

IBM Rational ClearCase and ClearQuest Sales Discussion Guide

Last updated: 12/31/07

IBM Rational Overview

Rational was founded in 1981 as Rational Machines to provide software engineering tools. Rational enjoyed a great deal of success in the 1990's—including leading products and methodologies such as Unified Modeling Language (UML), Rose, and the Rational Unified Process (RUP). Also, during this time, Rational and Microsoft collaborated in a number of strategic initiatives related to software engineering. Ironically, in 1996 Microsoft sold Visual Test—a leading automated functional testing tool at the time—to Rational Software in order to focus on development environments. Rational was acquired in 2003 by IBM.

IBM Rational Company Information

IBM has retained the Rational branding, so this division in IBM is often referred to as IBM Rational.

IBM has roughly 355K employees; IBM Rational is believed to have about 4K employees.

IBM Rational ClearCase (CC) and IBM Rational ClearQuest (CQ) are collectively believed to have about 30% of the software configuration management (SCM) market.

In 2006, IBM Rational revenues grew 4% over the previous year according to IBM's 2006 Annual Report.

IBM Business Model - How they make money

IBM is a massive globally-integrated corporation whose business can be broadly described as targeting three main business segments: Systems/Financing, Software and Services. IBM Rational falls into the software segment.

The Software segment at IBM accounted for approximately 20% of its 2006 revenue.

IBM Rational is categorized as Key Branded Middleware in the IBM Software segment; that category also includes WebSphere, Information Management, Lotus, and Tivoli.

The Key Branded Middleware category accounted for ~51% of the IBM's software segment revenue in 2006.

(Source: IBM 2006 Annual Report)

Reasons to Care About IBM Rational ClearCase and ClearQuest

IBM Rational ClearCase and ClearQuest together form a multipatform, comprehensive configuration management system; these are both critical components of the IBM Software Delivery System.

Highly regarded by analysts

IBM currently posts leading analyst reports, including a 2005 software configuration management report stating that the IBM solution was both the strongest overall as well as the most widely used.

Broad Adoption

The IBM-posted study mentioned above also noted that IBM Rational CC/CQ had the most market share.

Market Leadership

Most analysts and enterprises consider IBM Rational CC/CQ as the only leaders in this market.

Why Customers Choose IBM Rational ClearCase and ClearQuest

Seen as the safest choice

Analysts endorse IBM Rational CC/CQ and there is a long line of major customers who have used CC/CQ, so it is frequently seen as the safest choice for an enterprise.

Market Leader

IBM Rational CC/CQ is the one of the oldest solutions in the market, but it still has market-leading adoption and near market-leading technology.

Large Existing Skill base

IBM Rational CC/CQ has a long history in the market and extensive education facilities have created a large CC/CQ workforce. For example, in 2006, Monster.com listed over 900 CC/CQ-specific jobs.

IBM Rational ClearCase and ClearQuest Product and Support Information

IBM Rational ClearCase (CC) is a version control product.

IBM Rational ClearCase LT is essentially an entry level version of CC with the following limitations: dynamic views are not natively supported; Video Objects (VOBs) must be located on one host; no native support for makefiles; no native support for MultiSite.

IBM Rational ClearQuest (CQ) is a work item tracking product.

MultiSite is an option for CC and/or CQ that enables geographically distributed teams by enabling multi-site replication. Automatic failover and recovery are supported as well.

Unified Change Management (UCM) is a built-in process methodology that binds CC and CQ together.

Product Pricing and Licensing

IBM Rational CC and CQ have some compelling licensing options for enterprises. An Authorized User license enables an individual to use a product like CC or CQ. An Authorized User Fixed Term License enables individuals to use a product for a fixed length of time (i.e. 1 year); these can be renewed at 80% of the initial cost. A Floating License enables multiple users to share a license; however only one user can be active at a time. Floating licenses are implemented explicitly with a licensing server which programmatically ensures that the proper number of licenses is being used.

