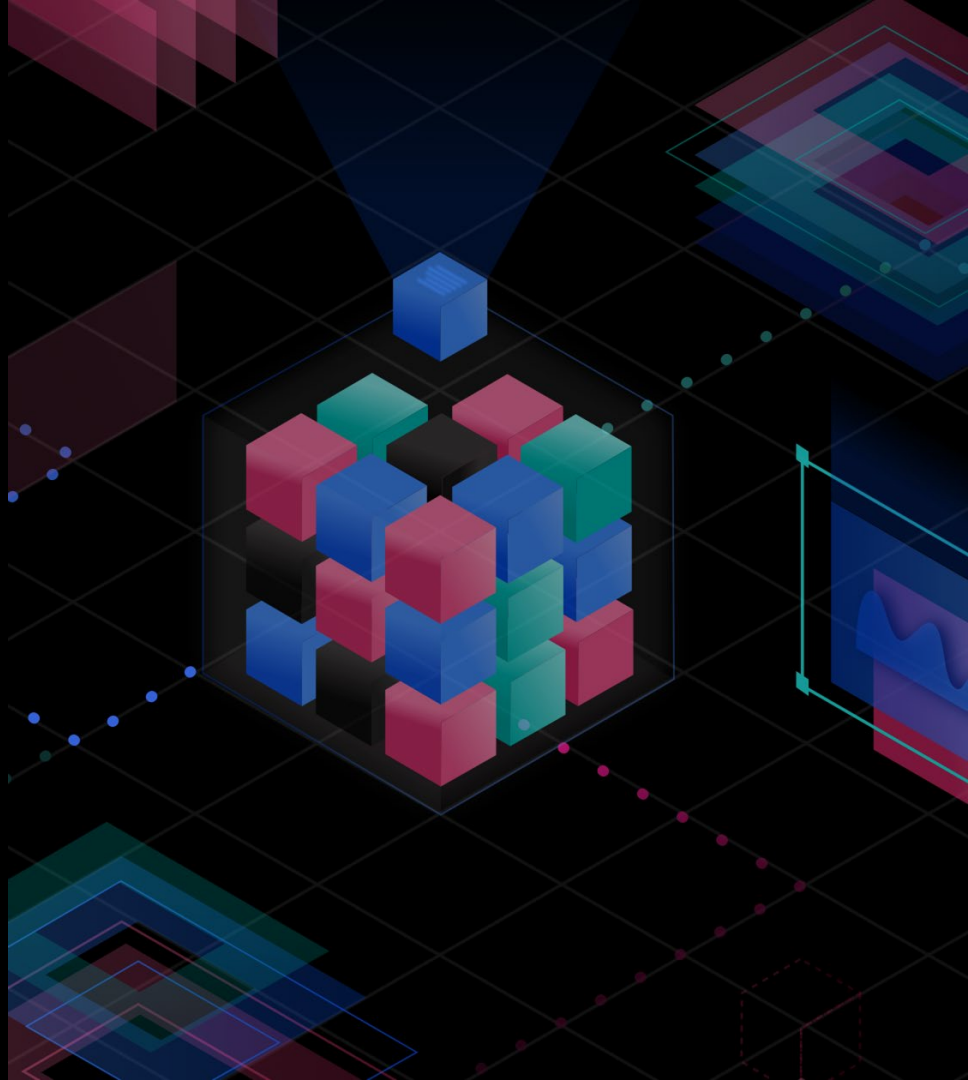
IBM Cloud Pak for Data

Any Data. Any Cloud. Anywhere.



You’re a data
company now

What it means to deliver a data-centric customer experience

"A critical component of continuous customer experience includes evaluating where AI resources can extend or support your customer-facing associates, like chat bots, virtual customer assistants, or real-time analytics at key points in the customer journey."

Gartner

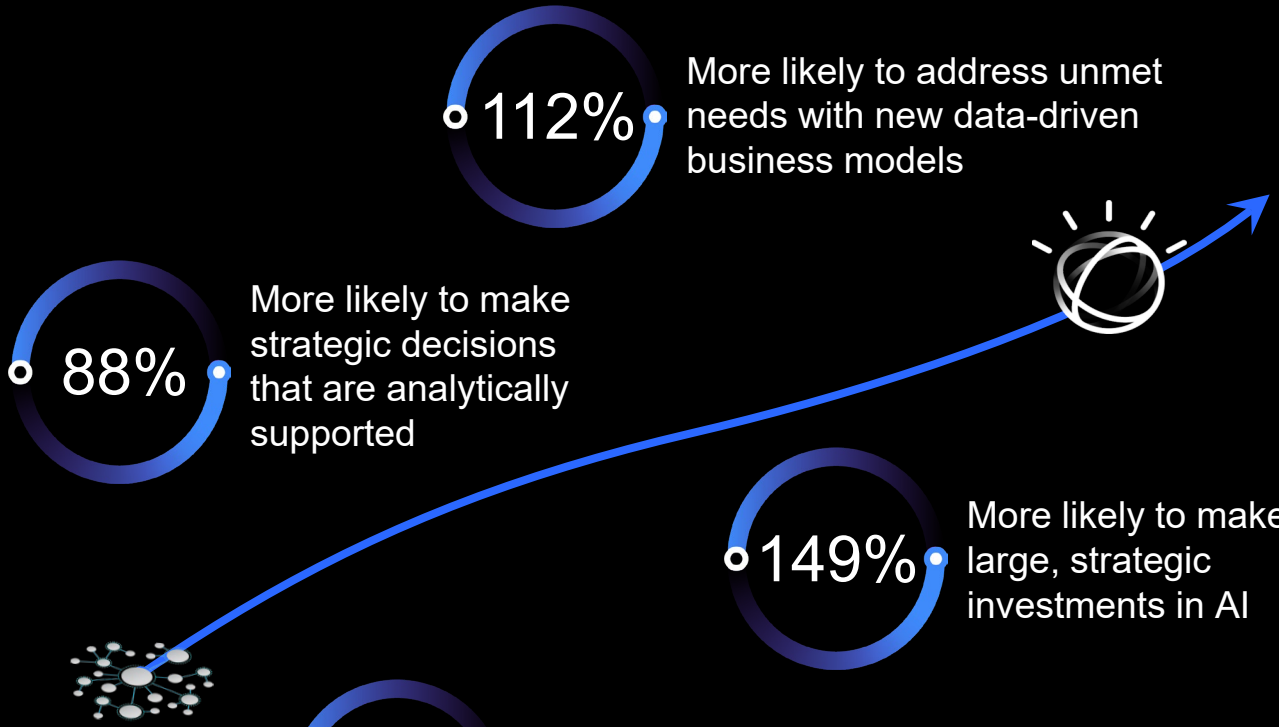
"***Smart data will take priority over big data***… for too long, the industry relied on sheer quantity of data with no quality metrics for making key audience assumptions."

