

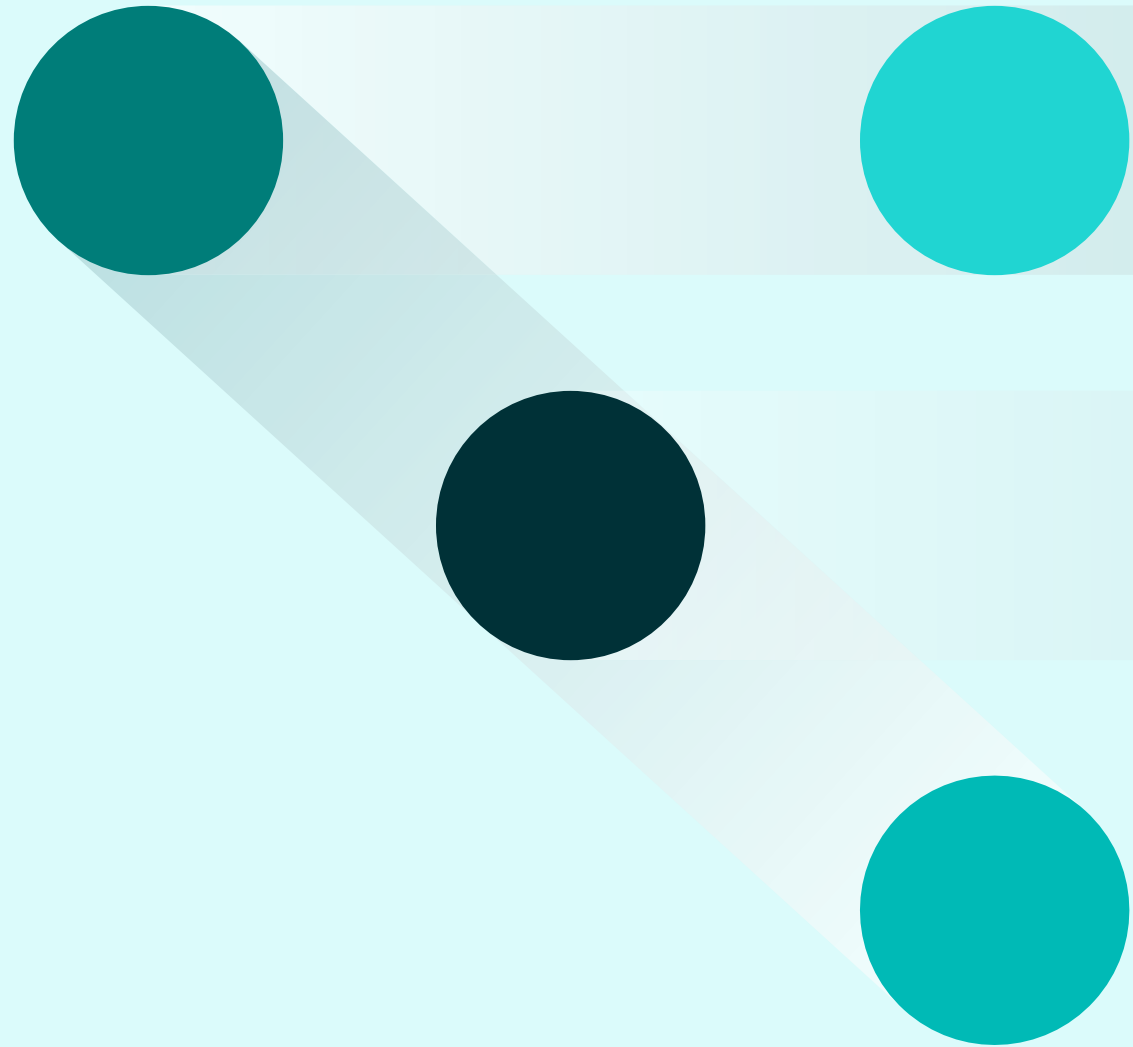
## IBM Cloud Satellite™

Flexibly delivering data analytics services across many locations with streamlined operations

