Unleash a new way of doing business
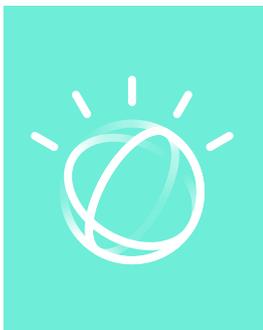
using *IBM Services Platform with Watson*

IT complexity and speed of innovation is beyond what humans can handle alone

As business cycles shorten and IT environments become increasingly complex, the technology that is supposed to help is now beyond what humans alone can manage. To be successful, enterprises must rethink how they use technology to give them more power than ever before.

An IT-as-a-Service (ITaaS) model infused with cognitive capabilities can meet ever-changing business needs, seamlessly integrate services at scale, and deliver unmatched quality for accelerated innovation.

Optimizing IT performance to improve business outcomes

ITaaS helps enterprises run every workload in its optimal place — at optimal cost and business performance. In addition, enterprises no longer need to buy parts, but rather compose services in self-serve and pay-per-use models. IT leaders finally have the flexibility to compose modular services from any provider to more rapidly meet business needs at global scale. With this cost transparency, enterprises know exactly what they are paying for, and they only pay for what they need.

Partnering humans with cognitive capabilities and automation enables faster, data-driven decisions and allows enterprises to autonomously run and optimize their IT environments. Think of the cognitive engine as the digital brain that turns data into insight, continuously learning and giving direction to automation. Think of automation as the muscle that consistently and flawlessly executes tasks on your infrastructure, faster than humans can.

IBM Services Platform with Watson brings a first-of-its-kind cognitive IT model

The platform leverages IBM's Data Lake and Knowledge Base that contain curated data based on 30+ years of operations experience. This rich foundation provides valuable knowledge and insights that cognitive capabilities can mine. Watson is trained in running and transforming IT, and our instance of Watson is learning all aspects of managing a hybrid cloud infrastructure, end-to-end, to make autonomous decisions. We bring in a proven services integration model that provides business and IT leaders the flexibility to compose modular services from IBM and its ecosystem partners to more rapidly meet business needs on a global scale.

Talk to an IBM expert so you can deploy the right infrastructure mix for your needs and run IT with unmatched service delivery.

Unlock innovation and drive peak performance

IBM Services Platform with Watson **transforms the way IT services are consumed and delivered.** From improving decision making and reducing costs to optimizing outcomes, this is just the beginning of what a cognitive approach can do for your enterprise.

Learn more:
Read the full paper here.