TC

"If you fail to keep up with your clients' increasing demands, the chances they will reach out to your competitors increases."

Forbes

The best performers are data-driven



112% More likely to address unmet needs with new data-driven business models

88% More likely to make strategic decisions that are analytically supported

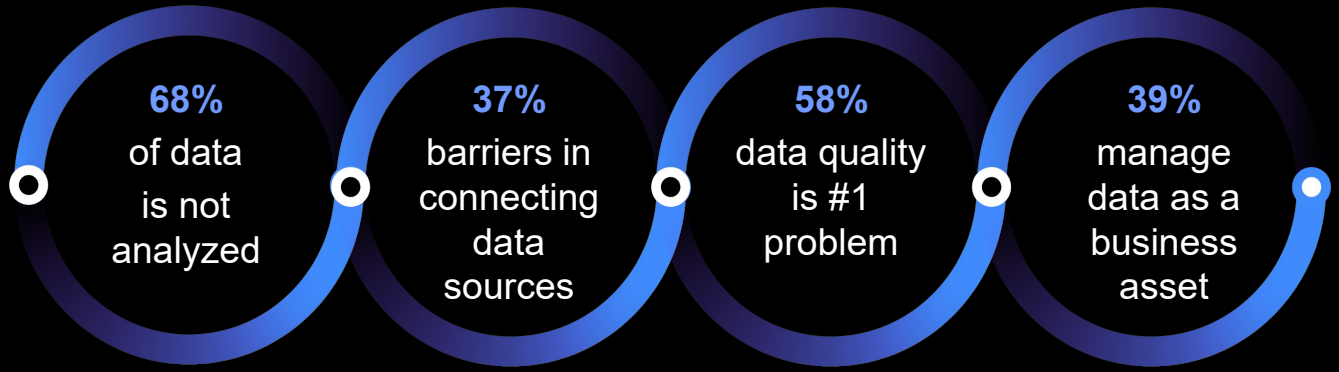
149% More likely to make large, strategic investments in AI

300% More likely to have data freely shared across silos and functional areas

178%
more likely to outperform in revenue and profitability

Data-driven cultures put data to work across complex digital ecosystems

Data management complexity is the great inhibitor

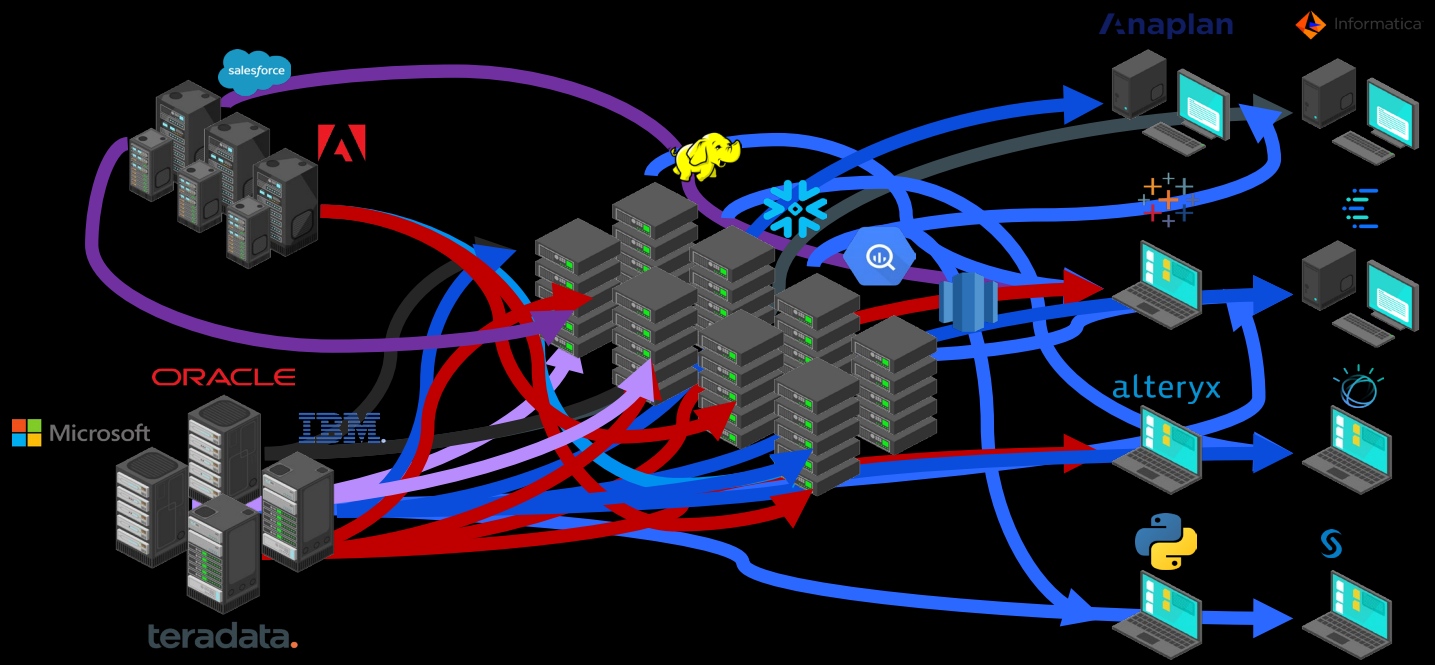


- Data is spread across expansive digital ecosystems as cloud apps proliferate
- Overly manual efforts to move and unify data are slow, costly, and have limited impact
- Rapid growth in data with decreasing lifespans will only make things worse

