

IBM Data and AI

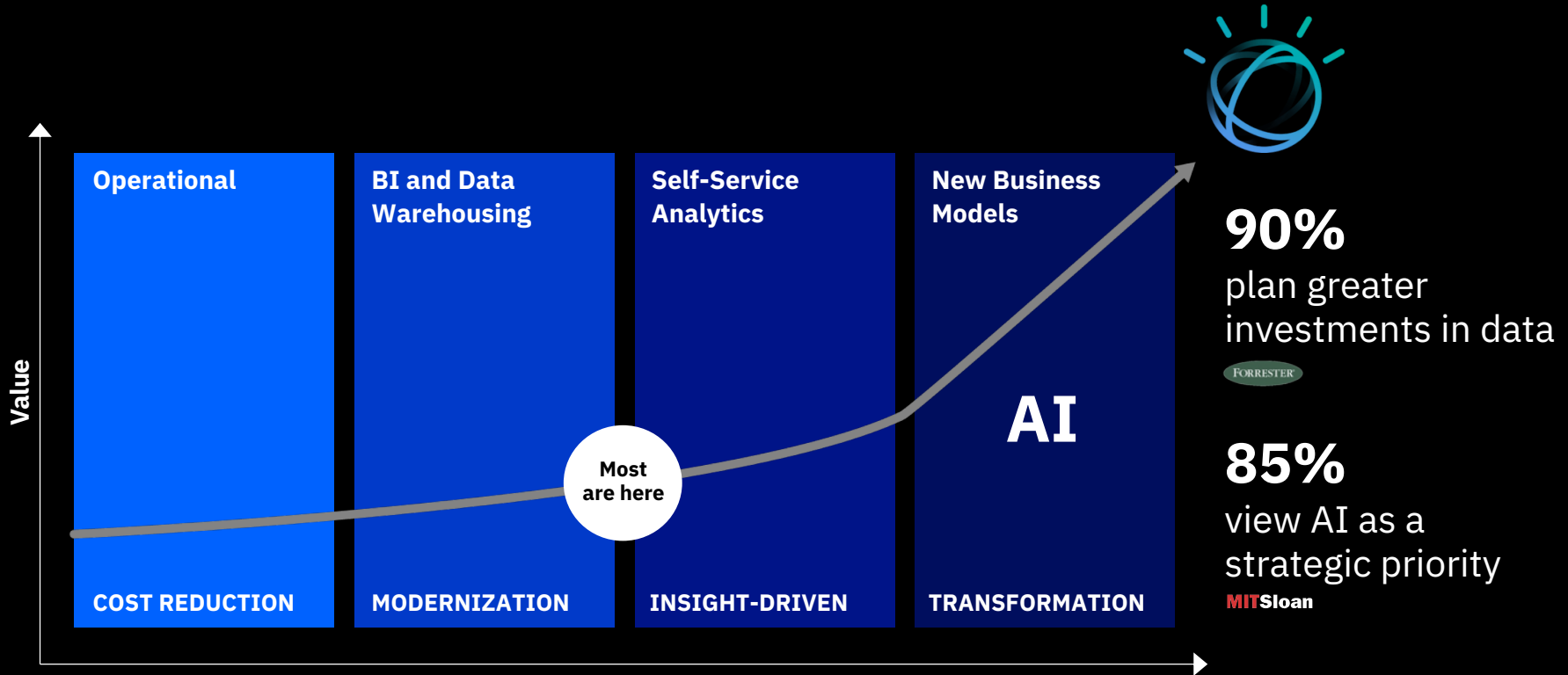
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Rob Thomas,
General Manager, IBM Data and AI

Difference between machine learning and AI:

