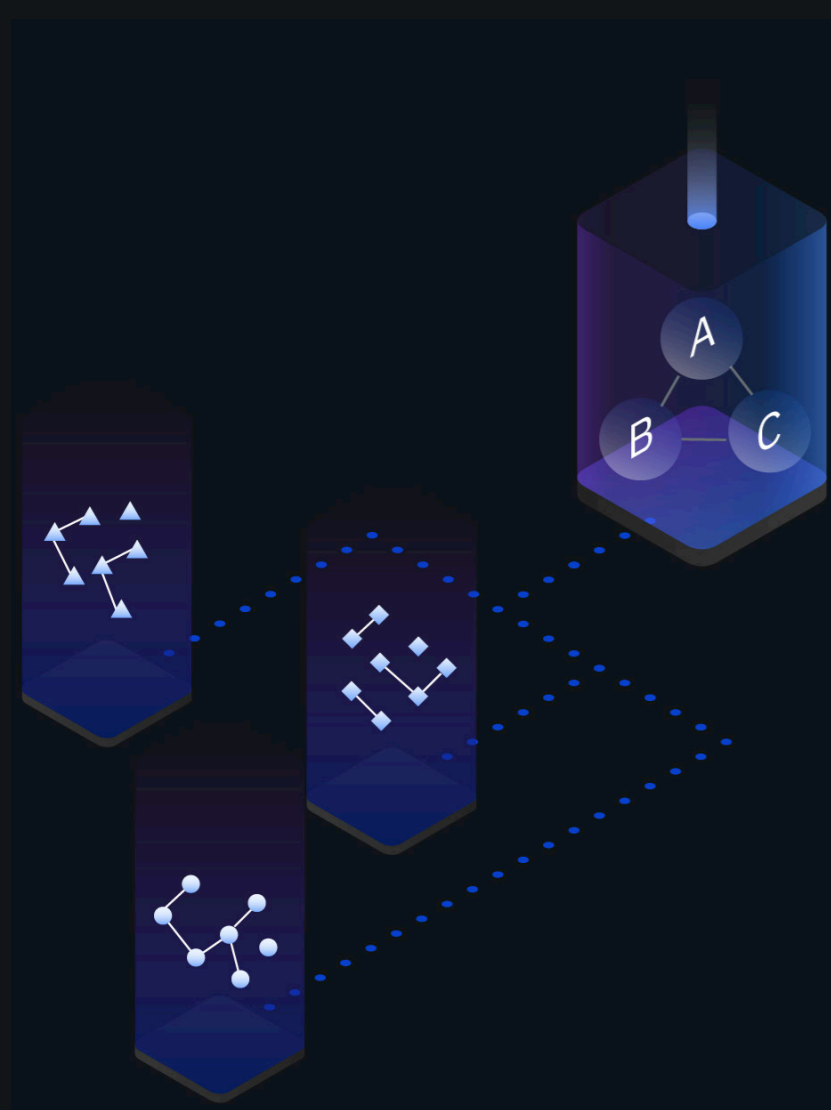
