

MEMORANDUM

DATE: June 6, 2015
TO: Management Team of IBM
FROM: Qidong Jiao, Research and Development department
SUBJECT: Progress Report on IBM's Product Development

INTRODUCTORY SUMMARY

Our company has built a strong business based on our current range of activities but we want to use the technical and commercial expertise we had, and its strong brand image, to move into a new product or service area. Our R&D team has been working on an idea for a new product for the last six months and we want to obtain further support from the organization's management team so that we can continue our research and development. In order to do this we has created a report to management team of IBM to let you support our idea and group.

This report is centred on a new healthcare product – Dr. Band, which can be seen as an electronic health test instrument, for IBM. As we all know, when the world develops fast, people are getting higher standard of living. And nowadays, people are more concerned about their health conditions than ever. IBM has always been supporting healthcare products and has made some progress. But customers are always demanding more towards products. The product we design is in the form of a wrist band. It can help patients communicate with their doctor in charge. And it also has the function of alarming when emergency comes up.

In this report we will introduce this new product in four aspects, including strategic fit, technical details, market research and work plan.

Strategic Fit

Just as the annual reports of IBM have indicated in the recent five years, IBM has a long-term goal of creating a smarter planet including several different sections to accomplish such as smarter traffic, smarter grids, and smarter healthcare, smarter money, smarter telecommunications, smarter oil etc. IBM has worked hard to achieve this goal since it was discovered in 2008. And these five years gives IBM more advanced technology and management to be closer to the target.

Dr. Band targets the clients with serious illness such as heart attack that has no specific time of attack. Thus it can be supervised automatically to avoid the emergency situation when no one is around the clients. Also it can be used for doctors and scientists for healthcare research with its function of recording physical data of patients. Other target customers include people caring about their physical conditions by using the regular examining function of this device and also organizations such as hospitals that can help patients to cure.

Technical Details

The Dr. Band mainly focuses on the concept of short-range wireless communication technologies in the field of intelligent healthcare applications. It requires designing and developing signal detecting and processing system of body surface potential by adopting microcomputer and data sampling unit.

the structure, characteristics and work flow of the device will be introduced in the formal report because it is the main function of the device, which is made up of four main parts. And they are data-acquisition device, information processing platform, health detection system and alarm system.

Market Research

Recent years, the term Smarter Planet has become more and more popular as a long-term goal for IBM to realize, including smarter traffic, smarter grids, and smarter healthcare, smarter money, smarter telecommunications, smarter oil etc.

After enough data collection and rational analysis, we find that people are much likely to be concerned with smarter healthcare which is much closer to their daily demand, rather than smarter money, oil and so on. We will use SWOT analysis of this product in the formal report.

Work Plan

As we all know, a product's appearance sometimes could decide whether a product can be a success or not in a certain degree. So the Dr. Band must have a handsome slinky appearance. According the functions and usages of our product, we have imaged a completed Dr.Band and we will show our artist's concept in the formal report.

As we take the DFM strategy, we will utilize the scientific production strategy to reduce the manufacturing costs during the whole developing process. As most of the precise calculation are being done at detail design stage, we will generate a comprehensive analysis.

After the detail design stage, we will begin testing and refining of our product. Above are the future plan of our project.

CONCLUSION

After analyzing and surveying technical details, markets and other aspects of the product, we believe the developing of Dr. Band will bring IBM a new chance to capture bigger market.

Having introduced characters and functions of Dr. Band, we can find out that Dr. Band meets IBM's enterprise strategy made in recent years. Meanwhile, the concept of Dr. Band accords to the popular idea of healthy living. We hope the successful development of Dr. Band could help some specific groups in the society and decrease medical accidents happening. Besides, Dr. Band could also make a contribution to spreading smarter healthcare into daily life.

I would be glad to hear any suggestion you may have about our work on the progress of our new product, please call me if you have any particular questions.