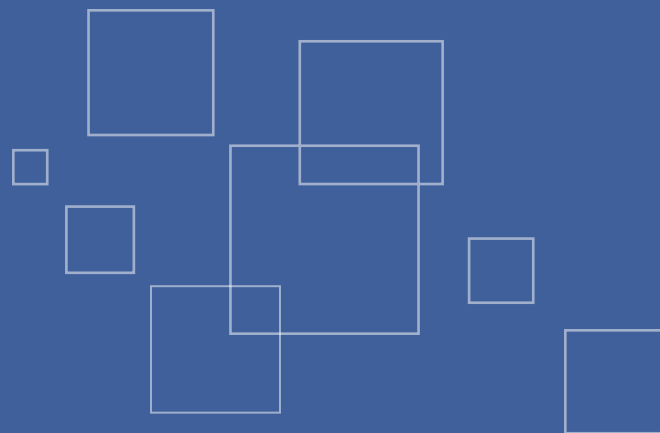


## Make optimal decisions with IBM Watson Studio and help achieve business goals



Data science has become a strategic imperative for gaining competitive advantage. Data Science teams need access to tools and techniques to drive innovation and empower business decision-makers with the right insights at the right time to make reliable decisions.

Data science teams rely on a combination of techniques like machine learning and decision optimization to develop unique solutions that help drive operational efficiency.

IBM® Watson Studio is now ready for prescriptive analytics through integration of optimization capabilities. Data science teams can combine optimization techniques with coding and non-coding tools, model management and deployment, and other data science capabilities to easily operationalize data science projects.



Figure 1. Powerful visualization features help compare multiple scenarios

***“Ultimately, the IBM solution is helping us to gain the most from our resources, and make smarter decisions about investments in our manufacturing network—driving higher revenues and profits.”***

– Niklas Steding, IT Project Lead, Continental Tires

**Create innovative solutions:** Integration with IBM® Watson Studio enables solving complex decision-making problems by combining optimization technology with data science techniques like machine learning.

**Improve productivity:** Validate optimization models more quickly and easily using visual dashboards. Explore trade-offs between different action plans in a single view using what-if analysis capabilities.

**Experience fast time to value:** Solve a wide range of optimization models at speed using exceptional IBM CPLEX® solver performance.

**Deploy as micro-service:** Connect your applications to an optimization solution that can be deployed as a micro-service in the IBM Watson Studio platform.

Learn more about IBM Decision Optimization for Watson Studio at:  
[ibm.biz/BdZzfV](http://ibm.biz/BdZzfV).



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