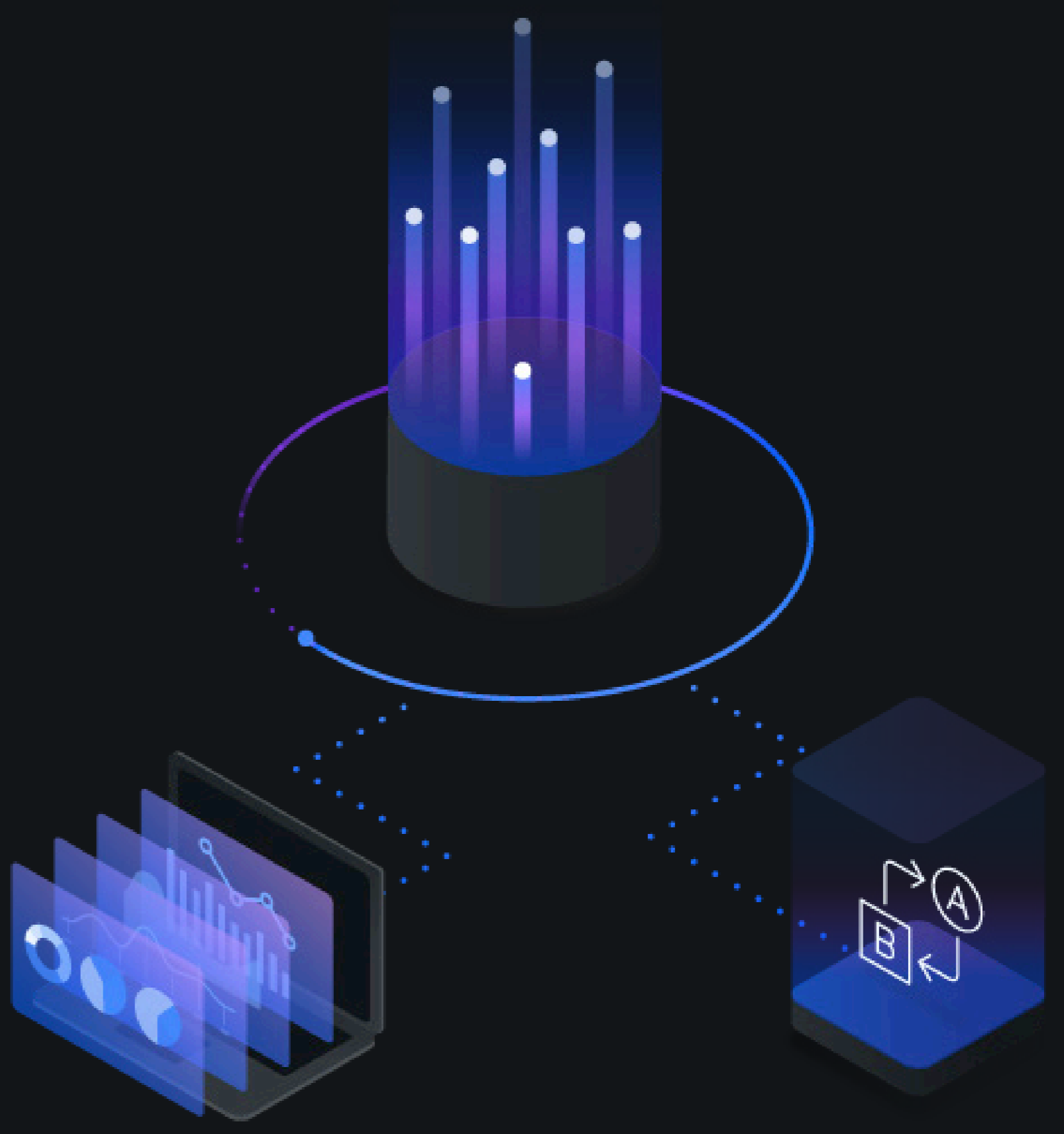


