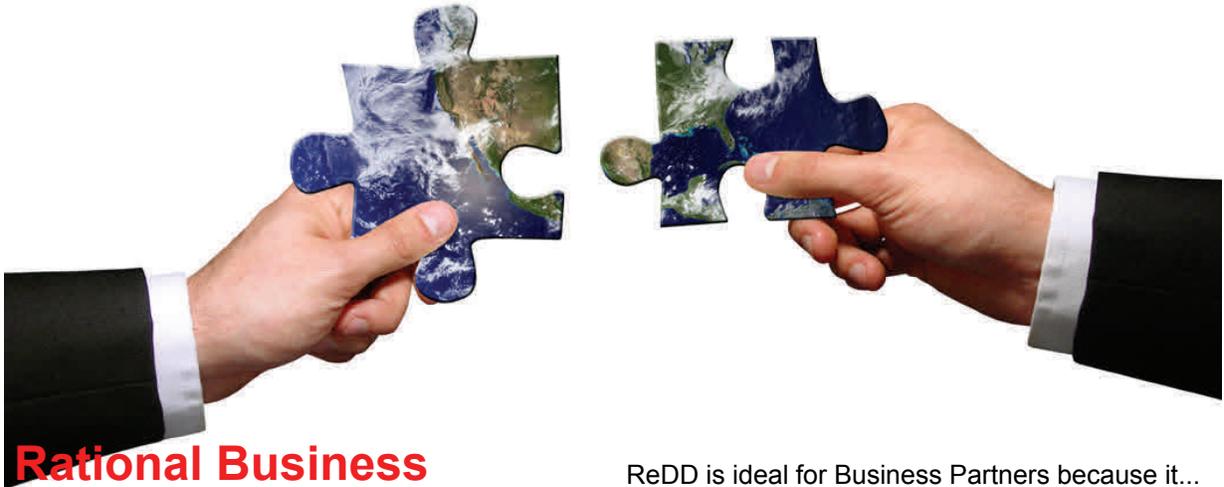


# System **ReDD**<sup>TM</sup>

Rational **e**nanced **D**evelopment **D**evice  
for IBM Rational Business Partners

ITC's System ReDD is a powerful new tool for eliminating customer System z<sup>®</sup> development and test pain points. Built on the proven and popular IBM<sup>®</sup> System z Personal Development Tool (zPDT<sup>™</sup>), ReDD delivers a complete, cost-effective, seamlessly integrated, ready to use Rational<sup>®</sup> platform which easily scales from single developer to team efforts. It avoids the do-it-yourself kit-building exercise required for customers assembling workstations from disorganized piece parts: hardware components, system software with updates/patches, multiple application software CDs, configuration settings, and scripting/automation programming.



## True Rational Business

ReDD builds on IBM Rational's longstanding leadership in transforming design, development, testing, and delivering software and software embedded hardware (e.g. software in cars and phones), creating innovative products and services with lower costs and reduced risk.

ReDD quickly and profitably expands IBM Business Partner offerings with a scalable private-label platform which instantly complements other products and services, leveraging and exploiting existing System z expertise and customer relationships.

Using state-of-the-art IBM and Lenovo<sup>®</sup> hardware, plus tailored fit-for-purpose Linux<sup>®</sup> and System z software, ReDD provides a complete integrated realistic System z architecture environment. This lets the mainframe operating system and select middleware/software run unaltered.

ReDD is ideal for Business Partners because it...

- Requires no expensive time-consuming R&D to offer a full-function private-label product
- Configures, ships, delivers, and installs a solution rather than a time-consuming challenge distracting sales engineers and customer developers
- Installs and operates quickly and efficiently with minimal System z programming
- Avoids holding expensive and aging inventory
- Always includes current product versions
- Fulfills customer orders quickly/completely/accurately
- Provides a robust, reliable mainframe tool backed by ITC's 30-year industry-leading record of innovation and support
- Demonstrates commitment to System z and Rational brands/products/services

ReDD's flexible ready-to-use product editions, tailored to meet diverse customer needs, include Rational developer for System z with EGL, Rational Developer for System z with Java<sup>®</sup>, and Rational Developer for zEnterprise™. These aren't other platforms' tools repurposed for the mainframe; they're actual mainframe-class application development systems running on true System z platforms.

All ReDD editions support distributed and teamed design/develop/build/test/rollout functions without intruding on production systems or squandering precious mainframe MIPS. Because all work phases are done in realistic -- not emulated -- environments, there's no rework and retesting caused by real-world factors not visible until production work begins. And with unified development and test capabilities, users work in one familiar environment as they switch between activities.

For you, ReDD...

- Targets customers with distributed development, test, integration, and production staffs
- Adds cost-effective enterprise modernization to company offerings
- Enables proprietary marketing and cobranding campaigns with IBM, e.g., emphasizing Smarter Planet technologies and payoffs
- Facilitates placing larger ongoing wraparound service offerings
- Provides new customer entry points for product/services market basket
- Tightens account management/retention with downscale but full-function distributed System z technology
- Introduces upselling full Rational suite supporting enterprise workloads
- Deepens customer engagement by meeting full development lifecycle needs

ReDD integrates seamlessly with other IBM Rational and IBM tools for customer cost savings and improved productivity. Its industry standard components let customers build application systems blending back-end business logic with rich client interfaces, web user interfaces, and traditional terminal interfaces. It reduces development risk by isolating changes until they're approved for promotion to higher testing levels or production. The platform's value-priced day-one developer productivity creates more System z applications faster/better/cheaper, enhancing its -- and your -- positioning against competitive technologies.

At the same time, because ReDD's tested and integrated components seamlessly complement traditional System z environments, offering this private-label solution -- including initial configuration, simplified world-wide shipping, and post-sale support -- eliminates guesswork, wasted time, mistakes, and problems from customer transactions.

ITC's proven world-wide support strengthens Business Partner credibility and builds industry confidence.

ITC's proven world-wide support strengthens Business Partner credibility and builds industry confidence. Contact ITC to explore how easily ReDD's modern technology replaces traditional IT trouble spots, providing immediate tangible benefits to you and your customers. Learn how adding ReDD's one-stop/one-step development and test platform gives your customers value-priced solutions to longstanding enterprise challenges, helps clear IT backlogs, and lets developers and testers focus on their jobs, rather than platform and compatibility issues.



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