



Press Release

INCOSE Launches eBook 'Realizing Relevance: Stories for Our Digital Era'

SAN DIEGO (May 31, 2023) – The International Council on Systems Engineering (INCOSE) is pleased to announce the launch of the eBook “Realizing Relevance: Stories for Our Digital Era: The Business Value of Thinking in Systems.” This eBook is a guide for maximizing business and client value by unleashing the relevance and performance of digital solutions, products and services with fit-for-use systems engineering and thinking.

INCOSE Systems and Software Interfaces Working Group developed the eBook. Their mission is to increase the relevance of systems engineering and systems thinking in business settings that are software and data intensive, enabling the resilience of organizations and the products, systems and services they produce.

This interactive eBook links to video clips where the authors tell the real-life stories of how they used systems engineering and thinking to solve problems at the point where things went wrong to resolve the issues and find solutions. The eBook illustrates how taking a systems engineering approach at the beginning of a project may appear costly but has significant advantages and does ultimately save time and money.

Jeannine Sivi, chair of the INCOSE Systems and Software Interfaces Working Group, said, “The working group has created an easy to digest guide that covers, healthcare, eCommerce, startups, aerospace and automotive -- giving clear examples of how systems engineering and systems thinking have been enablers. I would like to say a special thank you to my fellow story authors, Dorothy McKinney, Sarah Sheard, Lauren Stolzar, Yann Argotti, Stephanie White, as well as everyone else who has supported us in developing this ebook.”

To learn more about “Realizing Relevance: Stories for Our Digital Era” eBook, visit the website: www.incose.org/realizingrelevance

Suggested Social Media Posts

If you would like to share this news on your social media platforms, we encourage you to use the social media post below:



The graphic is a blue-themed promotional banner for an eBook. At the top left is a circular icon showing a globe with network connections. To its right, the text reads "LEARN WITH INCOSE" in bold, with "The Power of Connection" underneath. Below this is a white box containing the eBook cover for "Realizing Relevance: Stories for our Digital Era". The cover features a blue background with a white speech bubble and the text "The Business Value of Thinking in Systems (When You Are Building Software) Development Portal". Below the cover, the URL "incose.org/realizingrelevance" is displayed. At the bottom of the banner is the INCOSE logo and the tagline "International Council on Systems Engineering A better world through a systems approach / www.incose.org".

LinkedIn, Facebook and Instagram:

The Systems and Software Interfaces Working Group presents a new eBook that tells five stories of improving the relevance and performance of digital solutions, products and services by resolving technical and operational challenges with germane, fit-for-use systems engineering and thinking. Read it now at www.incose.org/realizingrelevance #INCOSE #SystemsEngineering

Twitter:

The Systems and Software Interfaces Working Group presents a new eBook that tells five stories of improving the relevance and performance of digital solutions, products and services. Read it now at www.incose.org/realizingrelevance #INCOSE #SystemsEngineering

Notes to Editors:

About the International Council on Systems Engineering

The International Council on Systems Engineering (INCOSE) is a not-for-profit membership organization that promotes international collaboration in systems engineering practice, education, and research. INCOSE's mission is to "address complex societal and technical challenges by enabling, promoting and advancing systems engineering and systems approaches." Founded in 1990, INCOSE has more than 65 chapters and over 21,000 members and associates worldwide. For additional information about INCOSE visit www.incose.org.

About the INCOSE Systems and Software Interfaces Working Group

The Systems and Software Interfaces Working Group (SaSIWG) addresses interfaces between systems and software and data, including but not limited to organizational, operational, process, project, design, technical and product (or service). "Data" is included in scope for its role in digital software and systems, and Data Science for its software development dimensions.

We span multiple sectors, addressing with intention both those where systems engineering is familiar (e.g., aerospace, automotive) and those where it goes by other names (e.g., healthcare, e-commerce). We use all relevant tools and techniques from our domain (e.g., modeling, systems thinking) and others (e.g., product, human centered design, storytelling) to analyze and smooth the interfaces and create relevant work product (e.g., ebooks, BoKs, other guidance).