42%

annual growth in enterprise data volumes

Common reality:
Tool oriented, little value, unnecessarily complex, and costly



The AI Ladder

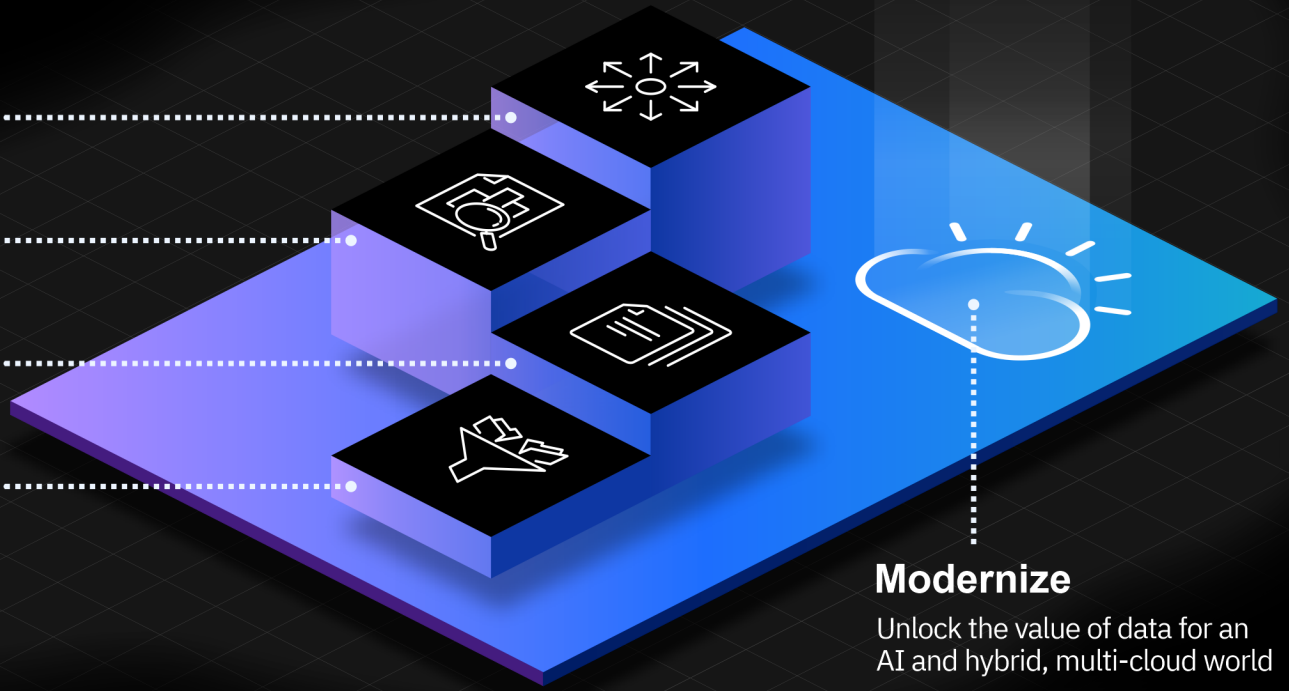
IBM’s prescriptive approach to the journey to AI

Infuse
Operationalize AI throughout the enterprise

Analyze
Build and scale AI with trust and transparency

Organize
Create a business-ready analytics foundation

Collect
Make all data simple and accessible



Modernize
Unlock the value of data for an AI and hybrid, multi-cloud world

Cloud Pak for Data

Simplifies, unifies, and automates your journey to AI

Extended Services

A growing ecosystem of Open Source, Partner, and IBM services

Cloud Pak Control Plane

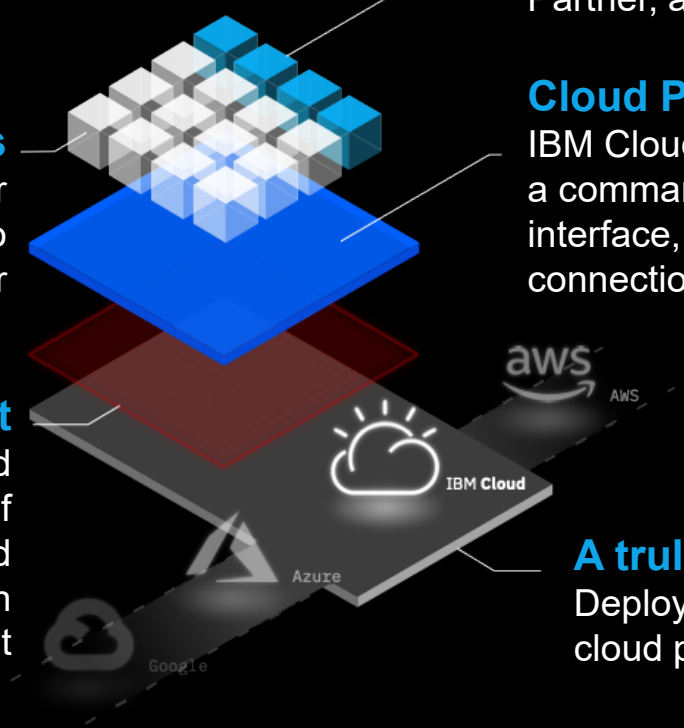
IBM Cloud Pak Foundational Services provide a command-line interface (CLI), administration interface, services catalog, central list of connections, and the central user experience

Base Data Services

Integrated capabilities for technical and business users to climb the AI ladder together

Red Hat OpenShift

A streamlined hybrid-cloud foundation to take advantage of the underlying resource and infrastructure optimization and management



A truly Hybrid-Cloud world

Deployable on-premises or on any vendor's cloud platform; also available as-a-Service

Cloud Pak for Data
Unified, modular, deployable anywhere

App Developers | Business Analysts | Data Engineers | Data Stewards | Data Scientists | Business Users

Integrated User Experience

Extensible: APIs, partner ecosystem, accelerators, and solutions

Collect
- Data virtualization
- SQL and NoSQL databases
- Event ingestion
- Streaming Analytics
- Apache Spark

Organize
- Data transformation
- Data quality and classification
- Policies and rules
- Data cataloging
- Self-service discovery and search

Analyze
- Data science and visualization
- AutoAI
- Model trust and explainability
- Model optimization

Infuse
- Business reporting and visualization
- Financial planning and analysis
- Cloud native AI services
- RegTech and Financial Crimes Insight

Cloud Pak core services
Security, Administration, Operations

Red Hat OpenShift

IBM Cloud | Amazon Web Services | Microsoft Azure | Google Cloud | Hyperconverged system

Collect – Data management
Make data simple and accessible

Multi-Cloud

- Fast and flexible data service management
- Ease of portability across private and public clouds

Unified Console

- One experience across all data services
- Coherent, efficient, scalable data services experience
- Ease of provisioning, monitoring, and more

