@us.ibm.com](mailto:dagoll@us.ibm.com)

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## GRUC Webcast: Rational Update

Speed innovation across the enterprise with DevOps

- November 14, 2013, 11:00 AM to 12:00 PM (Central Standard Time)
- Virtual Webcast

Come hear what's new for IBM DevOps - Changing business environments, technology trends, evolving customer expectations, multi-sourcing and complex supply chains – there are many shifts forcing you to rethink how you approach the development and delivery lifecycle. That's why IBM Rational is building solutions to support cross-enterprise innovation.

[Click here for more info and to register.](#)



**Date:** Thursday, November 21, 2013  
**Time:** 6:00pm to 9:00pm (MDT)  
**Location:** DoubleTree by Hilton  
83 E 120<sup>th</sup> Ave  
Thornton, Colorado

[Click here to register.](#)



**Date:** Friday, November 22, 2013  
**Time:** 6:00pm to 9:00pm (MDT)  
**Location:** The Warehouse Restaurant  
25 W Cimarron St.  
Colorado Springs, Colorado

[Click here to register.](#)

What is CLM, and why should I deploy it on my software project? Been asking yourself that same question? Get the answers on Friday, November 22!

Join us for an exploration of what Collaborative Life-Cycle Management is and what it can do for your project or organization. Stick around after the presentation and meet up with friends and seldom seen colleagues to exchange ideas and solutions. Refreshments and raffle included.

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## DevOps for Dummies eBook - IBM Limited Edition - now available!

You have probably heard about DevOps but you want to cut through the hype and understand more about this approach. That is the genesis of DevOps for Dummies, authored by IBM's Sanjeev Sharma. It is written to appeal to both practitioners and managers and to show you how you can apply a new DevOps approach to more rapidly deliver innovative applications and services that solve real business problems.

After reading this book, you will have learned:

- What is DevOps, the value to the business and what it means for the developer
- The DevOps capabilities that help all team members improve their results in delivering great software
- The people, process, and technology aspects of adopting DevOps in your organization
- How to apply DevOps to help solve the new challenges of Cloud, mobile and multi-tier apps
- 10 common DevOps myths ...and facts.

## ReleaseTEAM Congratulates Michael Gormley as the Top Contributing Consultant for Q3 2013



Senior Consultant, Michael Gormley was acknowledged as ReleaseTEAM's Top Contributing Consultant for the Third Quarter of 2013 for his efforts at Raytheon which resulted in a 95% performance improvement in their ClearCase environment.

The program at Raytheon needed to integrate ClearCase and ClearQuest in its development environment, but none of the "out-of-the-box" IBM/Rational integrations supported their desired workflow. Raytheon developed a custom integration that supported the workflow, but cause a major performance impact, such that a UCM delivery of a couple of hundred files would run for hours. Michal redesigned Raytheon's custom integration, leveraging ReleaseTEAM's ClearConn CC/CQ integration in their UCM environment and shifting the processing from file check-in to the UCM delivery actions. This redesign improved performance by 90-95%, so that small deliveries that previously took 15 minutes to complete now complete in under a minute, and a larger delivery that took an hour and a half now finishes in 5 minutes.

Congratulations Mike on a job well done!

## IBM's Bionic Computers Bleed Electronic Blood

In the 1950s, the highest priority for national defense was the Air Force ballistic missile program. The ICBM, and therefore the entire space program, and the internet, were made possible by the IBM 360 mainframe computer and its immediate predecessors. Last week at their Zurich lab, IBM gave a media tour of some of the company's latest concepts — concepts which it believes will be just as revolutionary as the 360-era computing devices. The key to making super machines 10,000 times more efficient, IBM says, is to build bionic computers cooled and powered by electronic blood.

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

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## Unify your Test Automation for Continuous Delivery

A comprehensive suite of automated tests in your continuous integration builds provides you with confidence that newly created bits are working as expected. Otherwise, a “green” build only means that your software was compiled and assembled, and a significant amount of manual testing is needed to establish that confidence.

There are many kinds of automated tests. Some of them run fast and do not require much infrastructure. Others are expensive to run and involve a significant amount of setup work. All this extra work will lengthen your build time, thus having a comprehensive test suite seems to contradict with the requirement of fast builds. If a build takes too long, people will stop doing a full build or stop running the tests before check in. Also too many change deliveries will take place in between two continuous builds, and people may simply deliver changes less often. In summary, the overall feedback loop will be lengthened and less used by your development team.

[Click here for the full article by Jan Wloka.](#)

## The Puzzler

The winner of October's puzzler was Shawn D., congratulations! Here is last month's question:

You have to cut a cake into exactly 8 pieces, but are only allowed to make 3 cuts, and you can't move pieces of the cake as you cut either. **How are you going to cut this cake?**

The solution is to cut the cake into quarters using two cuts, and then cut through the middle of the cake horizontally, turning the four normal pieces into eight shorter slices.

Now for this month's puzzler:

ReleaseTEAM is expanding into new offices. CEO Shawn wants the new offices to be closer to his house, and he makes sure of that. Without realizing it, he has made the commute shorter for all his employees as well. The employees all live in differing directions including north, west, east, south, and everything in between. They don't live in a congregated area together and there are no large obstructions between them and the offices such as lakes or mountains. **How is it possible that the new offices are closer to everyone?**

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).