IBM Smart Products: Software Development Tools

[Charles Krueger, BigLever Software]
Products today are increasingly sophisticated, innovative and complex.

[Scott Hebner, IBM]
So if you think about the challenges of these product manufacturers, is they used to have to worry about building it and getting users to actually use it. But now they not only have to build it get users to use it but now they have to manage all his interactions with all these other products that they don't control.

[Eugene Sherman, Elbit Systems]
A few years ago our customers expected to have the products developed in a few years – today in a few months.

[Tom Hawk, IBM]
Manufactures that are very good at material sciences and manufacturing processes around hardware are not necessarily effective and good at developing software.

[Mik Kersten, CEO OF Tasktop Technologies]
The biggest development challenge is the size of systems that developers have to work with today

[Pete Osborne, Curtiss Wright]
Our biggest development challenge is keeping all of the developers across all the sites working off the same song sheet — the same page.

[Principal Engineer, Major Aerospace Company]
The biggest challenge we face is verification — being able to show in the data that we've built what the customer asked for.

[Jane Steeves, Merge Healthcare]
biggest development challenge is consistency

[Steve Norton, Oxford International]
So what if the customer is part of the process — from initial order through manufacturing through distribution around the world to his front door step — you have a customer for life.

[(Pete Osborne)]
So with our set of rational tools, we're able to go from cradle to grave from the requirements through the change requests down to the code base and back up and we can prove that we've met our customer requirements.

[Shafique Dawood, ITE College Central]
We have more automated tools these days that lead to greater traceability in terms of the quality of the software that we are looking at these days as well.

[Nijs Blokland, Sogeti]
We have to test systems before they're going to be built

[Neeraj Chandra, IBM]
One of the unique aspects in the smarter products — the commercial products and our consumer lives are completely intertwined.

[unkown]
People's lives depend on these devices so failure is not an option.