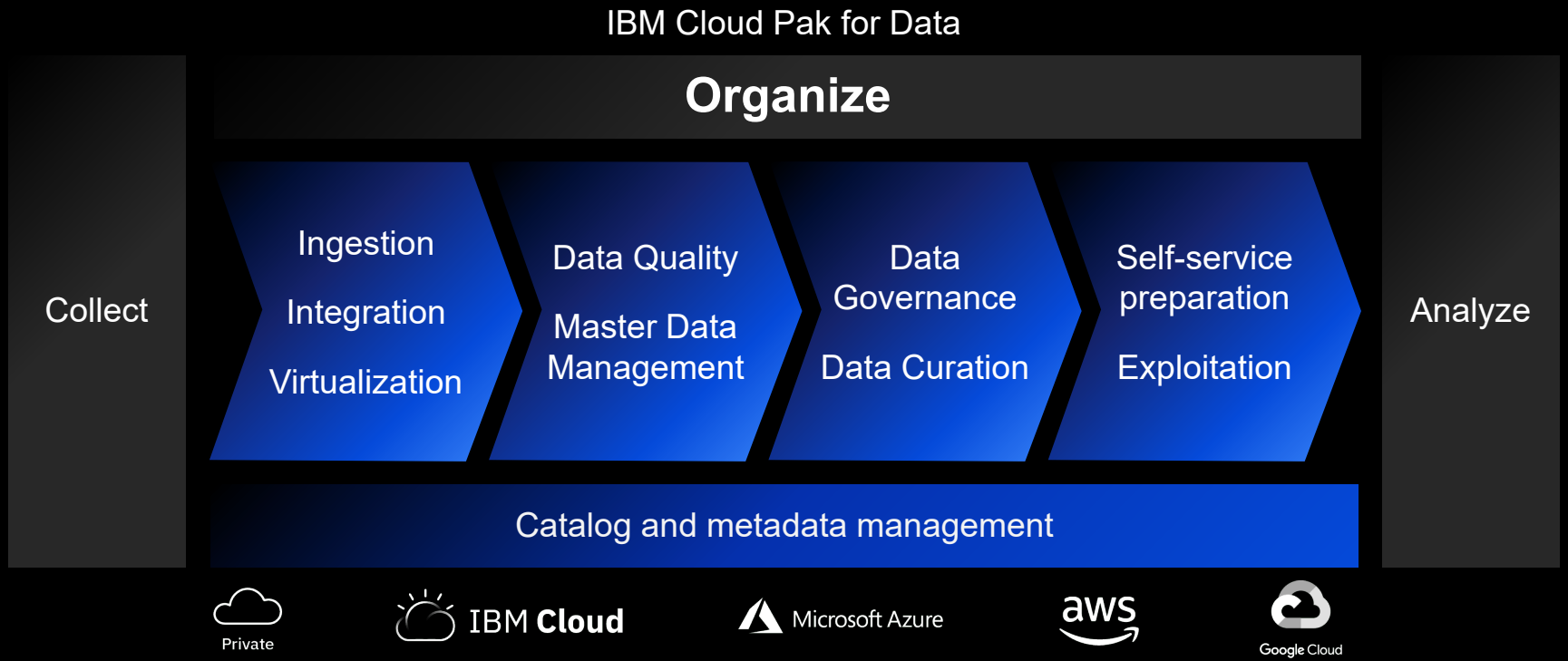
Comprehensive Ecosystem

- Netezza, Db2 Warehouse, AESE, and Event Store
- Partnerships with MongoDB, EnterpriseDB, and more
- Data Virtualization

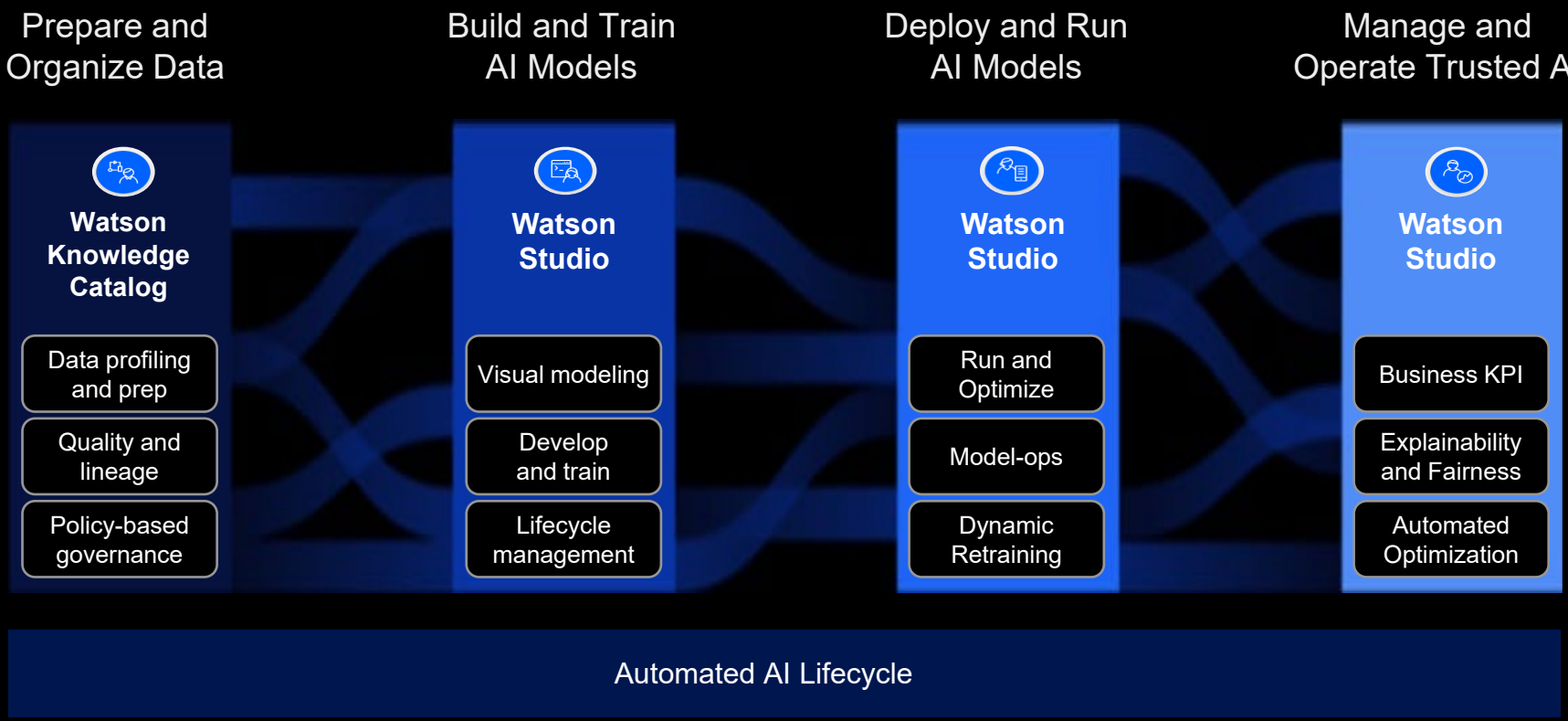
Data Governance and Self-Service Analytics

