

System **ReDD**TM

Rational **e**nanced **D**evelopment **D**evice

for the IBM Rational Sales Team

ITC's System ReDD is a powerful new tool for eliminating federal customer System z[®] development and test pain points. Built on the proven and popular IBM[®] System z Personal Development Tool (zPDT[™]), ReDD delivers a complete, cost-effective, seamlessly integrated, ready-to-use Rational[®] 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 Partner

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 offerings with a scalable platform which instantly complements other company products and services, leveraging and exploiting existing System z expertise and customer relationships.

Using state-of-the-art IBM and Lenovo[®] hardware, plus tailored fit-for-purpose Linux[®] 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 federal customers because it...

- 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
- Always includes current product versions
- Provides a robust, reliable mainframe tool backed by ITC's 30-year industry-leading record of innovation and support
- Builds on IBM and customer 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[®], and Rational Developer for zEnterprise[™]. These aren't other platforms' tools repurposed for the mainframe; they're true 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 IBM, ReDD...

- Targets and supports customers with distributed development, test, integration, and production staffs
- Adds cost-effective large-scale or incremental enterprise modernization to company offerings
- Enables marketing and cobranding with other IBM campaigns, 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 IBM's -- positioning against competitive technologies.

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

ITC's proven world-wide support maintains IBM's credibility and industry confidence.

ITC's proven world-wide support maintains IBM's credibility and industry confidence. Explore how easily ReDD's modern technology replaces traditional IT trouble spots, providing immediate tangible benefits to IBM and federal customers. ReDD increases System z brand loyalty with teamed marketing and pre/post-sales support, removing customer worries about underlying technologies.

Contact ITC to learn how adding ReDD's one-stop/one-step development and test platform provides value-priced solutions to longstanding enterprise challenges, helping clear IT backlogs and letting developers and testers focus on their jobs, rather than platform and compatibility issues.



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