**If it is written in Python,
it's probably machine learning**

**If it is written in Powerpoint,
it's probably AI**

Enterprises have declared their data and the journey to AI top priorities



AI unlocks the value of data in totally new ways



Achieved 40% deflection using virtual agents



Virtual assistant helps bankers manage an array of offerings

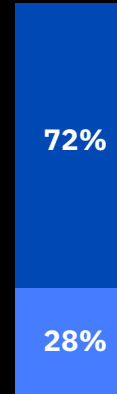


Predicting fraud and reducing false positives



Multi-zone data lake to meet GDPR requirements

Revenue Increase



How AI pioneers see value

MIT Sloan

Cost Savings

The AI Ladder

A prescriptive approach to accelerating the journey to AI



AI

INFUSE – Operationalize AI in business processes

ANALYZE - Scale AI everywhere with trust and transparency

ORGANIZE - Create a trusted analytics foundation

COLLECT - Make data simple and accessible

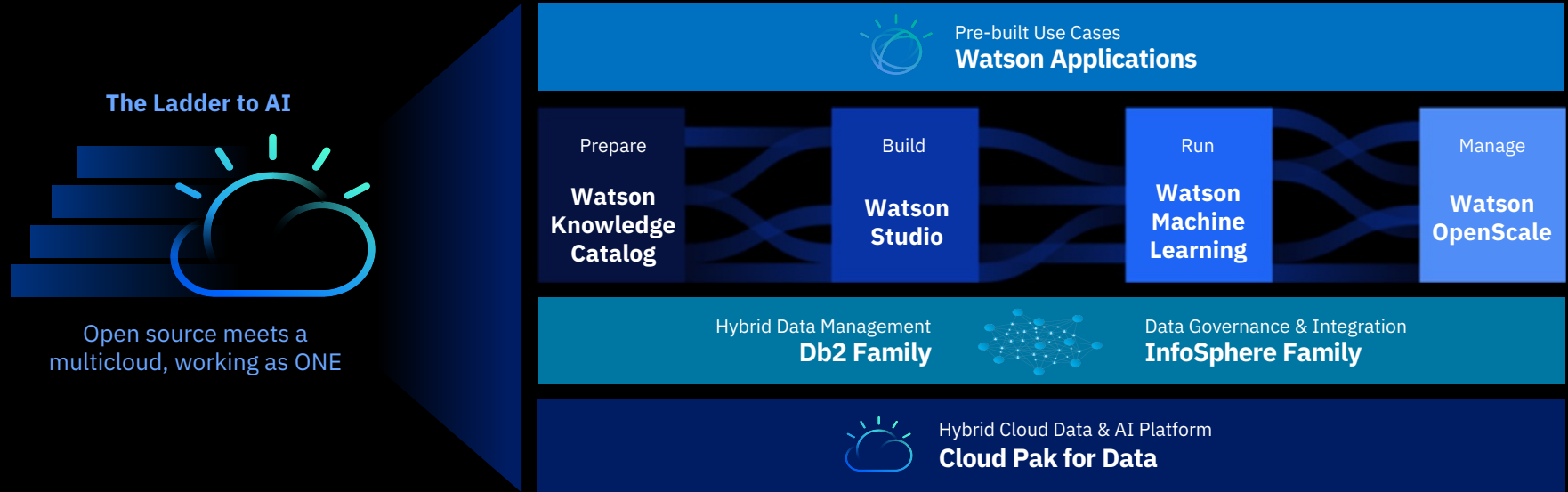
Data of every type,
regardless of where it lives



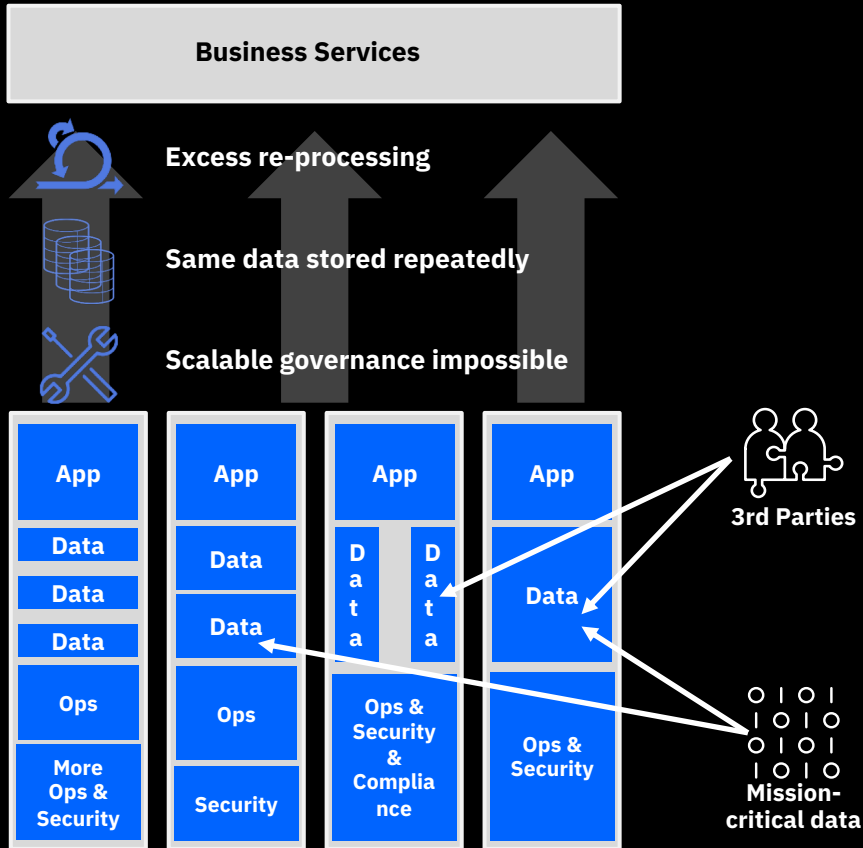
MODERNIZE
your data estate for an
AI and multicloud world

IBM Data and AI Portfolio

Everything you need for Enterprise AI, on any cloud



The Data Silo Problem



- Reaching saturation with ETL, diversity and complexity of data too great
- Silos restrict flexibility
- Create cost burden via excess replication and re-processing
- Governance and compliance management become fragmented

What is Cloud Pak for Data?

