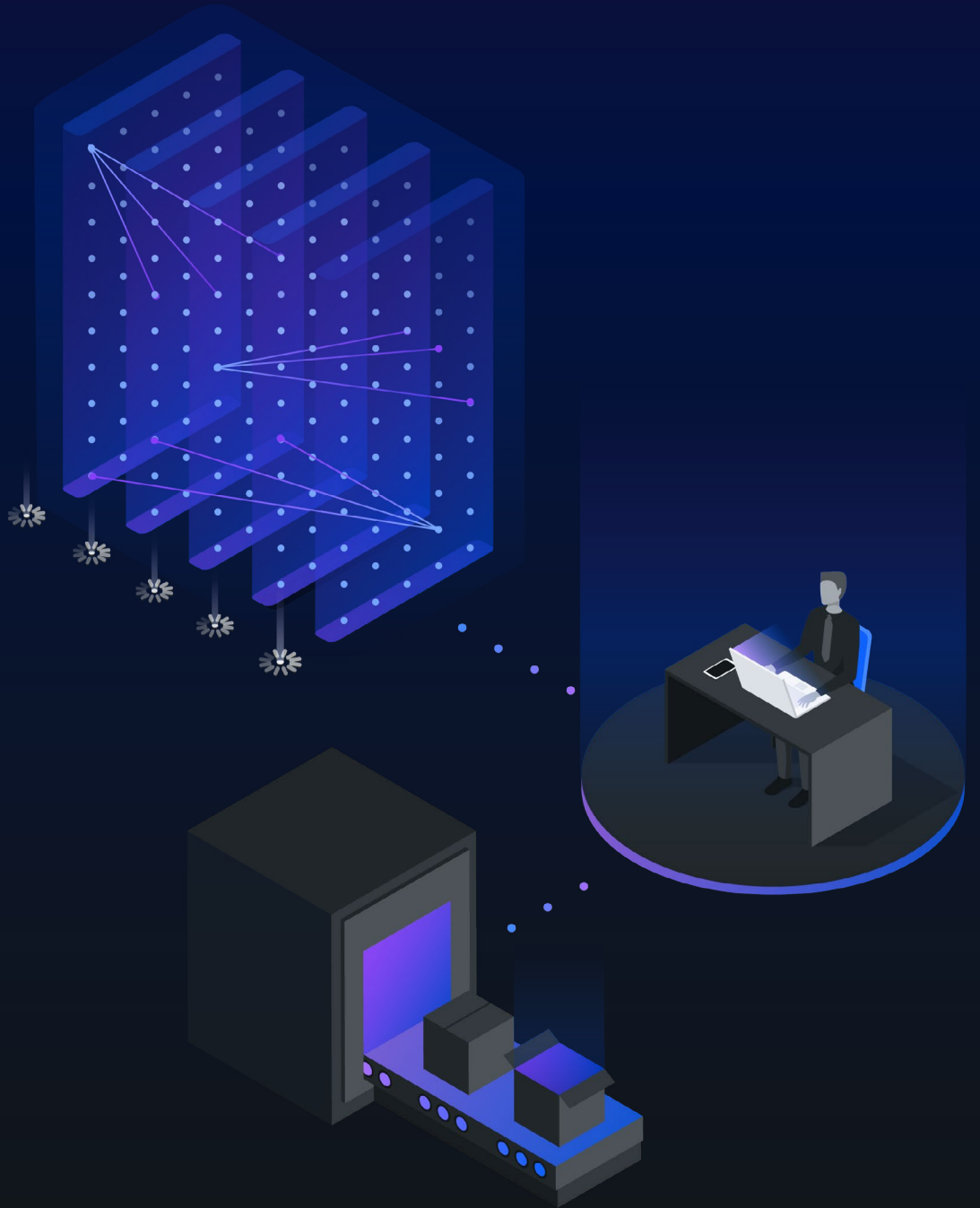# Palantir for IBM Cloud Pak for Data: Accelerate AI-powered business decisions

Enrich business decisions with AI

Making critical data-driven decisions is a hallmark of great business leaders. And those with an eye on the future know that the right data and the right tools can fuel AI-powered digital transformation for the entire enterprise.

But when massive amounts of data are spread across an organization in silos, developing insights with AI to plug into business operations can be time intensive and difficult to scale. Fortunately, the value of data can be unlocked by a solution that simplifies access to secure and governed data, connecting it to analytics, AI, and operations for the right people at the right times.

