

IBM Smart Products: Creating Insight for Your Business

[Rolf Craenen, Sogeti]

If you take a look at the problems that our customers are facing at the moment then there's a lack of insight, a lack of control, and of course, the resources that are working on the systems are becoming very scarce. So, what we do is together with Rational products, we help them to regain that insight, regain that control and by improving the systems we make them ready for the future.

[Stefan Andreasen, Kapow Technologies]

You know, the, the three different drivers, which is really important to business today. It's collaboration. It's automation, and it's reporting.

[Andreasen]

Report is about creating more insight for your business, so you can make faster, better business decisions. And no reporting is better than the data relevance and the data timeliness behind that.

So the ... being able to see data and then gate them into your reporting as quickly as possible, and uh make uh, makes your business uh much more competitive, because you get agile uh from idea, from data, to reporting, to business decision. Which is really important uh in the world today.

[Neeraj Chandra, IBM]

One of the most powerful ways Rational can really help customers on this journey of transformation is being able to not only just provide the technology platform to enable the business process, but also tie it to the best practices and the process and the methodology which are directly linked to the business

[Scott Hebner, IBM]

If you think about all these smarter systems that are out there today, like smart hospitals, smart traffic systems, and the energy grid and smart banks and smart office buildings, you know, those smart intelligent capabilities were built by someone in the first place and then integrated. And it's more important than ever that the people that are building the smart capabilities are working closely with those that have to manage it because it's such a dynamic environment now that they're really two different sides of the same coin.