A unified set of cloud-native data and AI services which automate how organizations turn data into insights

**ONE
Platform**

**ANY
Cloud**



AI

INFUSE - Operationalize AI throughout the business

ANALYZE - Build and scale AI with trust & transparency

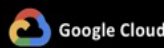
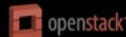
ORGANIZE - Create a business-ready analytics foundation

COLLECT - Make data simple and accessible



MODERNIZE

Unlock the value of data for
an AI and multicloud world



IBM Z

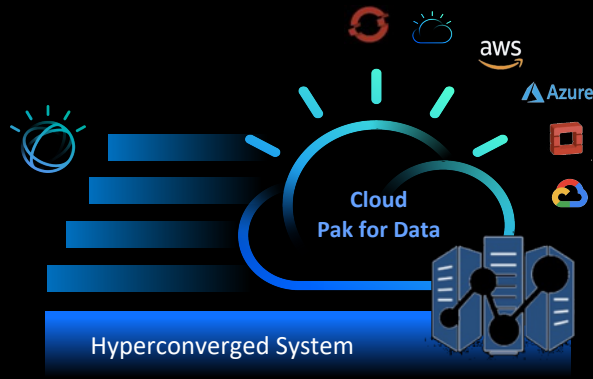
IBM Power Systems



An all-in-one hyperconverged private cloud system, deployed in under 4 hours

Cloud Pak for Data System

True plug-and-play enterprise data and AI in hours right out of the box



Brings the elasticity of public clouds securely behind the firewall

An **all-in-one** system pre-integrated with all the necessary systems and software components

Deploy a complete private cloud in under four hours - no assembly required

Dynamically scale compute, storage and software with on-demand plug & play

Simplify management and optimization via intuitive dashboard

Principles of an information architecture for AI

ONE cloud-native architecture

Virtualization to collect data

DataOps for self-service data access

Unified, elastic, and extensible AI services



IBM Industry Leadership

Forrester Wave™ and Forrester New Wave™ Leaders

IBM Watson Studio:
Multimodal Predictive Analytics and Machine Learning Solutions

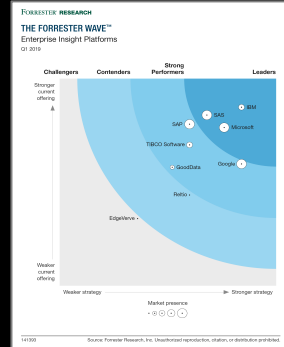
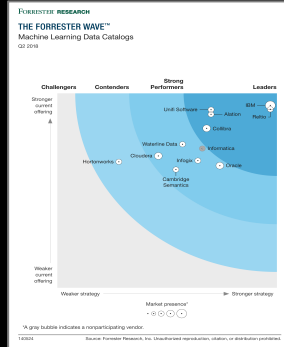
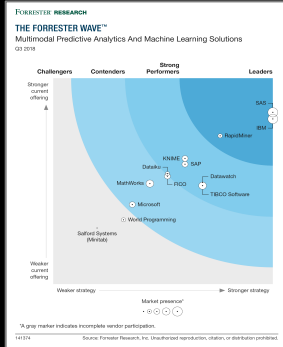
IBM Watson Knowledge Catalog:
Machine Learning Data Catalogs

IBM Cloud Pak for Data:
Enterprise Insight Platforms

IBM Watson Assistant:
Conversational Computing Platforms

IBM Watson Discovery:
Cognitive Search

IBM Watson Discovery:
AI-Based Text Analytics Platforms



IBM #1 in AI Market Share



Industry Awards



A' DESIGN AWARD

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AI is not magic



Achieved a 40% call deflection rate with virtual agents



Mercedes-Benz

Cognitive car manual explaining increased vehicle complexity



Identifies gaps in terms in complex RFPs



Predict power demand by for renewable energy

Our learnings from experience in helping thousands of enterprises put AI to work



Visually categorize damage & instantly issues quote



Intelligently provides info on an array of offerings



Better predict outcomes in sepsis patients



Predict and target first-time buyers in the US



Surface hidden insights to optimize fantasy football outcomes



Lufthansa

AI-powered advertising engagement