- Data automatically integrated with data governance capabilities for self-service data discovery

Organize - DataOps
Create a business-ready analytics foundation

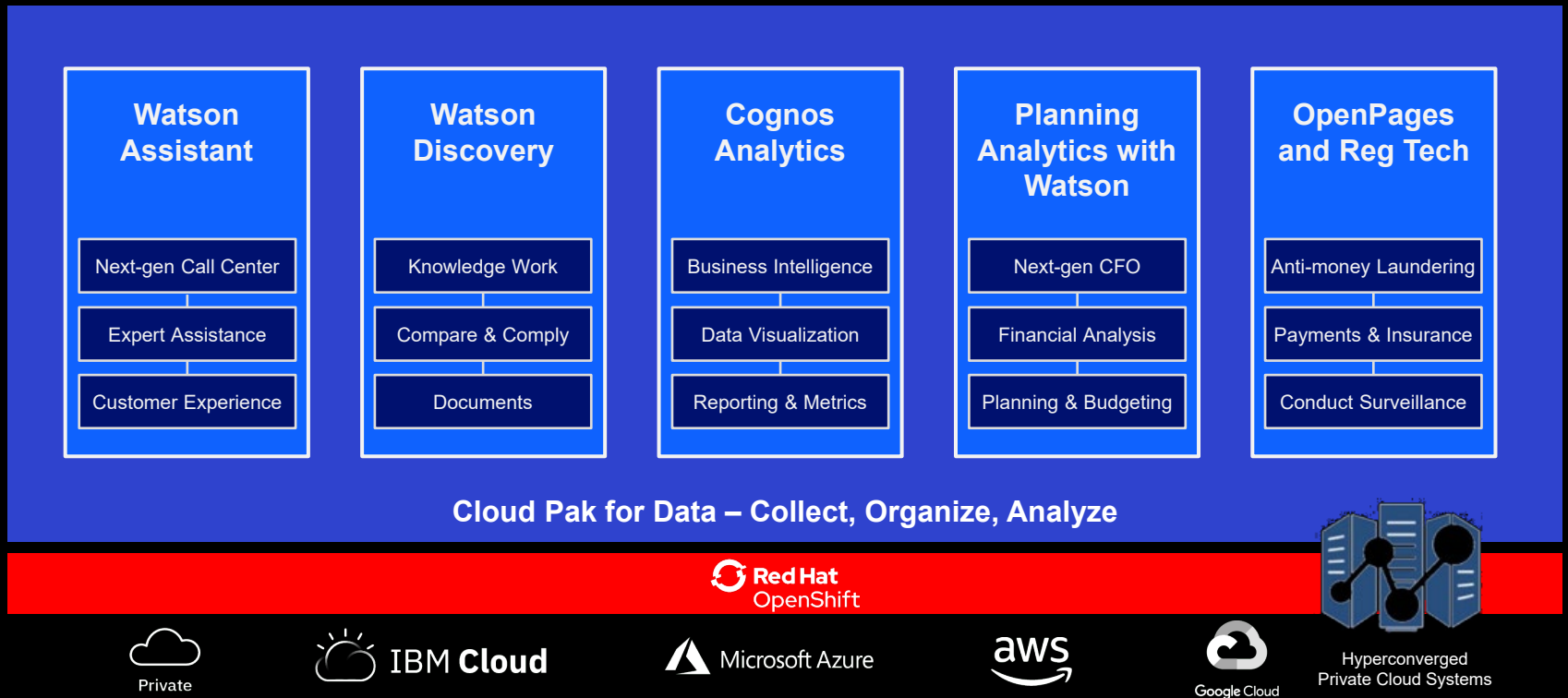


Analyze – Data science
Operationalizing AI with trust & transparency



Infuse - AI Applications

Accelerate time-to-value with pre-built AI apps



The newest generation of Cloud Pak for Data

Scale the value of ALL your data and accelerate your journey to AI with greater trust and productivity

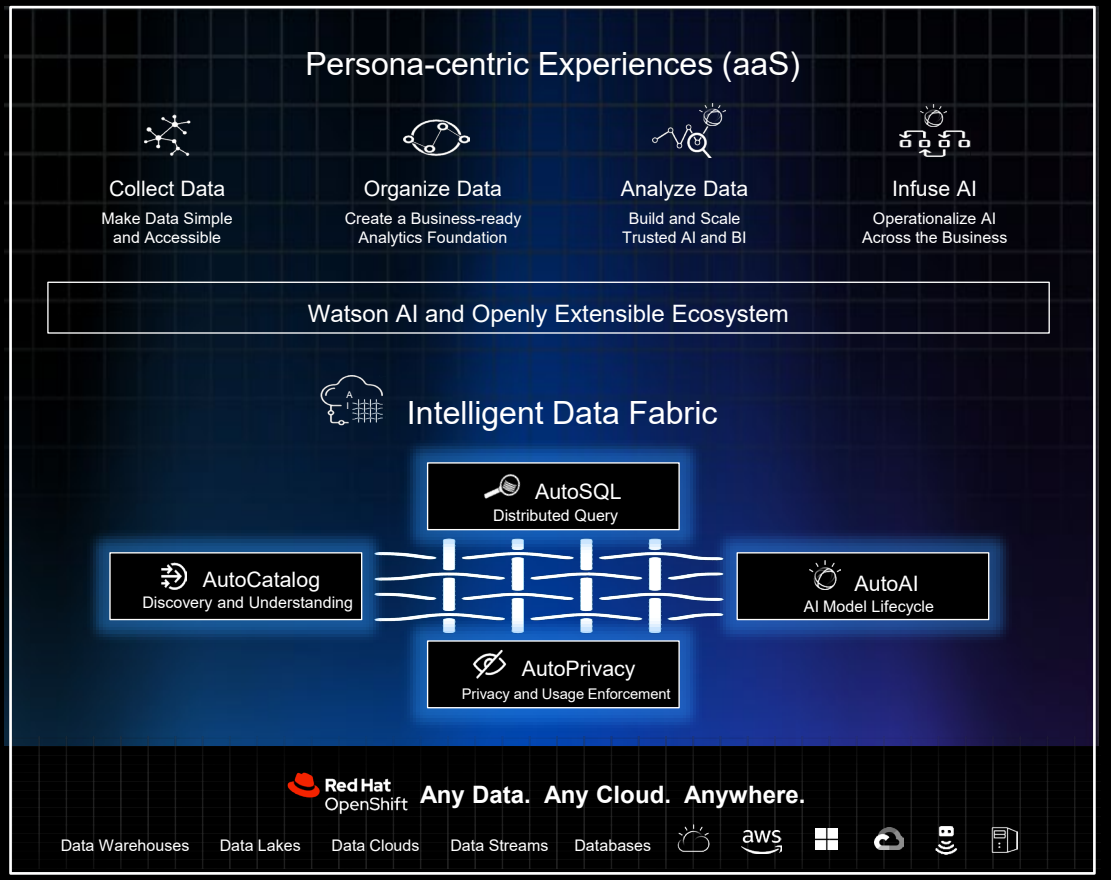
Unlock new insights to more people
Democratize data discovery, understanding and relevancy

