

FAQ: Renaming the IBM Continuous Engineering Portfolio

IBM is renaming IBM Continuous Engineering to IBM Engineering Lifecycle Management and renaming the family of products in this portfolio.

Q1: Why is IBM changing the names of the Continuous Engineering portfolio products?

A1: IBM recognizes that product development is getting more complex with shrinking product lifecycles, more technical savvy and demanding customers, and growing compliance and regulatory requirements; and IBM wants to make sure our product naming does not compound this complexity. We want our customers to be able to easily identify a products' function by its name.

Q2: Why change the names now given some of the IBM products have been in the market for years and are well known?

A2: The IBM products have a rich heritage and are recognized by analysts as market leading offerings. But IBM is not standing still, we continue to enhance our offering, we are introducing first-of-its-kind technology to improve the engineering lifecycle management. IBM wants to ensure that our existing customers recognize our focus/investment, and that the marketplace in general and new customers in particular can easily identify which of our products cover major development disciplines – requirements, test, etc.

Q3: What products are being renamed?

A3: Here is a listing of the major product renaming.

Current Names		New Name	
Continuous Engineering or Rational		IBM Engineering Lifecycle Management	
Function		New Naming	
Requirements		IBM Engineering Requirements Management	
MBSE		IBM Engineering Systems Design	
Quality		IBM Engineering Test Management	
Collaboration		IBM Engineering Workflow Management	
Analysis / Operation		IBM Engineering Lifecycle Optimization	
Capability	Current Name	New Name	Acronym
Requirements Management			
	Rational DOORS	IBM Engineering Requirements	DOORS

		Management DOORS Family	
	Rational DOORS NG	IBM Engineering Requirements Management DOORS Next	DOORS Next
Systems Design			
	Rational Rhapsody	IBM Engineering Systems Design Rhapsody	Rhapsody
	Rational Rhapsody Design Manager	IBM Engineering Systems Design Rhapsody – Design Manager	RDM
	Rational Rhapsody Model Manager	IBM Engineering Systems Design Rhapsody – Model Manager	RMM
Test Management			
	Rational Quality Manager	IBM Engineering Test Management	ETM
Workflow Management			
	Rational Team Concert	IBM Engineering Workflow Management	EWM
Lifecycle Optimization			
	Rational Engineering Lifecycle Manager	IBM Engineering Lifecycle Optimization – Engineering Insights	ENI
	Rational Publishing Engine	IBM Engineering Lifecycle Optimization – Publishing	PUB
	Rational Method Composer	IBM Engineering Lifecycle Optimization – Method Composer	MEC
Bundles			
	IBM Collaboration Lifecycle Management on Cloud	IBM Engineering Lifecycle Management Base SaaS	ELMB
	IBM Collaboration Lifecycle Management	IBM Engineering Lifecycle Management Base	ELMB
	IBM IoT Continuous Engineering on Cloud	IBM Engineering Lifecycle Management Extended on SaaS	ELME

Q4: When will the renaming happen?

A4: Given the rich content across WEB sites, sales kits, whitepapers, videos, etc. the renaming will be accomplished over a period of time. You can expect to see old names and new names for some time as

the names are transitioned. IBM plans to communicate the renaming process broadly to insure there is as little confusion as possible.

Q5: Are the products changing when the names change?

A5: The naming alone is not changing the products, but these new names are being introduced in the next release of our products so there are new/expanding capabilities coming into market. These underlying IBM products are the same market leading engineering lifecycle management products. Customers that are using our existing offerings can use the new named products with confidence. The only difference between the old named products and new named products is that future enhancements will be introduced in the new named products.

Q6: Once the new products are announced will the customer be able to order the old product name?

A6: No, the new product name will use the same PID as the old product name. The customer will order the new named product, same PID, and can install the version of the product that matches their environment.

Q8: Why are you keeping remnants of the old names in some of the new names?

A8: IBM understands the name recognition of some of our products and the strength of the surrounding eco-system for these products. We purposely chose to rename our products in a manner that would reduce the renaming confusion as much as possible. I.E. Renaming Rational DOORS to IBM Engineering Requirements Management DOORS clearly identifies the functionality of the product being requirements management while identifying its heritage as DOORS.

Q9: How will these new names be introduced?

A9: The new names will officially be introduced through the normal IBM announcement process. Over time you will see the new names used in collateral as we update WEB sites, sales kits, whitepapers, etc.

Q10: Will licensing terms or prices change because of the new names?

A10: No, pricing and licensing terms will not change due to the new names.

Q11: With the name Engineering Lifecycle Management is IBM focusing on product engineering vs software engineering?

A11: IBM is focused on both product and software engineering management.

Q12: Is IBM going to stop using the Rational brand?

A12: IBM is going to stop using the Rational brand for the products sold as part of the IBM Engineering Lifecycle Management portfolio. Other Groups in IBM may continue to sell other products using the Rational brand, please refer to the table above for the products changing names.

Q13: How will the naming be accommodated in the Software Licensing Agreement?

A13: The Software Licensing Agreement for these offerings will be updated to include both the old names and new names.

Q14: Will IBM provide both names (old & new) on our invoices so that my accounts payable teams do not get confused?

A14: IBM is planning to include old and new names as appropriate in documentation to minimize any potential confusion.