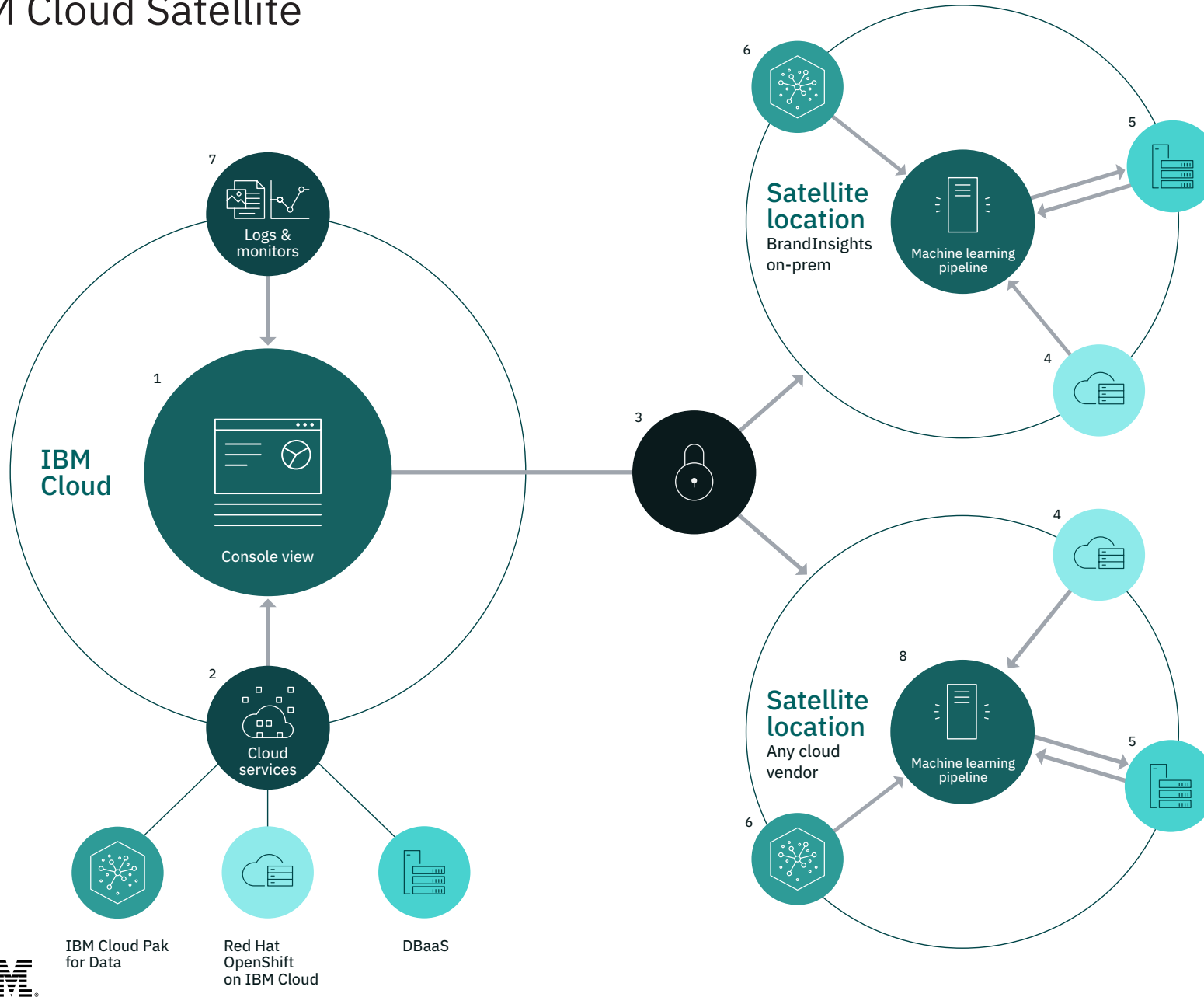
### Helping clients engage customers

BrandInsights is ready to offer custom machine learning models as a service. The value to BrandInsights' clients will be that: gaining better insights into customer needs and wants is a basis for creating competitive application experiences; and avoiding the need to recruit internal expertise with data analytics gets app improvements to market faster. Yet, because fast time-to-market is a key value in using BrandInsights' service, project delays would increase risk, reduce competitiveness, and slow business growth.

This diagram explains the solution that BrandInsights architected with IBM Cloud Satellite.



# IBM Cloud Satellite



- 1 A single console view from which Satellite locations are defined, services are provisioned, and where deployed services and applications are monitored and managed.
- 2 IBM SRE teams maintain all IBM Cloud Satellite services. In simply consuming them, BrandInsights teams deliver and update machine learning models faster.
- 3 Satellite Link tunnels securely connect locations. A DirectLink is also available for network security that entirely bypasses the internet.
- 4 Red Hat OpenShift on IBM Cloud service is the container registry and orchestration platform on which BrandInsights' BrandInsights' machine learning models are deployed on the same Kubernetes worker nodes where Cloud Pak for Data tools are installed.
- 5 Machine learning models leverage databases as a service, of which Satellite provides a wide range. Provisioned instances launch in a state of secured readiness.
- 6 IBM Cloud Pak for Data tools enable BrandInsights and their clients to generate insights into customer data without moving it.
- 7 Log data coming from deployed services and applications in all Satellite locations roll up to the single console view.
- 8 All cloud services and tools needed to run machine learning pipeline in any Satellite location, including on different vendor clouds, and across regions, are consistently deployed and maintained.