Deliver trusted, business-ready data
Dynamically govern data quality, privacy and usage policies

Unify data across hybrid clouds
Access and manage diverse data minimizing data movement

Unify and speed data-AI lifecycles
Empower collaborative, persona-centric workflows

Unleash data science productivity
Automate complex tasks, improve quality, lower skill barriers



Automation in Cloud Pak for Data

AutoAI

Automate training, predictive accuracy and explainability for models that reply on siloed data sets and time-variant conditions

AutoPrivacy

Automate enforcement of universal privacy and usage policies across the ecosystem of sources and consumers

AutoCatalog

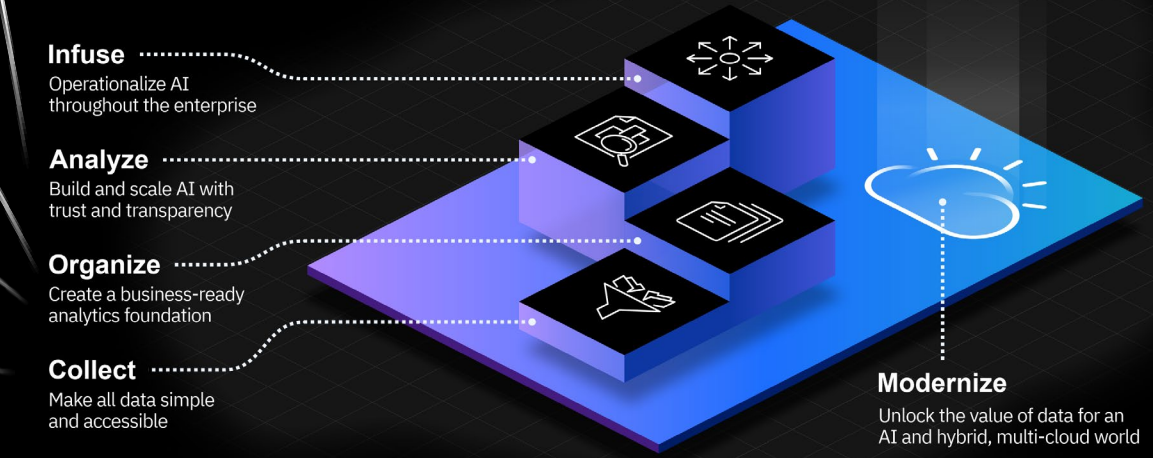
Automate data discovery, understanding and enrichment by maintaining real-time knowledge of business-ready data

AutoSQL

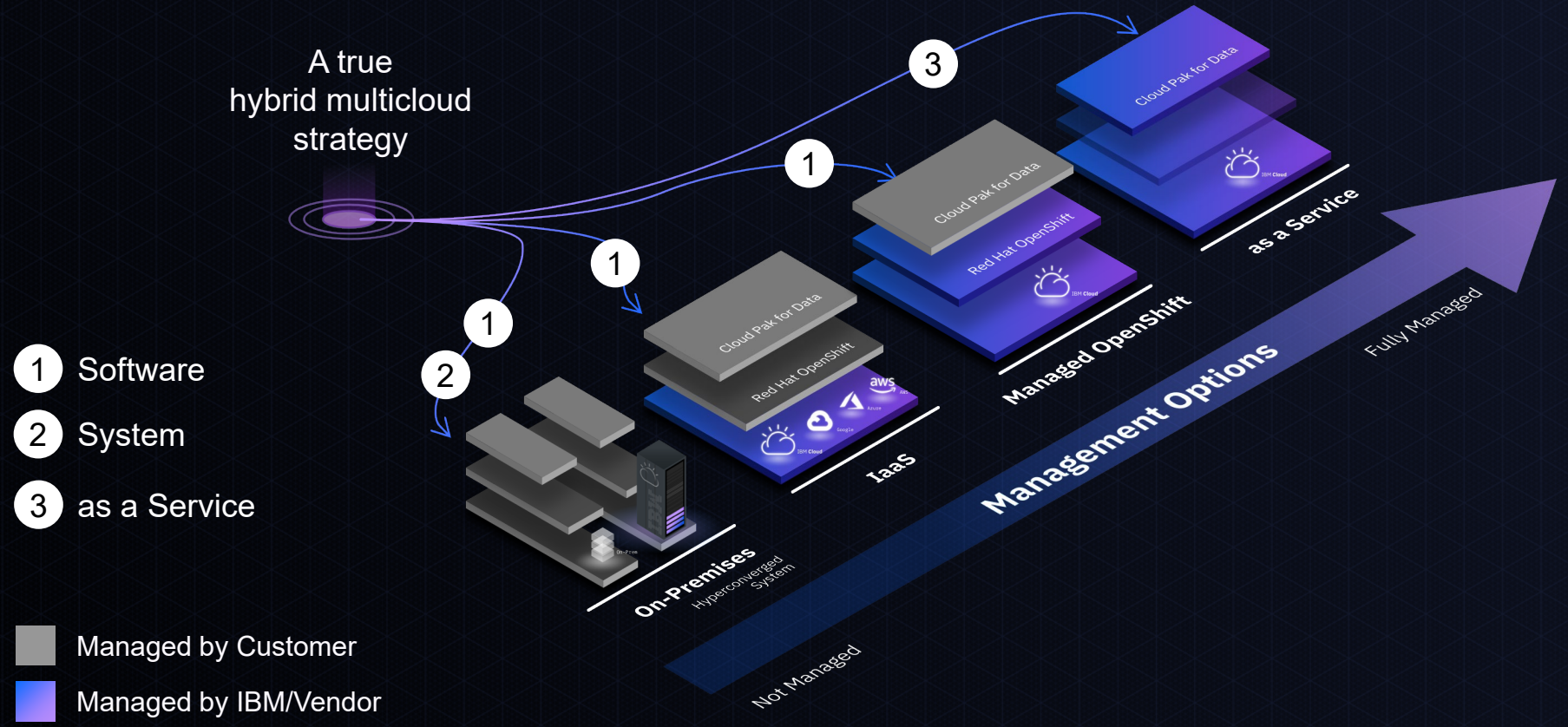
Automate access to unify data across distributed data/cloud landscapes without data movement