Published license costs of components that may be required to support a typical CC/CQ deployment are listed below:

ClearCase LT Floating User License - \$1,770.00
ClearCase Floating User License - \$4,250.00
ClearCase + MultiSite Floating User License - \$5,100.00
ClearCase Change Management Solution - \$6,790.00
ClearCase Change Management Solution Enterprise Edition - \$9,200.00
ClearCase MultiSite Floating User License - \$1,550.00
ClearQuest - \$1,670.00 (authorized user); \$4,670.00 (floating)
ClearQuest + MultiSite Floating User License - \$5,660.00
ClearQuest and Functional Testing - \$7,240.00 (authorized user); \$13,900.00 (floating)
ClearQuest Multisite Floating User License - \$1,410.00
IBM Rational Build Forge - \$1,390.00 (authorized user); \$4,000.00 (floating)
IBM Rational Build Forge Adaptor Toolkit Server License - \$36,100.00
IBM Rational Build Forge Server License - \$160,000.00

(Source: IBM Software Online Catalog (Web site; 12/15/07))

Note: License prices were posted online by IBM at the time of publication and are subject to change without notice. Prices are in US dollars, typically include 12 months software support, and do not include taxes, volume pricing, or potential discounts. Actual costs can

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and will vary based on specific circumstances. The items listed above are for illustration and reference only and may list alternative licenses (e.g., floating versus authorized user licenses) or additional licenses which are not required per-person. IBM may offer substantial discounts.

IBM Rational ClearCase and ClearQuest Competitive Messaging

CC/CQ form the foundation for what IBM Rational is calling the IBM Software Delivery System—a complete modular platform that helps development teams operate more efficiently.

Microsoft solutions partners should expect to hear the following claims:

Proven

Enterprises all over the world have used CC/CQ successfully for their most critical projects. This is a strong position for CC/CQ.

Complete

CC/CQ is one part in a larger solution that integrates all stake holders—from developers, testers, project managers and executives. Conceptually this is true. However, given that so much of IBM Rational's portfolio was built through acquisition, customers may question whether the integration is as tight as advertised.

Open

Enterprises can leverage existing assets and choose from a wide array of development languages, deployment platforms, and partner technologies—including Microsoft .NET, BEA, and Oracle solutions. CC/CQ is not directly associated with any open source initiatives, and no part of them is open source. However, IBM has garnered a great deal of goodwill with their open-source Eclipse project so they may frequently be able to capitalize upon use of this term and their association with Eclipse for a number of purposes.

Modular

Enterprises can choose the exact tools and adoption path that best fit their needs. Customers can use existing tools with components of the IBM Rational Software Delivery Platform—with no need to "rip and replace" what already works. This messaging is in contrast to the integrated Microsoft Visual Studio Team System message; it can be used to highlight any difficulty that Visual Studio Team System has had in integrating existing solutions.

Microsoft Visual Studio 2005 Team Foundation Server Product Messaging

Manage Change Successfully

Microsoft Visual Studio 2005 Team Foundation Server (TFS) is a productive and effective solution for managing change across organizations of all sizes. It's designed to enable you to securely manage all project artifacts and source code in one repository. At the same time, it's also built to automatically capture the information you need to provide full traceability between source code, builds, and work items (such as requirements, bugs and tests).

Manage change to project artifacts with Team Foundation Version Control
Integrate your team's work together regularly using Team Foundation Build.

Bring Teams Together

Team Foundation Server is designed to help teams collaborate regardless of the organizational, physical, or geographical boundaries that separate them. It can help support your entire organization on multiple tools platforms and technologies through standards-based Web services. When combined with partner solutions, TFS can also support development using other platforms and tools, including UNIX, Mac OS, and Eclipse.

Get a unified view across your project with Team Explorer.
Communicate and manage work across the team with Team Foundation Work Item Tracking.
Collaborate using the Team Portal.
Support distributed and outsourced development teams.

Improve Visibility and Predictability

Team Foundation Server delivers visibility into your development efforts using process templates and automatic data collection throughout the development process. You can make informed decisions on prioritization, resource allocation and application readiness for production based on real-time business intelligence from Team Foundation Server's SQL Server data warehouse. The reports and process enacted in Team Foundation Server can be customized to meet the specific process and methodology needs of your organization.

Define your development process using Team Foundation Process Templates.
Make real-time decisions based on performance and quality metrics with reporting and business intelligence.

