



“Competitors don’t have the cognitive functionality that IBM has—IBM stands alone.”
 —Marc Dispensa, Chief Technology Officer, Equals 3

Business challenge

To develop a new enterprise solution for analyzing marketing data, Equals 3 needed to team with an IT leader offering cutting-edge cognitive capabilities and a global cloud hosting platform.

Transformation

After evaluating Amazon Web Services, Google, IBM and Microsoft technologies, Equals 3 chose an IBM solution. The business launched its innovative Lucy platform in an IBM® Bluemix® environment, powering the offering with IBM Watson® cognitive services from the IBM Watson Developer Cloud portfolio.



Marc Dispensa
 Chief Technology Officer
 Equals 3

Business benefits

Speeds to market

with its innovative offering by teaming with IBM for support and market-leading technology

Drives global expansion

with IBM Cloud data centers available worldwide to meet customer hosting requirements

Offers exceptional service

with IBM Cloud bare metal server technology powering the Lucy platform

Equals 3

Powering a groundbreaking marketing data platform with IBM Cloud and cognitive technologies

Founded in 2015, Equals 3 created its Lucy platform to help marketers derive insight from massive amounts of marketing data and convert that insight into strategy. The cognitive Lucy offering processes mountains of unstructured and structured data, draws relationships between disparate information sources and accelerates breakthroughs, empowering marketers to do far more in much less time.

Solution components

- IBM® Bluemix®
- IBM Watson® Developer Cloud
 - IBM Watson AlchemyLanguage Service
 - IBM Watson Conversation Service
 - IBM Watson Natural Language Classifier Service
 - IBM Watson Personality Insights Service
 - IBM Watson Retrieve and Rank Service
 - IBM Watson Tone Analyzer Service
 - IBM Watson Tradeoff Analytics Service





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