IBM's corporate goal in the industrial sector is to be the leading CIM product supplier. Therefore, our products will provide a comprehensive and well-proven integrated spectrum of offerings for a smooth installation and migration towards a CIM enterprise.

The IBM offerings for CIM include:

- IBM Hardware products
- IBM Software products
- IBM Communication products
- IBM Workstations
- IBM education facilities
- Packaged solutions for an enterprise.

This presentation demonstrates IBM's commitment to CIM as:

- CIM Developer
- CIM Manufacturer
- CIM Supplier.

After this presentation, you will understand what IBM is doing about CIM, how CIM can serve you in accomplishing your objectives, and how you could make CIM a reality. We will see how IBM supports its customers on their way towards CIM:
In the last decade, the pressure for greater efficiency has brought many changes in the manufacturing environment.

Trade press, trade conferences and your own experiences show that the key objectives for an industrial enterprise are:

PROFITABILITY - EXCELLENCE - COMPETITIVENESS.

Innovation is key to new markets and new products. Improvements in productivity and quality are continuously required to meet these objectives: Profitability, Excellence and Competitiveness.

Conflicting trends are shorter product cycles, less direct labour and lower cost.

Shorter cycles reduce inventories and allow higher flexibility. Fast reaction to customer or market demand changes are needed. All major cost factors need careful attention. Direct Labour certainly has to be reduced, especially in an automated, process driven environment.

The conflict between these trends is evident. Only a solid and well balanced enterprise strategy could ultimately resolve this issue.

IBM's solutions for CIM will help you to manage this challenge.