Technical Comparison

Attributes	TFS	CC/CQ
Hardware Requirements	Can co-exist with existing hardware and software.	Proprietary file system may require high-end, dedicated hardware.
User Setup	Single user account synchronized with Microsoft Active Directory [®] .	CC and CQ have separate users; CC supports Active Directory, but CQ does not.
Distributed Development	Uses a simple proxy and failover support from Microsoft SQL Server [™] . The proxy offers scalability and failover offers reliability—both introduce little extra administrative overhead.	MultiSite offers true multi-site replication, but some customers may find it costly and difficult to administer. Actual real-time replication can be very resource-intensive, so batch replication is typically used instead.
Atomic Transactions	Natively supported.	No native support; unified change management (UCM) enables it through its methodology.
Defect Tracking	Built in part of Team Foundation Server.	Available only with CQ.
Cost of Ownership	Microsoft may offer low and affordable license cost, but a lack of floating license options can increase costs.	Customers may find licenses to be higher than competing solutions, but does offer floating licenses.
Administration	One full-time administrator may support several hundred users, however, lack of certification and formal training makes administration role requirements difficult to quantify.	IBM Rational may require one full-time administrator for every 25 users.

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Addressing Specific Scenarios

Supporting Distributed Teams through Replication

The MultiSite option for CC/CQ enables distributed teams to replicate their servers with each other. In theory, this is ideal for distributed teams.

Generally speaking, the main benefit of using replication is scalability and disaster recovery; Team Foundation Server is designed to enable these main benefits through its proxy and support for failover (through SQL Server) without the increased cost and complexity associated with replication.

Support Java and mainframe developers

CC/CQ servers can be hosted on a wide range of platforms, as can their clients, so it is ideally suited for the typical heterogeneous enterprise environment.

Most multi-platform development teams can be serviced with a single Team Foundation Server server and multiple clients - some using Windows, some using a partner product on Linux/UNIX/etc.

CC/CQ is the entrenched incumbent

CC/CQ has done a great job in selling their benefits to executive management; very often, it is the case that CC/CQ is the corporate mandate, and that mandate cannot be easily changed. The normal caveats to competing on price apply, but in many cases, adopting Team Foundation Server may cost less than CC/CQ in yearly maintenance. In addition, many integration or trickle migration scenarios can be implemented.

IBM Rational CC/CQ Resources

IBM currently posts leading analyst reports and case studies on its Web sites. Solutions partners can prepare to compete more effectively against CC/CQ by familiarizing themselves with these and other materials:

IBM Case Studies:

IBM: Rational Case Studies (Web site)

[http://www-](http://www-01.ibm.com/software/success/cssdb.nsf/softwareL2_VW?OpenView&Sort=1&Count=30&RestrictToCategory=rational_RationalClearCase)

[01.ibm.com/software/success/cssdb.nsf/softwareL2_VW?OpenView&Sort=1&Count=30&RestrictToCategory=rational_RationalClearCase](http://www-01.ibm.com/software/success/cssdb.nsf/softwareL2_VW?OpenView&Sort=1&Count=30&RestrictToCategory=rational_RationalClearCase)

IBM: "TurboConsult accelerates software testing with IBM Rational" (Published date: 1/17/07)

TurboConsult introduced IBM Rational Functional Tester, Manual Tester, ClearQuest and ClearCase to plan, manage, document and automate the testing of software developed using Eclipse.

http://www-01.ibm.com/software/success/cssdb.nsf/CS/STRD-6XJEXX?OpenDocument&Site=rational&cty=en_us

IBM: "IBM Rational Achieves Scalable Build and Release Processes with BuildForge" (2006)

http://download.boulder.ibm.com/ibmdl/pub/software/dw/rational/pdf/BF_casestudy.pdf

Additional IBM Product References

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<http://www-306.ibm.com/software/awdtools/clearquest/>

IBM: Rational ClearCase [Product Introduction] (Web site)

<http://www-306.ibm.com/software/awdtools/clearcase/>

IBM: "Rational ClearCase: Features and Benefits" (Web site)

http://www-306.ibm.com/software/awdtools/clearcase/features/index.html?S_CMP=rnav

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IBM: "Licensing and license administration [ClearCase] (Web site)

http://publib.boulder.ibm.com/infocenter/cchelp/v7r0m0/index.jsp?topic=/com.ibm.rational.clearcase.books.cc_admin.doc/license-admin.htm

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IBM: "Report: IBM Named Market Leader in Software Configuration Management for Sixth Consecutive Year (9/12/07)" (Web site)

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