



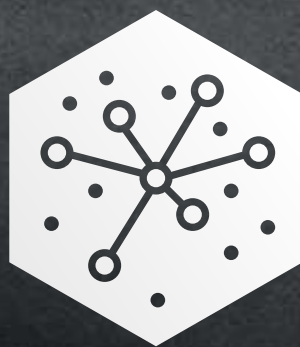
Upgrade to Outcomes.

Reinvention fueled by modernization

Tools are important. Outcomes are critical. Today's data driven world demands business deliver outcomes fast and cost efficiently. To deliver, Data and AI initiatives must have intelligent workflows where every step in the data lifecycle considers and contributes to the others. This is beyond tools. It is the collaboration of people, streamlining of processes, and interoperability of capabilities that can deliver Outcomes accurately and efficiently. When we take this holistic approach, it is about creating a whole greater than the sum of its parts.

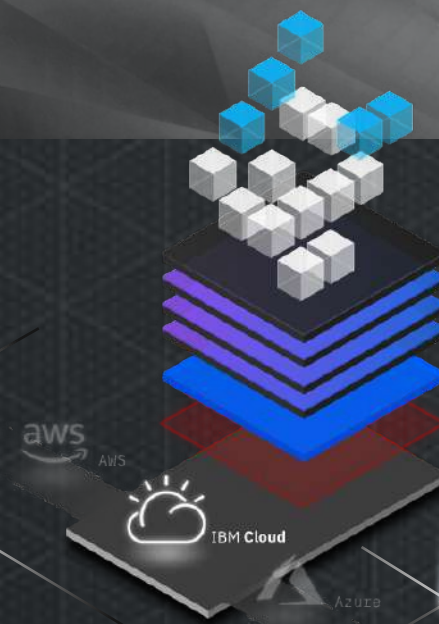
We have redesigned and redeveloped the services you use every day for agility and interoperability. Let's explore how we can upgrade your current services under a modernized strategy executed by Cloud Pak for Data.

Experience Modernization today →



Cloud Pak for Data

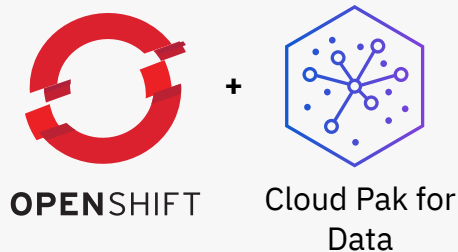
Upgrade your existing services with Cloud Pak for Data



As an existing IBM Data and AI client, we would like to invite you upgrade your current services under the umbrella of Cloud Pak for Data.

Cloud Pak for Data drives a modern data enterprise data strategy by providing the connective fabric through the end-to-end data lifecycle for every tool and persona in the process. It is an open hybrid-cloud Data and AI solution that runs anywhere and connects data everywhere.

The challenge with the typically complex data environment was that individual tools were worth more in an isolated fashion, not designed for agility throughout the data lifecycle. Cloud Pak for Data reinvents this strategy by modernizing for interoperability and creating a **whole worth more than the sum of the parts.**



As the Kubernetes platform, Red Hat OpenShift allows you to build once and deploy anywhere

– Empower developers to innovate and ship faster with the leading hybrid cloud, enterprise container platform

Power of one modular operating system of services connecting all data creates:

- Simplicity
- Faster adaptability
- Reduced reliance on specialization

Unlike the traditional mix of many isolated tools, Cloud Pak for Data delivers

- Unified experiences
- Integration and automation of manual tasks
- Enforced governance and security

There is value beyond tools with an end-to-end strategy:

[Get your personalized estimate](#) →

[Read the Forrester Report](#) →

Reduction in related costs

- Reduced reliance on specialization - Tools and Resources
- 65% to 85% improvement in application management efficiency
- 50%+ productivity improvement across all persona in the data lifecycle including Data Science
- Reduction in overall ETL work required by 25 to 65% with virtualization and AutoAI
- Augments and enhances existing Data and AI investments – no rip and replace required

Increased revenue from and AI projects

- Faster adaptability to changing business environment
- Interoperability and improved trusted data access leads to a competitive advantage with faster time to insight
- 40x greater speed of trusted data and services to the business increases volume and velocity exponentially

Reduced in adverse risk related events

- Enforced platform governance and security reduces probability of regulatory and reputational risk
- Seamless interoperability of services improves ability to automate, govern and secure
- Reduced complexity allows for previously manual tasks, models and connections to be automated and validated

