

# Simplify and accelerate your journey to an AI-powered business

## Unlock your data's full potential

### Journey to Artificial Intelligence (AI)

Data fuels digital transformation, AI unlocks data value, and a platform operating across your on-premises and AWS environments optimizes accessibility.

The Journey to AI provides a prescriptive roadmap for modernizing your business and enabling intelligent workflows at enterprise-scale.

Infuse - Operationalize AI throughout the business

Analyze - Build and scale AI with trust and transparency

Organize - Create a business-ready analytics foundation

Collect - Make data simple and accessible

## IBM Cloud Pak for Data on AWS

### Establish advanced data analytics and AI

IBM Cloud Pak™ for Data is a fully integrated data and AI platform that modernizes how businesses collect, organize, and analyze data on AWS. Deployable in just hours through a Quick Start, with an array of third-party microservices, it helps prepare you for AI by providing a highly scalable information architecture.

Built on the Red Hat® OpenShift® Container Platform, you gain access to market-leading IBM Watson® AI technology with DataOps, governance, and business analytics technologies. This enables you to easily integrate your existing applications and analytics to the platform, so you can continue innovating with an AI architecture that meets your ever-changing enterprise needs.

## Benefits

### IBM Cloud Pak for Data empowers you to deploy an advanced information architecture for AI on AWS



#### Built-in security and governance

Red Hat OpenShift's container security capabilities and integration to IBM Guardium for data security enable you to enforce security and compliance policies throughout your enterprise, including data protection capabilities.



#### Designed for enterprise scale

IBM's enterprise-grade capabilities, combined with the global, on-demand infrastructure and auto-scaling capabilities of AWS empower your to rapidly scale your business.



#### Open ecosystem

Built on Red Hat OpenShift, IBM Cloud Pak for Data enables you to rapidly extend your platform capabilities through integration with AWS-native and open-source application services.



#### Unified data and AI platform

Improve efficiency and accelerate time-to-value with a single, highly extensible platform that operates across your on-premises and AWS environments.

## Key Red Hat OpenShift benefits

**661%** Five-year ROI

**24%** Higher application developer productivity

**\$32.9M** Higher revenue per year per organization

**80%** Less unplanned downtime

## Key AWS benefits

### High availability

AWS provides an extensive global footprint with storage services designed for 99.99% availability and 99.999999999% durability per year

### Auto-scaling capabilities

Resource capacity can be automatically adjusted to scale alongside your business and maintain predictable performance

### Powerful compute options

AWS provides 200+ compute instance types to support virtually any workload

Built on Red Hat OpenShift, IBM Cloud Pak for Data provides a set of pre-integrated data and AI services within an open, cloud-native platform.

### IBM Watson Studio

Build and train AI/ML models, and prepare and analyze data

### IBM Watson Knowledge Catalog

Activate business-ready data for AI and analytics with an intelligent data catalog, backed by active metadata and policy management

### IBM Watson OpenScale

Establish visibility, control, and the ability to improve AI deployments throughout the entire lifecycle

### IBM Data Virtualization

Make queries across multiple data sources faster, easier, and without moving your data

### IBM Cognos Analytics

Uncover hidden insights with a personalized, AI-driven analytics experience

### IBM Watson Assistant

Build conversational interfaces into any application, device, or channel

## Customer Success Story



### Challenges

Associated Bank wanted to modernize their data analytics pipeline, so they could analyze data from many disparate data sources.



### Solution

Associated Bank adopted IBM Cloud Pak for Data, for rapid deployment and scaling of AI. The initial project included a new Customer 360 system for improving client experiences and a new governed data dashboard for improved analytics results.



### Results

- Implemented a single interface platform for end-to-end enterprise analytics
- Established a single source of all customer information across the bank systems
- Simplified compliance motions to meet privacy regulations, such as CCPA

## Get started with IBM Cloud Pak for Data on AWS

Use our [AWS QuickStart](#) to get your comprehensive data and AI platform up and running in less than four hours.

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