An intelligent data fabric

- Weave together new insights from unified data
- Democratize data usage across more people
- Unleash productivity and reduce cost/risk
- Make AI business easier and faster



Deploy anywhere
Including as a managed service on IBM Cloud



Cloud Pak for Data as a Service

Fully integrated data and AI platform, delivered as a service

UNIFIED

Simplify the usage and management of essential data and AI capabilities with an integrated and fully managed platform.

GOVERNED

Ensure trusted and secure insights with leading governance capabilities on the cloud for enterprise.

ADAPTABLE

Increase speed and optimize costs with an as-a-Service solution that flexibly adapts to your changing business needs.

AI INFUSED

Empower your team with AI and automation to help augment their skills and accelerate AI development.

Cloud Pak for Data System

Cost effectively address the inhibitors of private cloud infrastructure constraints, data complexities and limited scalability

Rapidly stand up new private cloud data & AI platforms

Easily and elastically scale to changing needs

Simplify and unify software & systems management

Speed time-to-value with simplicity, agility and lower TCO

Forrester Wave
Cloud Pak for Data named a leader

Top ranked offering

Top ranked strategy

Forrester Wave: Enterprise Insight Platforms, Q1 2019.

A Wave for CIOs

Wave designed to help CIOs choose the correct enterprise insights platform. The need for speed drives the market for integrated platforms – cutting across data management, analytics, AI and development tools.

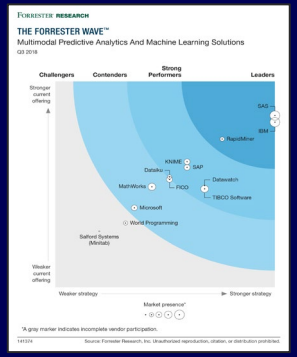
Key differentiators for winning this market

Product vision, unification and delivery models are the key differentiators for winning this market

IBM industry leadership

Forrester Wave™ and Forrester New Wave™ Leaders

IBM Watson Studio: Multimodal Predictive Analytics and Machine Learning Solutions



IBM Watson Knowledge Catalog: Machine Learning Data Catalogs

IBM Cloud Pak for Data: Enterprise Insight Platforms

IBM Watson Assistant: Conversational Computing Platforms

IBM Watson Discovery: Cloud AI Developer Services

IBM Watson Discovery: AI-Based Text Analytics Platforms

IBM #1 in AI Market Share

IDC

Industry Awards

Reddot Design Awards

The Alconics

WORLD DESIGN GUIDE

A'DESIGN AWARD

Full source information for all analyst reports on this page is contained in the speaker notes.

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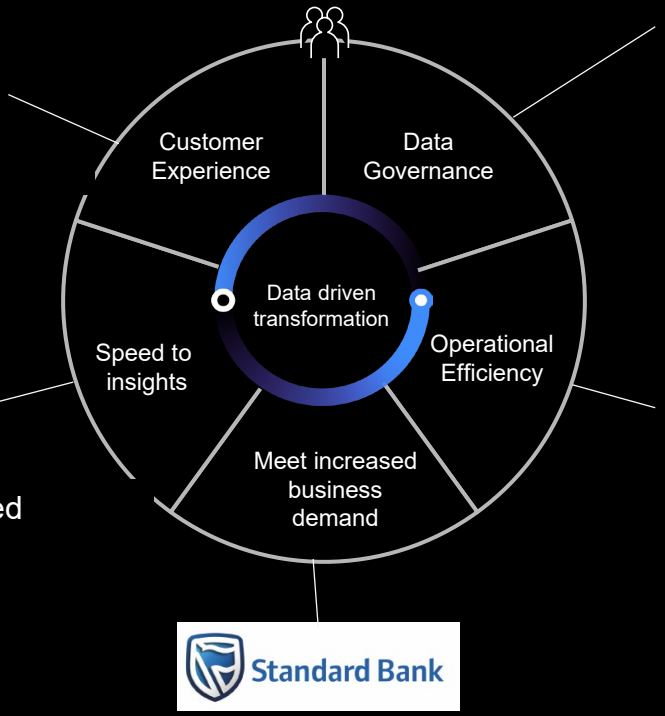
Cloud Pak for Data speeds time to data driven transformation

Hansol

Improving the quality of customer service



Associated Bank

Improving customer experiences and a governed data dashboard

Sprint

AI-driven insights for speed and efficiencies gains

SMUK FEST

Reduce errors in overstocking and shortages

Standard Bank

Enhance the value of data science throughout the business

Results with Cloud Pak for Data
Forrester New Tech Total Economic Impact (TEI)

Projected Business Impacts

- Reduced ETL requests by **25% to 64%**
- Data science, ML and AI benefits of **$1.2 to $3.4 million**
- Reduced infrastructure management effort of **65% to 85%**

Projected Financial Impacts

- Total economic impact net present value of **$6.8 million to $12.4 million**
- Projected return on investment of **86% to 158%**

* New Technology: The Projected Total Economic Impact≥ Of IBM Cloud Pak For Data, a commissioned study conducted by Forrester Consulting, February 2020

"The improvement in overall governance and control with Cloud Pak for Data, **especially from a regulatory perspective, is significant – it has exceeded our expectations**." Director of data management, financial services industry

"**Data virtualization is a major benefit**. By giving self-service capabilities to users, they will have more understanding of what enterprise data there is, and also understand if their data request is worth sending through the ETL chain. And when the development team does get a request at that point, they'll know it will be an important request." Information architect, financial services industry

A general manager stated: "**Time-to-market and time to innovate** has to be faster, and we need to do more without doubling the data scientists we have on staff. This is why we're using Cloud Pak for Data."

