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CONNECTED APPLICATIONS: Extending Company Boundaries through Software

Video Transcript

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Connected applications will help companies in every industry establish new competitive frontiers with software.

Opening new dimensions of application connectivity—with business partner and customer ecosystems, as well as with the rapidly growing Internet of Things—will create new opportunities for companies to grow revenue and defend their market position.

When software runs everywhere—not just on traditional hardware such as phones, tablets and PCs, but

also in manufacturing, pipelines, industrial equipment, cars, wearables and more—companies will need to rewire themselves as borderless businesses. They will need to introduce new ecosystem strategies, design applications for resiliency, and integrate information and operational technologies.

Connected applications give companies the strategic and technological means to enter and succeed in new markets in today's highly-networked, digital business environment.