IBM product lifecycle management

Innovation for smarter products

Smarter products: The building blocks for a smarter planet

We live in a world in which a huge amount of data is being captured. Intelligence is being infused into systems and processes of every kind—and nowhere is this transformation more evident than in the creation of a new generation of smarter products.

Smarter products are the building blocks for a smarter planet. Embedded with increasingly sophisticated software and instrumentation, able to connect and communicate with other devices and fully capable of responding intelligently to user needs, these products are transforming the way our world works.

Organizations in every industry can create incremental value from global interconnection throughout products, systems, applications and the Internet. Indeed, the development of smarter products frees manufacturers to participate in the larger systems that define this new world.

Product lifecycle management: Plenty of strategic challenges

The complexity inherent in today's environment profoundly affects product development and the product lifecycle. In response, product lifecycle management (PLM) has risen from the ranks of engineering and now requires a more strategic and end-to-end approach throughout the enterprise.

Companies must demonstrate the same level of proficiency in complex systems integration and software development as they have demonstrated in conventional product design and manufacturing. They must seek effective ways to manage and integrate software throughout a complex, ever-expanding supply chain in which components are sourced from different locations, arrive with software already embedded and are assembled in various combinations.

For most product companies, significant obstacles stand in the way of achieving this level of integration. The persistence of siloed development organizations runs counter to accelerating in product innovation. Evolving business models and the interdependency of supply chains add to the challenge. And regulatory concerns increase the demands on product data traceability throughout the product lifecycle.

Release the full power of innovation at your organization

Some product companies have found a way to achieve success in the challenging world of product lifecycle management. Working with IBM®, these organizations use systems engineering to spark innovation, collaboration and efficiency throughout engineering domains. They take a new approach to product lifecycle management, one that delivers an integrated enterprise-wide set of capabilities and supports tighter collaboration within increasingly complex value chains.

The IBM approach to product lifecycle management creates value quickly. Your company can:

- Strategically transform business processes to build new capabilities, save costs, accelerate product introduction and create new markets.

- Make the most of the design chain by automating business processes that use existing investments in industry-leading applications and data.

- Adopt an advanced systems-engineering approach to manage all product interrelationships throughout engineering disciplines.

- Enable product lifecycle collaboration throughout your ecosystem of partners and suppliers.

- Build a strong competency in software development and delivery.

- Establish and maintain a secure, reliable, cost-effective and flexible PLM infrastructure.

IBM offers PLM capabilities that are unique in the industry

When your company incorporates PLM solutions with strategic business processes, it gains the power and process flexibility to meet the demands of today's complex, interconnected world — and to prepare for a challenging future.

With consultants and technical staff in 160 countries, IBM delivers systems, solutions and services to over 20,000 customers throughout all industries — from automotive makers to medical equipment manufacturers. Organizations use IBM experience, tools and capabilities to conceptualize, design and build innovative products.

IBM offers a proven track record of delivering advanced solutions in a variety of markets. IBM supports its strong PLM focus through IBM Centers of Excellence, a network of IBM PLM ISV Business Partners, a world-renowned IBM research group and global delivery capability.

When PLM is effectively deployed as an enterprise solution, the results can be powerful. IBM clients know to expect:

Innovation. Make the most of strong PLM capabilities throughout your company's broader innovation agenda. IBM solutions provide measurable and real-world business value.

Integration. Combine technology and business insight through integration capabilities from IBM — the quickest way for your organization to create competitive advantage.

Collaboration. Capitalize on the IBM collaborative network of PLM global resources and IBM PLM ISV Business Partners.

Experience. IBM has been delivering PLM solutions for more than 25 years. IBM itself successfully deployed an integrated product development transformation and offers broad experience as a globally integrated enterprise.

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Discover an extensive portfolio of assets and services that delivers powerful PLM capabilities.

IBM strategy and transformation solutions make possible the global restructuring of product development at your company. With IBM strategy and business consulting, product development transformation solutions and operational process design services, you can unlock the full value of PLM. Discover the power of IBM PLM Business Value Accelerators, proven hardware-to-solutions strategy expertise and a forward-thinking approach to global integrated enterprise technologies.

IBM business solutions put predefined assets and services to best use, helping you create business value and differentiation. Built with an extensive software portfolio including IBM Rational®, IBM WebSphere®, IBM Lotus®, IBM Tivoli® and IBM DB2®, IBM provides solutions for product, portfolio and requirements management, model-driven software and systems development, design chain collaboration and optimization, asset management, master data management and analytics.

IBM infrastructure and operation solutions deliver lifecycle support of PLM implementations. With flexible and cost-effective application management services and Cloud computing from IBM, success comes quickly. IBM offers high-performance computing systems and storage solutions that, when coupled with IBM infrastructure managed services, make it possible for your company to implement a new approach to product lifecycle management.

Change is possible. The tools exist today.

To learn more, please contact your IBM representative or IBM Business Partner or visit:

ibm.com/solutions/plm