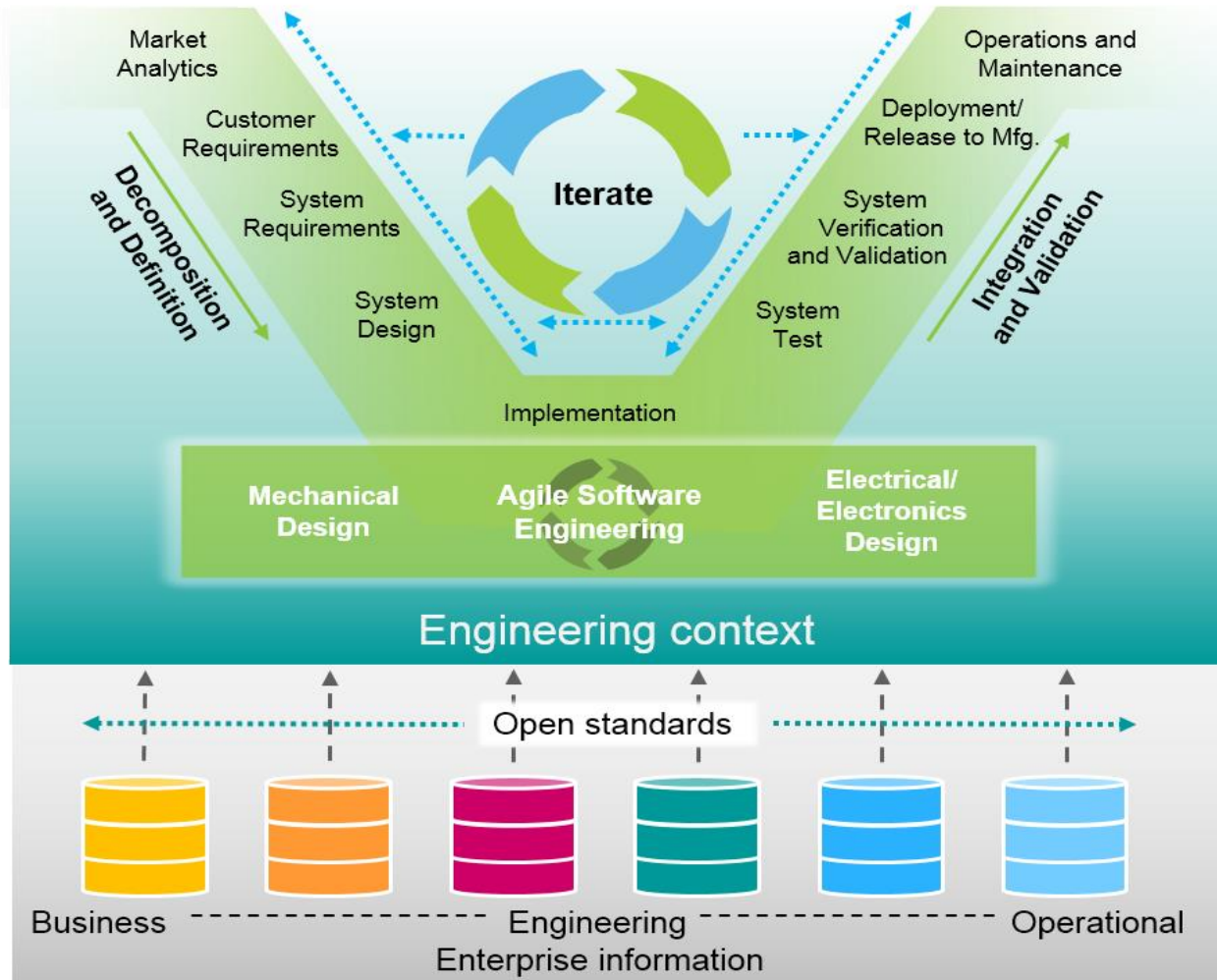


IBM Smarter Product Development

Helping clients turn product development into a competitive advantage with a Systems Approach



Smarter Products are dramatically different to earlier generation products – both in their complexity and capabilities, and the expectations customers have of them—taking the challenge of developing them to a new level.

The complexity and interconnected nature of smarter products means they can no longer be considered as merely a set of discrete components—much of their innovative functionality derives from the interaction of subsystems and components.

Engineers are the heroes that are changing our world through innovation in smarter products—and to succeed, companies must support their engineers to maximise the value they deliver. IBM solutions help engineers, teams and enterprises to innovate with a systems approach to Smarter Product Development.

- Improve **systems engineering** to **tackle growing product complexity**
- Improve **software development** to **deliver innovation faster**
- Take an **open, integrated systems** approach that **enables access to all engineering and related information**



IBM Smarter Product Development

Helping clients turn product development into a competitive advantage with a Systems Approach

Rational Solution for Systems and Software Engineering

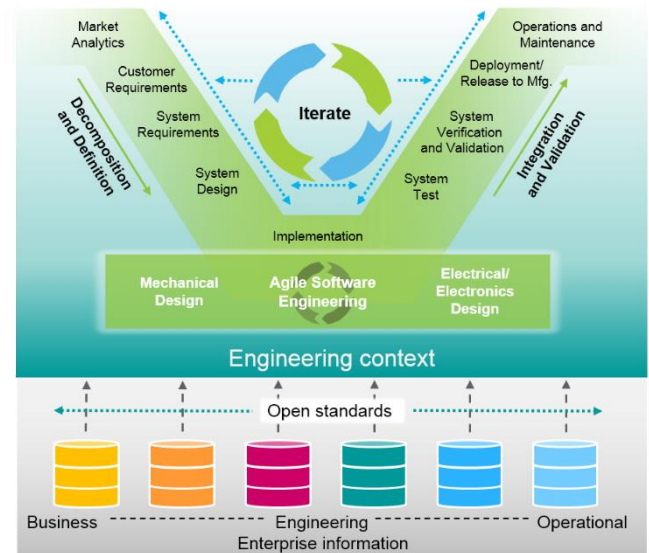
- IBM Rational DOORS 9.5.2 and IBM Rational DOORS Next Generation 4.0.5
- IBM Rational Rhapsody 8.0.5 and Design Manager 4.0.5
- IBM Rational Engineering Lifecycle Manager 4.0.5
- IBM Rational Team Concert 4.0.5
- IBM Rational Quality Manager 4.0.5
- IBM ClearCase 8.0.1

Industry solutions for:

- Aerospace & Defense
- Automotive
- Medical Devices
- Electronic Design
- Rail

Strategic partnerships / integrations:

- BTC
- Coverity
- ikv++ technologies ag
- Mentor Graphics
- National Instruments
- Sodus



For more information visit:
ibm.com/software/rational/announce

Rational Solution for Systems & Software Engineering Sandbox:
ibm.co/sse-sandbox

