



Accelerate the journey to AI

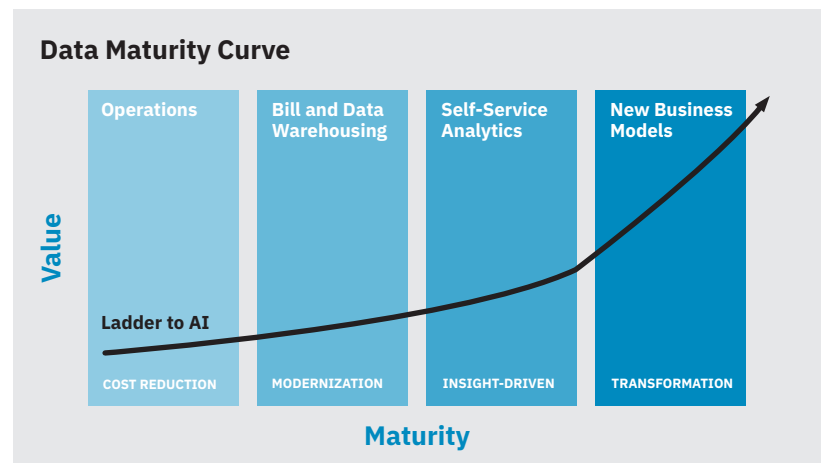
Flexibly manage your data as a strategic asset

The data maturity curve

As companies invest more and more in data **access** and **organization**, business leaders seek ways to extract more business value from their organization's data.

92 percent of business leaders say that to compete in the future, their organization must be able to exploit information much more quickly than it can today.¹

Chief Information Officers (CIO) need solutions that will allow them to evolve their organization's approach to data and drive real value with strategic decisions. This journey can be depicted in a data maturity curve.



Key insights

- The data maturity curve
- A critical juncture for AI
- Introducing IBM Cloud Pak for Data (Formerly IBM Cloud Private for Data)
- IBM Cloud Pak for Data summary

Organizations at the beginning of the curve have learned to apply data to operations, usually with an emphasis on cost reduction. As their data maturity progresses, their use of information expands, shifting the focus to business intelligence. Organizations at this level have modern data operations, but may not have incorporated artificial intelligence (AI) into their business decisions yet.

IBM Hybrid Cloud

Accelerate the journey to AI

At the top of the curve are enterprises that have achieved full data maturity, established self-service analytics and are able to use AI to transform their business.

CIOs and business leaders on this journey toward AI and data maturity seek solutions that help them leverage existing on-premise data while conducting advanced analytics in the cloud.

A critical juncture for AI

The insights-driven business of the future is here. In a recent survey, 83% of corporate executives indicated AI is strategically important to their business². AI and data modernization have become a requirement to stay competitive in many industries. 72% percent of business leaders believe a competitor will use data and insights to disrupt their business within the next 3 years.”³

Market leaders have already progressed their data strategy to embrace AI, but most organizations still have a long way to go. As companies move toward fully adopting AI, they face a series of decisions and challenges related to information architecture. From building a solid data foundation, to delivering trusted insights to key decision-makers across the company, CIOs and other IT leaders must build a comprehensive data management strategy that supports their journey to AI.

In a world where disruption is the norm, businesses that harness AI will become industry leaders. However, many businesses looking to accelerate their journey to AI must leverage data behind their firewall to support transformational insights while maintaining data security needs. IBM Cloud Private for Data can enable this progress for these organizations.

Introducing Cloud Pak for Data

Cloud Pak for Data offers an integrated, end-to-end platform for high performance analytics that enables companies to reach their data maturity goals. This solution allows critical data to remain securely behind the private firewall, while being accessed by cloud-based applications to generate new insights.

As an all-in-one solution, Cloud Pak for Data empowers organizations to put their data to work quickly and efficiently. It enables all data users to collaborate from a single interface, rather than requiring the deployment and connection of multiple applications. This connected platform provides the ability to access and govern data, regardless of where it lives, so it can be used for analysis with a wider range of applications. By leveraging these analytics solutions, your team can generate meaningful insights and drive transformation across the enterprise.



Using **Kubernetes**, Cloud Pak for Data clients can provision new infrastructure in minutes. The platform’s in-memory database ingests more than **1 million events** per second.⁴

Cloud Pak for Data summary

Cloud Pak for Data's catalog of microservices brings together key capabilities from IBM's portfolio of analytics solutions. These capabilities include tools for leveraging on-premise data with cloud-based analytics tools, building the right foundation for data maturity and generating meaningful insights to drive business value.

- **Protect your data** – Cloud Pak for Data helps enterprises retain complete control of their data by porting only the insights—not the underlying data—to public cloud applications. This allows organizations to tap into the benefits of public cloud while maintaining all the data behind the firewall of their private cloud.
- **Organize your data** – Cloud Pak for Data helps users find existing data, request access to data and easily collaborate with colleagues across the organization. With these capabilities combined, you can spend less time finding and managing data, and more time using it effectively to create insights to drive business decisions. An enterprise data catalog helps create cohesive information architecture by ensuring that your data is mapped to a standard set of business terms and follows information governance policies and rules.

- **Scale insights to innovate** – Cloud Pak for Data provides an integrated, end-to-end data and analytics information architecture that catalogs and governs your data. The platform collects data to make it simple and accessible, organizes data to build a trusted analytics foundation, and makes data available for analysis to scale insights on demand.

- **Prepare for AI** – Cloud Pak for Data minimizes the time and expense needed to create meaningful insights while expanding analytics capabilities. In order to successfully adopt machine learning and AI, organizations need to be able to rely on meaningful and trustworthy information. Disparate data must be in a consistent format and organized into a single access point to provide the most value. With Cloud Pak for Data you can move from raw data to trusted data. At that point your organization is ready to analyze that data to gain insights that can enable you to drive better business outcomes.



Test out Cloud Pak for Data with the 7 day, no cost trial.



Learn more about Cloud Pak for Data.

1. https://www-01.ibm.com/marketing/iwm/dre/signup?source=urx-15504&S_PKG=ov57855&disableCookie=Yes
2. <https://www.forbes.com/sites/louiscolumbus/2017/09/10/how-artificial-intelligence-is-revolutionizing-business-in-2017/#50b179c85463>
3. <https://www.ibm.com/thought-leadership/chief-information-officer/accelerate/resources/from-data-to-disruption.html>
4. <https://www-03.ibm.com/press/us/en/pressrelease/53801.wss>



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Produced in the United States of America
May 2018

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