

IBM Smart Products: Building Value and Differentiation

[Tom Hawk, IBM]

To me, smarter products are products that are truly differentiated in the marketplace. They create value for the company that designs and deploys them, and they create tremendous value to the consumers that take advantage of them.

[Neeraj Chandra, IBM]

So following the trend of the commoditization of the hardware, the software is adding the intelligence and the differentiation to the products. So the products are becoming smarter. You have a cell phone; it transformed into a smart phone, a smarter product

[Scott Hebner, IBM]

It's more than just producing a smart product. The real challenge is when the customer takes it and integrates it into their environment, it has to be managed.

[Al Zollar, IBM]

so now what we've done is brought together the capabilities to build smarter products from Rational with the capabilities to manage any type of technology enabled device with Tivoli so that you can have a true life-cycle view of what it takes to manage the service that the business depends on that involves these smarter products.

[Martin Nally, IBM]

Of course, when we say smarter products we mean smarter devices like cell phones, but we also mean the broader management systems like energy management systems, healthcare information systems and traffic management systems that coordinate these smarter devices.

[Dominic Tavassoli, IBM]

One of the interesting things about a system of systems is that no one owns the full value chain anymore. There's a lot of different industries, a lot of the different stakeholders, and a lot of different components that evolve at their own speed.

[Scott Hebner, IBM]

... when it comes to helping the world transition to this world of smarter products, I think IBM's uniquely positioned. So, if you think about it, the smarter products are going to be manufactured and produced. They need to be consumed and integrated by customers. And then they have to be managed in an operational environment. If you look at what IBM can offer, we span the complete spectrum of those capabilities, from building them to helping customers integrate and install them, to managing them as an asset in operational environment.

[Neeraj Chandra]

What, what's unique is that we not only provide the capability and the technology for transformation, but we actually provide the best practices to enable them and the support to really compress the time to value for our customers.