Increased Agility

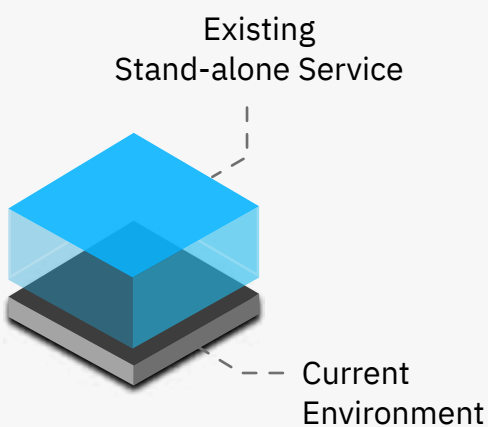
- One platform solution that supports all clouds and tools reducing data and technology lock-in and dependencies
- One modular open source and best of breed platform supports the ever-changing business environment
- One unified platform experience simplifies data delivery, improves end users self service and reduces IT support

Details of your upgrade

Modernizing your existing services into the Cloud Pak for Data ecosystem will also you and your business to leverage an end-to-end data lifecycle continuum of Base Services.

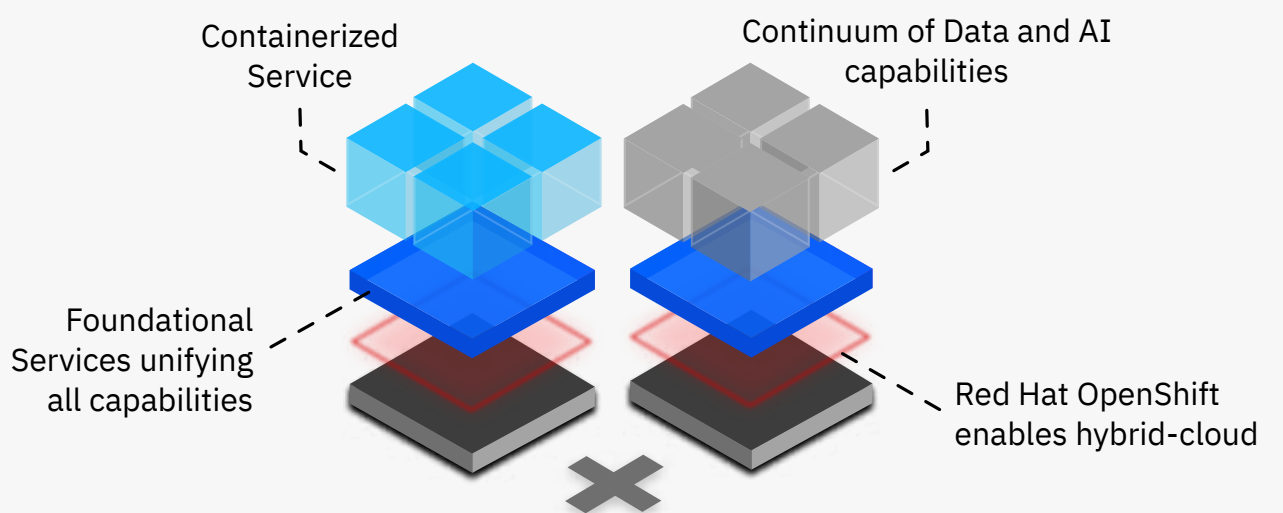
Today.

You are leveraging your service in a stand-alone deployment.

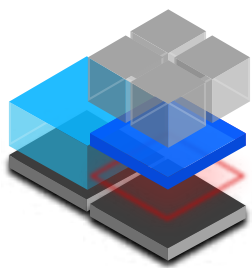


Upgraded.

You'll leverage a containerized service in a unified experience with access to an ecosystem of additional Base Services, Accelerators, and Security benefits.

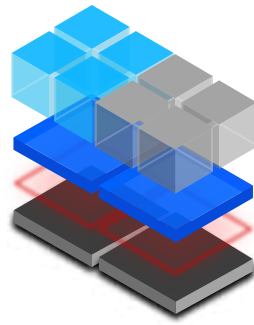


Variations for you to leverage in your upgrade.



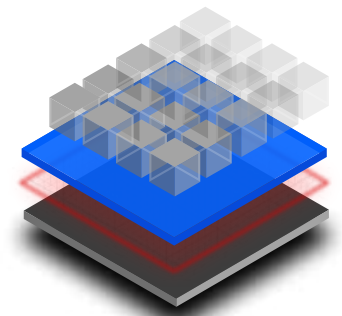
You're able to leverage Cloud Pak for Data – today.

When you execute your upgrade, you can still leverage your Services on bare metal or wherever you're currently leveraging them; while you prepare to move over you can start leveraging Base Services in Cloud Pak for Data.



Containerize and integrate services at your own pace

As you begin to containerize your services they'll be connected to a growing ecosystem of IBM and open source services.



Completely move to Cloud Pak for Data

You'll have the ability to exchange your existing service VPCs for a greater ratio of Cloud Pak for Data VPCs. This will allow your enterprise to leverage even more of the end-to-end Base Services.

Cloud Pak for Data
Modernization Upgrade

Learn more on our website and visit the interactive experience today.

Cloud Pak for Data Website

