

# 2008-2009 Graduate Seminar Series

## The Department of Mechanical Engineering – Engineering Mechanics

Proudly Presents

### Mr. Ed Bryan IBM Software Group Solutions

Ed Bryan is currently the Director for IBM Software Group Solutions for the industrial Sector. This role includes functional leadership for strategy, research & development, business development, product support and services related to the IBM software solutions for the Industrial Sector. These solutions help clients address their business problems through the deployment of industry-specific business capabilities that optimize the use of critical industry standards, reduce risk and provide a faster return on investment.



Ed was previously Director, Software Services for WebSphere. This was a global role with the mission of developing and delivering fee-based consulting and education services for IBM's clients and business partners to successfully help companies design, develop and deploy business solutions using IBM's WebSphere software products. Prior to this, Ed has held a number of leadership positions, including Director of Technical Support Services for the IBM Global Account, Director of Transaction Processing Development and

Program Director of eMarkets Enablement. has over 20 years business and IT experience. He has over 20 years business and IT experience.

Ed has a BSC in Computer Science from Portsmouth University, and a Masters in Project Management from George Washington University.

Thursday, Feb. 26, 2009 3:00 – 4:00 p.m. Room 112, ME-EM Bldg.

### Taking Product Development Global

With the transformation into a Global Integrated Enterprise product lifecycle, many companies have discovered that they increasingly play the roles of product integrator. Two of the biggest challenges in Product Lifecycle Management (PLM) are the integration among the various PDM tools and integration of PLM/ERP/SCM among value net/design partners. This session will discuss current PLM pain points faced by Industrial Sector companies, explore how a service oriented architecture (SOA) can help address these issues through the use of industry specific scenarios and discuss leading practices of applying SOA to enable PDM integration and partner collaborations. The discussion will review IBM's approach to provide solutions that can be leveraged to improve collaboration, reduce integration costs, and speed up the product development cycle.