

Rally customers:
▶ 50% faster to market ▶ 25% more productive



Can You Afford Not To Succeed With Agile?

Only Rally gives you the protection of a Success Guarantee – Start benefiting from Agile today. With budgets shrinking, competition growing, and the constant demand to do more with less, the promise of Agile benefits is leading thousands of development organizations to adopt Agile development practices to dramatically improve their performance.

Agile alone is no silver bullet. While the potential is compelling and real, the truth is, it takes more than desire to succeed with Agile. And the cost of failure carries professional and organizational consequences you can't afford in tough economic times.

How can Rally guarantee Agile success?

No other Agile partner can match the proven results delivered by Rally's unique combination of Agile coaching services and innovative Agile lifecycle management products. From the challenge of managing Agile across multiple distributed teams, to the intricacies of collaboration within a self-organizing team, our world-class coaches have field-tested solutions to the all-too-common pitfalls that frequently derail Agile initiatives.

Eliminate Risk

Combine Rally Products and Coaching Services for Proven Agile Success

Rally Enterprise	Rally Coaching Services
<ul style="list-style-type: none">• Three-time Jolt Product Excellence award winner• Two-time SD Times 100 award winner• Rally Enterprise Customers<ul style="list-style-type: none">• 22 of top tech companies<ul style="list-style-type: none">• Cisco• Microsoft• BMC• 18 of world's largest finance firms<ul style="list-style-type: none">• Fidelity• JP Morgan• Moody's KMV	<ul style="list-style-type: none">• Most Experienced – 15 to 25 years experience/coach• 312 hands-on coaching days in 2008• More than 750 students trained in 2008• Rally Coaching Services Customers<ul style="list-style-type: none">• Cisco• Oracle• MySpace• Fidelity• Boeing
<p>“Rally is your one-stop-shop for succeeding with Agile development.”</p> <p>Skip Angel, Integrated Services, Inc</p>	<p>“With coaching help from Rally we were able to generate a level of enthusiasm and energy in the team beyond what I'd ever seen.”</p> <p>Becky Strauss, BMC Software</p>

Scaling Software Agility





Risk-free Agile Adoption and Discounts up to 15% on Combined Product and Service Offerings

Rally is the only Agile Lifecycle Management vendor to guarantee your success.

Purchase a Rally Enterprise subscription together with select Rally Agile coaching services and we'll give you the protection of a money-back guarantee and exclusive program discounts.

Rally Success Guaranteed Program

Now is the time to make your move to Rally and Agile

50+ Seat Subscriptions	25 to 49 Seat Subscriptions
<ul style="list-style-type: none"> • Combined Purchase Required <ul style="list-style-type: none"> • Rally Enterprise subscription • Agile coaching services <ul style="list-style-type: none"> • Implementing Agile Teams AND • Product Implementation • Full 30-day money-back guarantee • Pro-rated refund between one and six months • Save 15% on Rally services • Save at least 15% on Rally products 	<ul style="list-style-type: none"> • Combined Purchase Required <ul style="list-style-type: none"> • Rally Enterprise subscription • Agile coaching services <ul style="list-style-type: none"> • Product Implementation • Full 30-day money-back guarantee • Pro-rated refund between one and three months • Save 15% on Rally services • Save at least 12.5% on Rally products

About Rally

Rally Software Development has worked with hundreds of companies of all sizes, in a staggering variety of industries to implement Agile and Lean software development practices with maximum impact and ROI. Rally's experience steering many of the largest Agile organizational change initiatives ensures a proven enterprise Agile rollout model that facilitates a swift transition from waterfall methodologies. Our rollout strategy is a win for all stakeholders in the organization from employees to shareholders and from IT Management to IT's customers in the Line of Business. Rally offers case studies, references and metrics demonstrating that Agile improves time-to-market, quality, predictability and customer satisfaction. Most importantly, in these times of falling budgets, Rally has proven that our approach allows technology organizations to produce more and better output with static or reduced resources.

For more information on Rally, visit www.rallydev.com

We are getting great traction with our Agile initiatives because Rally's consultants are helping us with the three major requirements for successful deployment in a large organization:

- 1) an academic framework that provides a solid base for our proposals,
- 2) consultation and mentoring from experts that have seen these situations before, and
- 3) on-the-job experience where we can deploy and adapt Agile techniques to our unique environment

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