

Rally Software Named to 2009 SD Times 100 List for Third Consecutive Year

Agile Application Lifecycle Management (ALM) Provider Recognized for Leading the Software Industry with Innovation...

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BOULDER, Colo., BUSINESS WIRE --

Rally Software Development Corp., the Agile application lifecycle management (ALM) leader, today announced that it has been named to the 2009 SD Times 100 list for the third consecutive year. The listing, published in the June 15 edition of BZ Media's SD Times, honors companies and individuals that "set the agenda" for development managers, developers, and the industry through leadership and innovation during the previous calendar year.

"The software development industry has always been led by innovation, and that's true even in today's challenging economic climate," said Alan Zeichick, Editorial Director of BZ Media's SD Times. "When choosing the 2009 SD Times 100 winners, we carefully considered each organization's products and services, reputation with enterprise development managers, and the new ideas and thought leadership that it has brought to the industry. Thanks to companies like Rally Software, the art of software development continues to advance at a rapid pace."

In 2008, Rally introduced the first programmable Internet platform for Agile ALM to make it simpler and cheaper for development organizations to manage their software lifecycles. Rally easily combines information from tools and applications used by developers, QA and program management to give everyone a real-time view of their project's work in progress, costs and quality. With more than 20 pre-built integrations and a broad catalog of customizable mashups, Rally's Internet platform for Agile ALM enables the open collaboration that drives enterprise Agile success.

The Rally ALM platform delivers three critical capabilities:

- *Rally's community in Agile Commons gives users access to a catalog of fully supported integrations and mashups, many which can be installed with a single click.*
- *Open web service APIs, plus mashup and integration toolkits, let the occasional-programmer extend Rally to meet their company's unique work styles and reporting needs.*
- *The ability to embed outside applications into Rally, and allow Rally screens to appear in other applications, puts critical information on project status, progress and quality at every team member's fingertips.*

'We're thrilled to be recognized for the third time by the editors at SD Times,' said Ryan Martens, founder and CTO of Rally Software. 'While all organizations can use Agile and Lean practices to improve their outcomes, each enterprise and every team is continually evolving. The platform we released in 2008 and continued to build on in 2009 enables Agile organizations to easily adapt Rally to fit their changing workflow and collaboration needs. Companies can create and deploy custom views and mashups using readily available web components - all with zero infrastructure costs.'

Judged by the editors of SDTimes, the SDTimes 100 recognizes the top innovators and leaders in multiple software development industry areas. It is not a product award, but rather recognizes companies, non-commercial organizations, open source projects and other influencers for their innovation and leadership. The SD Times 100 was published in the June 15, 2009, issue of BZ Media's SD Times magazine and on the publication's Web site at <http://www.sdtimes.com/go/2009sdt100>.

About SD Times

BZ Media LLC (www.bzmedia.com) is a high-tech media company combining the best of print and Web-based publishing, offering industry-leading magazines, newspapers, Web sites and conferences.

BZ Media's SD Times (www.sdtimes.com) is the twice-monthly newspaper of record for the software development industry. SD Times reaches more than 60,000 subscribers in 131 countries. SD Times was recognized by Media Business Magazine as the fastest-growing IT publication in 2007.

About Rally

Rally is the leader in Agile application lifecycle management (ALM) dedicated to making distributed development organizations faster and leaner by dramatically cutting the time, cost and effort needed to deliver high quality applications. According to a study by QSM Associates, software-driven companies that rely on Rally's Agile ALM products and services are 50% faster to market and 25% more productive than industry averages. Rally's products were honored with four consecutive Jolt awards (the software industry's equivalent of the Oscar award) in 2006, 2007, 2008 and 2009. The company's end-to-end solutions for Agile development also include Agile University, the largest source for Agile training, and Agile Commons, the largest collaborative Web 2.0 community dedicated to advancing software agility. Rally currently supports more than 1,600 corporate customers, 42,000 projects and 63,000 users in 50 countries. For more information, visit www.rallydev.com.

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