# Top 5 reasons to modernize your data science

Existing users of IBM® CPLEX® and IBM SPSS® Modeler can now leverage the core services included on IBM Cloud Pak® for Data through IBM Watson® Modernization Premium Upgrade and retain their existing entitlements.



**Millions**  
of dollars in ROI from adding prescriptive analytics to predictive analytics

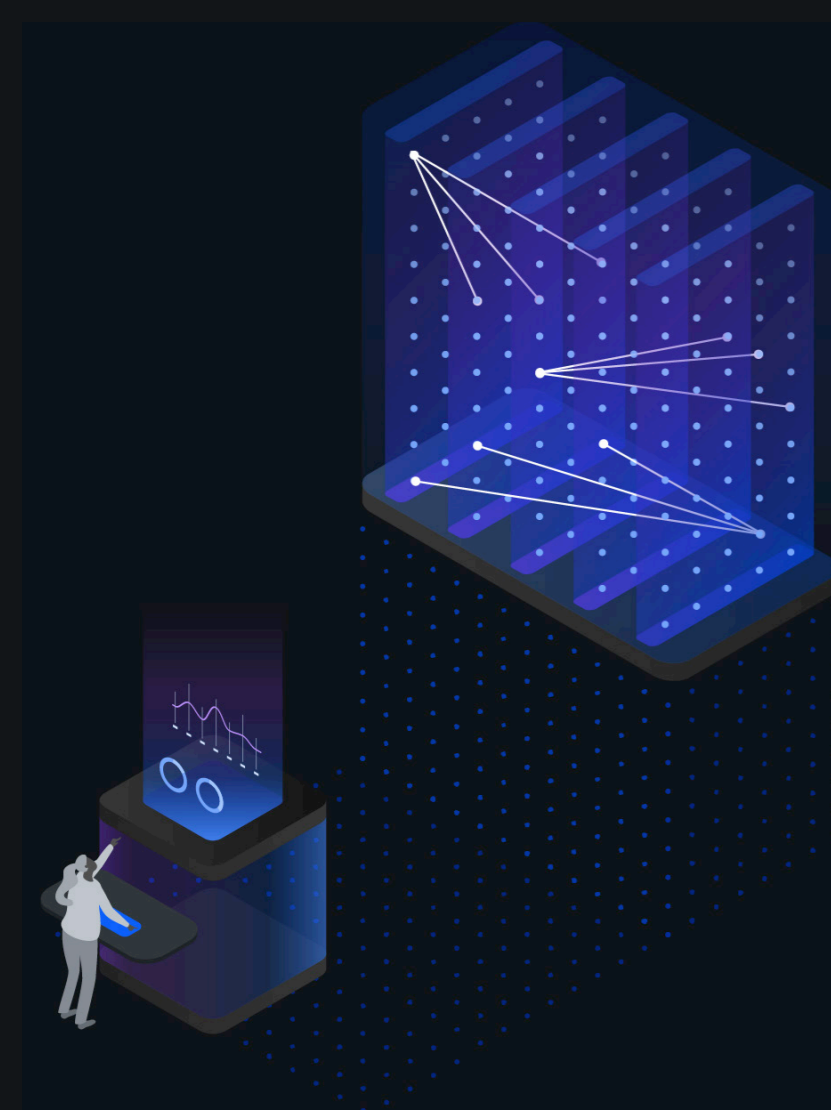
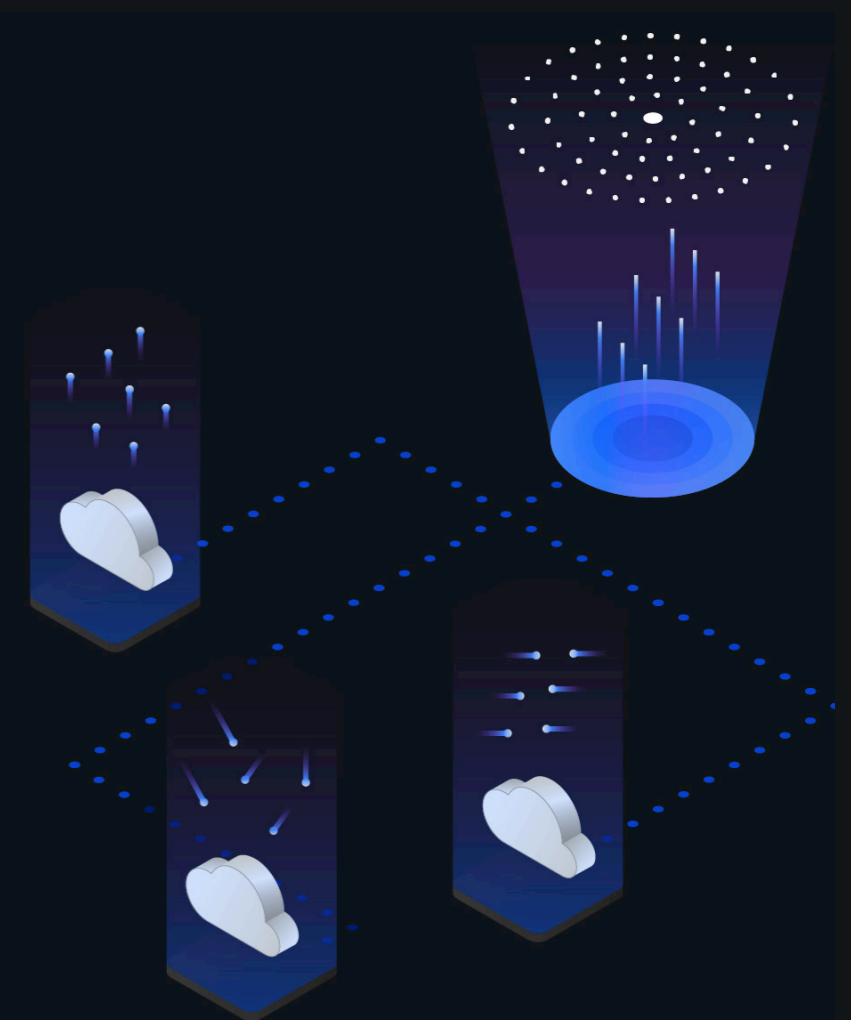
## 1 Simplify decision intelligence implementation within a unified platform