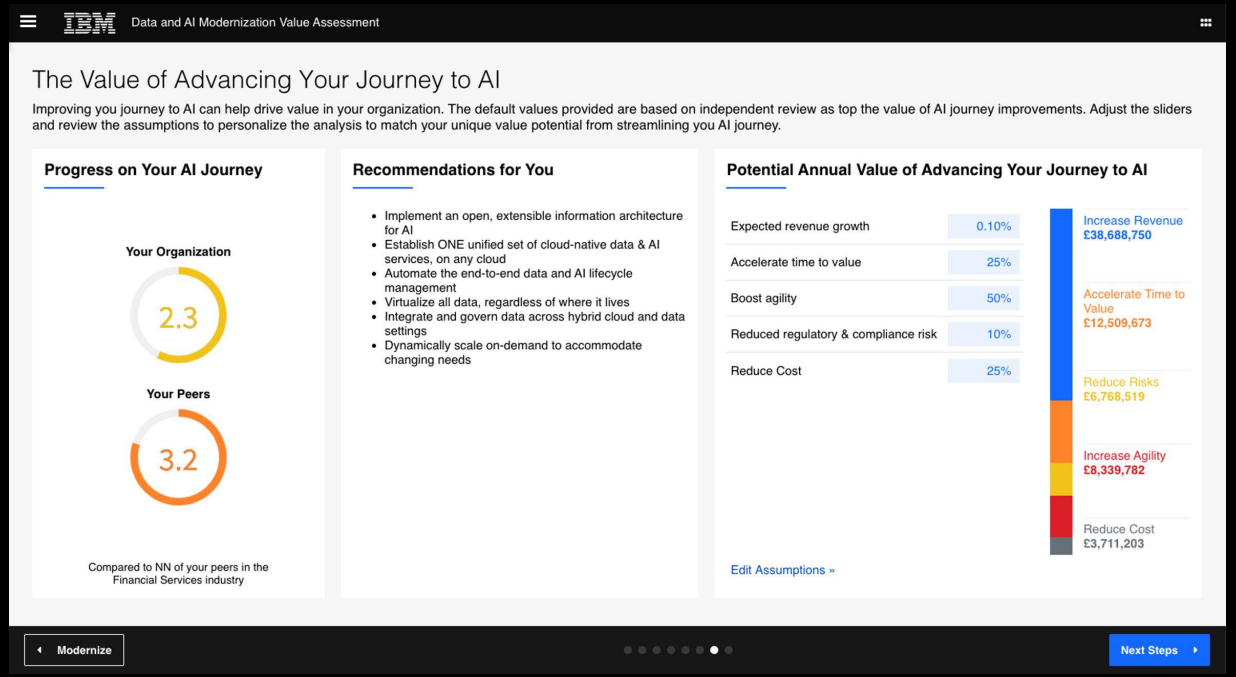
* *Customers interviewed for the TEI study*

Start your Business Value Assessment

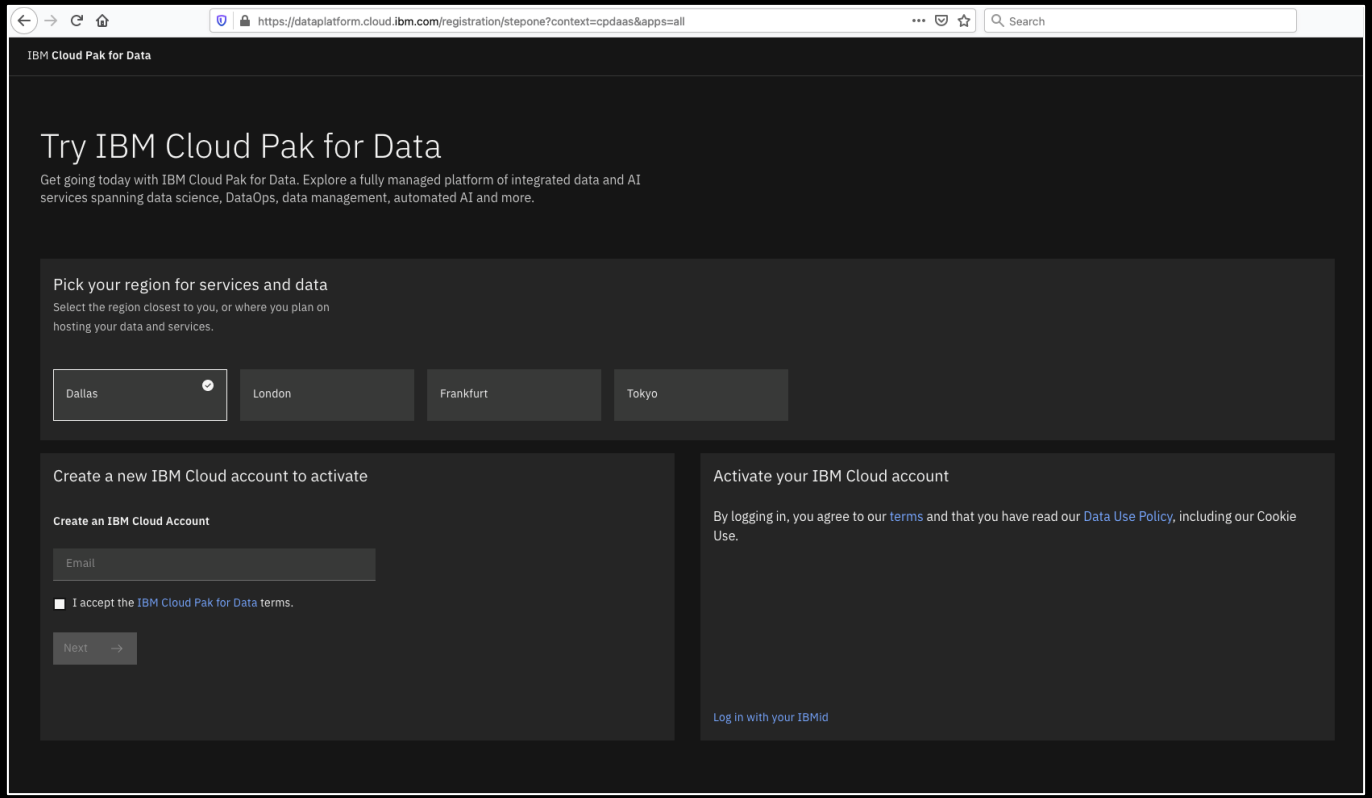
Cloud Pak for Data Business Value Assessment Tool

Try the interactive tool to receive a custom report on your journey to AI and the value and savings of Cloud Pak for Data

ibm.biz/icpdbva



Trial for Cloud Pak for Data as a Service



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