AI implementation also typically requires deep technical expertise. Most organizations have a shortage of skills that prevents them from scaling AI across their business. What's needed is democratization of the AI process, so that even those without specialized technical skills can customize data and applications with speed and flexibility.

IBM and Palantir are joining forces to help businesses improve decision-making with trustworthy, predictive, and data-driven insights. The solution leverages the data fabric and automated AI lifecycle capabilities of IBM Cloud Pak® for Data to build a foundation for low/no-code business applications powered by Palantir. The partnership enables various industries, including retail, financial services, and automotive, to successfully adopt and scale AI in their business operations.

This brief will dive into what the solution delivers, its key differentiators and top industry use cases. Let's get started.

What is Palantir for IBM Cloud Pak for Data?

Palantir for IBM Cloud Pak for Data delivers best-in-class software that enables users to more easily get access to data and AI models and apply it to their business domain to improve decision-making. Trusted data fabric and automated AI lifecycle capabilities from IBM Cloud Pak for Data form the foundation to easily build AI applications through Palantir's intuitive application development framework. All lines of business, regardless of technical skill, can rapidly infuse predictive insights into business decision-making and operations.

Let's walk through how this solution helps businesses improve their decision-making:

1. Serve up relevant data quickly with a data fabric

The data fabric architecture in IBM Cloud Pak for Data accelerates access, discovery, and curation of data spread across hybrid and mutlicloud environments while keeping it governed and secure. Embedded data virtualization creates a single logical view of distributed data (on premises and across multiple clouds) without the need to move or copy the data, helping ensure the most accurate data is used. IBM Watson® Knowledge Catalog then automatically discovers and curates data to generate a unified data asset that teams can rapidly access for analysis, with the appropriate rules and policies to govern access and ensure compliance.

2. Automate the AI lifecycle to rapidly build and deploy trustworthy AI models

Using trusted data from the data fabric, users can rapidly create AI models that are explainable, and they can confidently deploy models while tracking their accuracy, fairness, drift, and risk. A feedback loop enables continuous optimization so operational results can be fed back into original data sources to refine predictive analytics.

3. Translate complex data into human-readable concepts with a unifying business ontology

The unified data asset generated in IBM Cloud Pak for Data—when mapped to Palantir's rich semantic layer or ontology—provides a view of the data as objects that end users can readily understand. For example, for a production use case, the objects could be equipment, raw materials, finished material, and operators. The ontology also includes the associated properties of the objects and their relationships in what is defined as the object model. This object model is essentially a digital twin of the operation that can be combined with AI models built in Watson Studio on IBM Cloud Pak for Data to enable "what-if" scenario testing and simulation of complex operations to power operational end-user-facing applications.

4. Empower non-technical users to rapidly make insight-driven decisions

With a strong foundation of trustworthy data and AI from IBM Cloud Pak for Data, users with limited data science expertise can confidently build AI applications using Palantir's intuitive low-code/no-code application building environment. Now anyone, regardless of technical ability, can rapidly prototype and scale out new initiatives from raw data to operational interface—in weeks rather than months or years.

Also available to customers is the largest team of data science experts in the industry from IBM and Palantir, who have worked with hundreds of customers to kick-start and accelerate AI projects across a wide range of use cases.

Palantir for IBM Cloud Pak for Data helps address key priorities

Chief Data Officer
– Enable innovation
– Increase synergy between IT and business lines

Chief Information Officer
– Ensure security and governance
– Use data and AI to drive transformation

Chief Operations Officer
– Achieve operational resiliency and agility
– Empower talent

Differentiators

What makes Palantir for IBM Cloud Pak for Data unique?

Data fabric

Access disparate data across hybrid and multicloud environments. Gain a single view and derive actionable insights without moving data from the source.

Automated data governance

Protect data with active policy management and dynamic masking of sensitive data to help ensure compliance.

Automated AI lifecycles

Build AI and machine learning models in minutes or even seconds. Experiment, train and deploy models more rapidly at scale.

Explainable AI

Continuously monitor model deployment, fairness, quality and drift to assess and mitigate risks and deploy AI with confidence.

Digital twin AI models

Virtually replicate physical objects to run simulations and what-if-analyses to optimize business operations.

No code/low code environment

Publish AI applications within minutes, without the need for deep technical skills.

