

## **Differentiating Smart Products in the Marketplace**

Hi, my name is Tom Hawk. I'm IBM's general manager for the industrial sector and that, in essence, means that I'm responsible for IBM's business in the automotive, the aerospace, the electronics, chemicals and petroleum and industrial products businesses.

Customers in the telecommunications and electronics industry, no longer are only required to have robust hardware as a platform, which frankly is now commoditizing, but are now required to differentiate their product by embedding software and additional technologies that really differentiate their capabilities in the marketplace, and create a whole new set of experiences for their customer base, which allows them to prosper.

IBM has several ways to help customers truly differentiate their products in the marketplace.

First, we offer collaborative innovation workshops which really help companies understand the art of the possible around their new product development.

Second, we have a whole suite of tools including the rational tool set available to customers who want to do it themselves.

Third, for those companies that are very, very good at hardware and material science activities, we provide services and solutions that do the software development and integration activities so that the end-using product is in fact differentiated in the marketplace.

And last, for those companies who really want to focus on robust end-to-end capabilities from design, develop to deploy and maintain, we will in fact take over that entire cycle providing services and support across that entire value chain.