



# Continuous Engineering

Speed the delivery of sophisticated and connected products



Continuous engineering is an enterprise capability that speeds delivery of increasingly sophisticated and connected products by helping businesses to evolve their engineering practices to adapt to the accelerating pace of business change.

## Adapting to continuous change

Today's products and systems – from medical devices to cars to smart power grids – are more intelligent, instrumented and interconnected than ever. To lead or even stay competitive, a manufacturer must be able to adjust to constant change — change in consumer expectations, change in technology, and change in the dynamic environments in which today's connected products live. Because change is continuous, engineering must be continuous— to maximize revenue over products full life span.



Continuous engineering addresses the ever present need to never stop rethinking, redesigning, reintegrating, and re-innovating products and solutions.

## Continuous engineering includes three key practice areas



### Unlocking engineering knowledge *Turn insight into outcomes*

The practice of using open standards and analytics to access, unlock and understand all engineering information, regardless of source – to enable the right decisions at the right times.



### Continuous verification *Measure twice, cut once*

The practice of modeling physical and systems behavior early in the product development lifecycle, and then continuing to apply simulation and test technologies in successive stages until the design is mature – to prevent rework and achieve faster time to quality.



### Strategic reuse *Don't reinvent the wheel*

The practice of design planning and execution such that intellectual capital is reused as much as possible throughout the product development lifecycle – to increase design efficiencies, engineer larger product lines, and tame complexity.



# What's new in Continuous Engineering for spring 2014

## PRODUCTS

- IBM Rational DOORS 9.6
- IBM Rational DOORS Next Generation v5.0
- IBM Rational Engineering Lifecycle Manager v5.0
- IBM Rational Quality Manager v5.0
- IBM Rational Rhapsody v8.1 with Design Manager 5.0
- IBM Rational Team Concert v5.0

## DOWNLOADABLE BETA

- Rational DOORS NG with Configuration Management Beta

## INDUSTRY SOLUTIONS FOR

- Aerospace and Defense
- Automotive Engineering
- Electronic Design
- Medical Devices
- Nuclear
- Rail Transport

## SELECTED BUSINESS PARTNERS

- 321 Gang
- Big Lever Software
- Cloud One
- Corso
- Coverity
- ESG
- GEBS
- Ikv++
- INCHRON
- ITI GmbH
- LDRA
- ManageWare
- Mentor Graphics
- Method Park
- National Instruments
- Pure-systems GbmH
- QualiSystems
- River North Solutions
- Sodus
- Spirent
- TestPlant
- The Ironside Group
- Wind River



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