Smart Products: Built on best practices

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The reality is today with the hardware becoming a commodity, the entire value in the product in terms of differentiation and as well as the economic values is slowly tending to migrate towards software. That's how devices become intelligent and the products become smart.

So smart is getting to be everywhere in the products we deal with in our day-to-day lives, as well as products which are in our businesses around, both commercial and consumer. And that's the unique part of the smart product. It transcends the boundary between the, the commercial world and the consumer world.

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, so you make an investment in the platform and you are able to measure its linkage and its return via the best practices and the process methodology.