Flexible deployment

Deploy Palantir on the cloud of your choice via IBM Cloud Pak for Data running on the Red Hat® OpenShift® platform.

Deep expertise

Overcome data and AI challenges with the most technically advanced data science teams in the industry from IBM and Palantir.

Use cases across various industries

From improving customer experiences and managing supply chains to optimizing sales or marketing campaigns and supporting proactive maintenance, Palantir for IBM Cloud Pak for Data can help speed business outcomes for an array of use cases in various industries. A few examples are provided below:

Retail

Retailers can deliver the right products and services at the right time by integrating data across their operational silos and building AI models and applications to simulate business processes and customer behavior. With this insight and visibility from Palantir for IBM Cloud Pak for Data, they can continuously monitor the health of their supply chain network to proactively address critical issues expediently and adapt faster to changes in consumer demand.

For example, customer agents can quickly identify root causes for a customer's problem by accessing a holistic view of performance data. This data is enriched with customer complaint data to surface pain points so that agents can offer resolutions more efficiently.

Financial services

'Know your customer' (KYC) is a priority for Financial Services, but it becomes a significant application development and data integration endeavor to have a single client view that is accurate. Palantir for IBM Cloud Pak for Data enables rapid data mapping, integration, cleansing, de-duplication, and mapping to a common ontology that can be quickly extended to additional use cases such as compliance, customer service, AML and crisis management.

Consumer Packaged Goods (CPG)

CPG companies with complex supply chains require coordination across disparate teams, geographies, data stores and business models. Complexity is compounded as business objectives are added, requiring decision optimization across multiple dimensions.

For example, reducing inventory requires understanding the consequences to disrupted service. Palantir for IBM Cloud Pak for Data combines data assets, models and institutional knowledge into intuitive applications that IT and lines of business can use to make an informed data-driven decision.

Automotive

Automotive companies are using data to digitally transform a range of operations, from design and production to marketing and sales. Today's vehicles generate a massive amount of data that can be used to deliver quality, safety, performance and high customer satisfaction.

Palantir for IBM Cloud Pak for Data can help the auto industry implement an integrated feedback loop to rethink product development, proactively address quality issues on the assembly line, and improve spare parts and warranty management.

Telecommunications

In addition to supply chain management and fraud management, telecommunications companies want to improve quality of service and optimize marketing and sales campaigns to attract and retain customers. Palantir for IBM Cloud Pak for Data combines data from suppliers, CRM applications, sales orders and production data with models for campaign optimization, call center optimization and attrition prediction and prevention to deliver value across multiple business objectives.
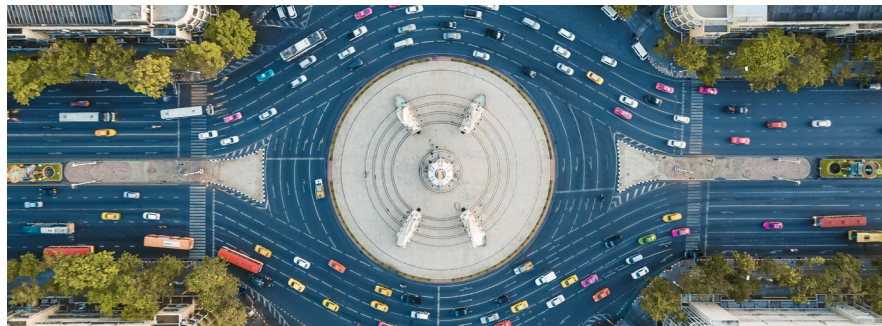
Learn more about how Palantir for IBM Cloud Pak for Data can help you use AI to improve business decisions.

Watch the solution in action and schedule a free 1x1 consultation with an IBM expert.

About Palantir

Palantir has deployed AI solutions across the world's most critical government and commercial organizations. Today, Palantir software is actively helping to counter terrorism, build safer cars, accelerate medical discovery, dismantle drug rings, source global energy, connect supply chains and more, serving more than 100 clients across 150 countries.

About IBM Cloud Pak for Data

IBM Cloud Pak for Data is a comprehensive data and AI platform that unifies and modernizes your data and AI capabilities. Built on Red Hat OpenShift, it delivers an integrated architecture with capabilities from IBM and IBM partners, including open source technologies. Deploy services on any cloud or on premises, fully managed as-a-service or with an optimized system.

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