

# IBM Cloud Pak for Data as a Service

A starter set of IBM Cloud Pak for Data  
services, fully managed on the IBM Cloud

## Highlights

- Simplify IT management
- Increase speed and agility
- Prove trust and compliance
- Analyze data where it makes the most sense
- Use cases:
  - Optimize DataOps
- Use cases:
  - Govern the AI lifecycle

Fueled by data, AI is transforming how businesses operate and deliver value, while improving efficiencies across the organization. Unlocking these benefits requires that business leaders overcome the complexity of distributed IT environments to provide the critical data and AI capabilities their teams need, at scale.

Through over 30,000 AI engagements, IBM has built a prescriptive framework, [The AI Ladder™](#), to help clients overcome the obstacles—including IT complexity, talent scarcity and lack of trust—that make it so difficult to turn AI aspirations into real business outcomes.

IBM Cloud Pak® for Data as a Service can accelerate your journey to AI by delivering powerful data science and AI capabilities within an integrated platform experience, as-a-Service. Modernize how you collect, organize and analyze data and infuse AI with no installation, management or updating required.

Get started quickly and scale as you grow with the tools, processes, and governance required to handle enterprise data on the cloud. Key benefits include:

- **Simplify IT and management**
  - Source a starter set of IBM Cloud Pak for Data services within a fully managed and integrated, AI-infused platform and experience, on the cloud.
- **Increase speed and agility**
  - Seamlessly plug software as-a-Service into your current architecture and adapt to changing business needs.
- **Prove trust and compliance**
  - Deploy encryption, threat management, private endpoints, configurable access—IBM has you covered.

## Simplify IT and management

IBM Cloud Pak for Data as a Service offers a starter set of the IBM Cloud Pak for Data platform services within an integrated, fully managed solution. Speed time to innovation by uniting the historically siloed tools, processes and talent required for enterprise data management, governance and analysis within a collaborative self-service environment. Further simplify your IT landscape with an as-a-Service solution that provides a single place to quickly find, provision and govern all the data and AI services, users and connections within your organization.

## Increase speed and agility

Despite the increased emphasis being placed on becoming insight driven, organizations are also under more and more pressure to optimize processes, reduce costs and increase operational flexibility. IBM Cloud Pak for Data as a Service combines the benefits of a unified platform for data science and AI with the flexibility and cost effectiveness of as-a-Service delivery in the IBM Cloud.

You can quickly provision integrated capabilities in minutes by selecting from a growing list of nearly 30 services directly within the platform, including IBM Watson® Studio, IBM Watson Knowledge Catalog, IBM Cloud® Object Storage, and many others. The as-a-Service subscription model also means that you only pay for what you use, allowing you to start small and flexibly scale services up or down as your business needs change.

## Prove trust and compliance

IBM Cloud Pak for Data as a Service is available on the most open and secure public cloud for business: the IBM Cloud. As a leader in cloud and data & AI, IBM has the experience and expertise to deliver the high availability, security and compliance organizations need, allowing them to focus on running their business. Accelerate innovation and quickly integrate insights into business processes with an integrated set of cloud native data science and AI services.

The IBM public cloud has been designed with the exacting demands of the world's largest and most complex organizations in mind. With "Keep Your Own Key" (KYOK) options enterprises maintain their own encryption keys, meaning they alone control access to the data stored on IBM Cloud.

## Analyze data where it makes the most sense

With an increasing number of enterprises taking advantage of distributed IT architectures that utilize multiple cloud providers and environments, it's more crucial than ever before to provide seamless access to all enterprise data while ensuring a consistent experience. IBM Cloud Pak for Data as a Service breaks down organizational silos

with secure connection points that provide access to enterprise data across locations or clouds. The planned integration with IBM Cloud Satellite™ will build on these secure connections.. Using IBM Cloud Pak for Data as a Service in conjunction with IBM Cloud Satellite, organizations will be able to securely run their managed analytics workloads across distributed IT environments. For example, by allowing data scientists to deploy and execute their notebooks and jobs locally in environments outside of IBM Cloud, IBM Cloud Satellite will eliminate the need to move or copy data for analysis and help maintain existing compliance with data locality and data sovereignty policies. Users will benefit from the simplicity of a unified data analysis experience across environments, meaning data scientists can build their models once, and easily select the optimal IBM Cloud Satellite location to deploy their workload.

## Use cases: Optimize DataOps

Analytics and AI are only as powerful as the data fueling them, and DataOps is the methodology of providing a business-ready data foundation for those initiatives. By combining data management, integration, cataloging and self-service, IBM Cloud Pak for Data as a Service offers clients the critical capabilities required to build a DataOps architecture in the cloud, including:

- **Data storage and management:** Modernize and extend your online transaction processing (OLTP) databases and data warehouses to a cloud-native architecture. Store large volumes of diverse data to process and analyze across multiple platforms and languages. Make it easy to get fast queries directly on your cloud data lake storage, coupled with an IT-governed, self-service experience for data consumers to find and use data. IBM Cloud data services enhance data management by working with existing IBM Cloud investments for security, management and compliance.
- **Data cataloging and prep:** With integrated tools and cataloging capabilities, you can provide a single place for users to view and easily find all data assets across different departments. This consolidated view empowers team members with self-service data search so they can quickly find and share insights that can improve the business. The integrated quality and governance solutions also help manage data, protect it from misuse and ensure proper metadata tags and lineages are in place. The platform also integrates with other IBM Cloud data services, resulting in the hybrid, open source-based approach that application developers, data scientists and IT architects seek to address their data-intensive needs.

- **Data governance and security:** Ungoverned sensitive data can lead to massive regulatory penalties. Overcome the burdens of growing data privacy regulations by looking more holistically at how you store and use data. IBM Watson Knowledge Catalog is a core solution within IBM Cloud Pak for Data as a Service and can help automate the classification and profiling of data assets and automatically enforce data protection rules established to anonymize and restrict access to sensitive information. More importantly, if something goes wrong, controls allow you to rapidly respond to an issue, whether that means flagging sensitive data, identifying and remediating issues, or collecting information in response to an audit.

## Use cases: Govern the AI lifecycle

Building on that foundation, another common use case for IBM Cloud Pak for Data as a Service is to help automate the data science and AI lifecycle at scale. An integrated set of capabilities for AI model creation and lifecycle management provide a collaborative environment so you can:

- **Prep:** Prepare and innovate for data discovery and activation. Watson Knowledge Catalog allows you to access, curate, categorize and share data and assets wherever they are.
- **Build:** Solve business problems by working with data using Watson Studio, which provides you with the environment and tools you need to analyze and visualize data, or to create and train machine learning models.
- **Run:** Deploy and run custom models in production, whether in an application or business process. With Watson Machine Learning, the model starts to make predictions for your business.
- **Manage:** Use Explainable AI to help operationalize and automate the management of models and tools across your business with trust and transparency.

All of this is further optimized with the help of AutoAI, which automatically analyzes your data and generates candidate model pipelines. These model pipelines are created over time as AutoAI algorithms learn more about your dataset and discover data transformations, estimator algorithms and parameter settings that work best for your problem setting. Results are displayed on a leaderboard, showing the automatically generated model pipelines ranked according to your problem optimization objective.

## Summary

IBM Cloud Pak for Data as a Service delivers a starter set of IBM Cloud Pak for Data services, fully managed on the IBM Cloud. Accelerate your journey to successful data science and AI with critical services spanning the analytics lifecycle, fully integrated within a unified platform experience, without the corresponding IT complexity of delivering those capabilities at scale.

## Why IBM?

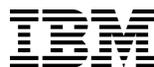
Trusted by 47 of the Fortune 50, 10 out of 10 of the world's largest banks, and 8 out of the 10 largest airlines, IBM Cloud stands up to strenuous security, performance and scalability requirements. And with more than 100,000 professionals and consultants, IBM has the expertise needed to help craft an effective cloud, data and AI strategy to realize your business objectives.

## For more information

To learn more about Cloud for Data Pak as a Service, visit [ibm.biz/cloud-pak-for-data-aas](https://ibm.biz/cloud-pak-for-data-aas)

## Next steps

[Sign up for the webinar](#) to learn more  
[Get started for free today](#) with IBM Cloud Pak for Data as a Service



© Copyright IBM Corporation 2020

IBM Corporation  
New Orchard Road, Armonk, NY 10504  
Produced in the United States of America  
October 2020

IBM, the IBM logo, ibm.com, The AI Ladder, IBM Cloud Pak, IBM Cloud, IBM Watson, and IBM Cloud Satellite are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at “Copyright and trademark information” at [www.ibm.com/legal/copytrade.shtml](http://www.ibm.com/legal/copytrade.shtml).

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

The performance data discussed herein is presented as derived under specific operating conditions. Actual results may vary. It is the user’s responsibility to evaluate and verify the operation of any other products or programs with IBM products and programs. THE INFORMATION IN THIS DOCUMENT IS PROVIDED “AS IS” WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.

The client is responsible for ensuring compliance with laws and regulations applicable to it. IBM does not provide legal advice or represent or warrant that its services or products will ensure that the client is in compliance with any law or regulation.

Statement of Good Security Practices: IT system security involves protecting systems and information through prevention, detection and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed, misappropriated or misused or can result in damage to or misuse of your systems, including for use in attacks on others. No IT system or product should be considered completely secure and no single product, service or security measure can be completely effective in preventing improper use or access. IBM systems, products and services are designed to be part of a lawful, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products or services to be most effective. IBM DOES NOT WARRANT THAT ANY SYSTEMS, PRODUCTS OR SERVICES ARE IMMUNE FROM, OR WILL MAKE YOUR ENTERPRISE IMMUNE FROM, THE MALICIOUS OR ILLEGAL CONDUCT OF ANY PARTY.

Statements regarding IBM’s future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

AYLODQ5Y