Combine open source data science, visual modelling, automation and optimization capabilities to increase predictive accuracy, uncover data patterns faster, and improve decision making for increased ROI.

## 2 Get flexibility to choose and run your AI models on any cloud

Take advantage of containerized versions of IBM Decision Optimization (CPLEX) and IBM SPSS Modeler included with Watson Studio Premium to run your models on any cloud—including IBM Cloud®, Microsoft, AWS or Google—or even behind your firewall.

**\$3.4 M**  
gain in data science, machine learning, and AI benefits



**80%**  
data science projects that can be automated with IBM Cloud Pak for Data

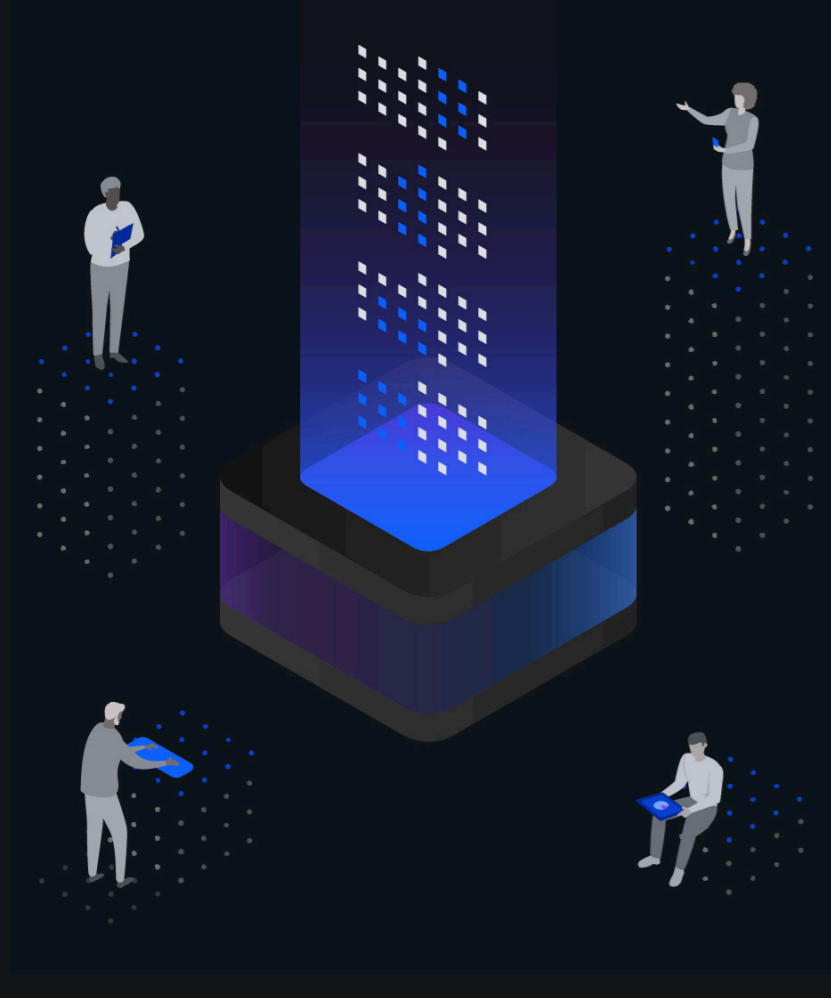
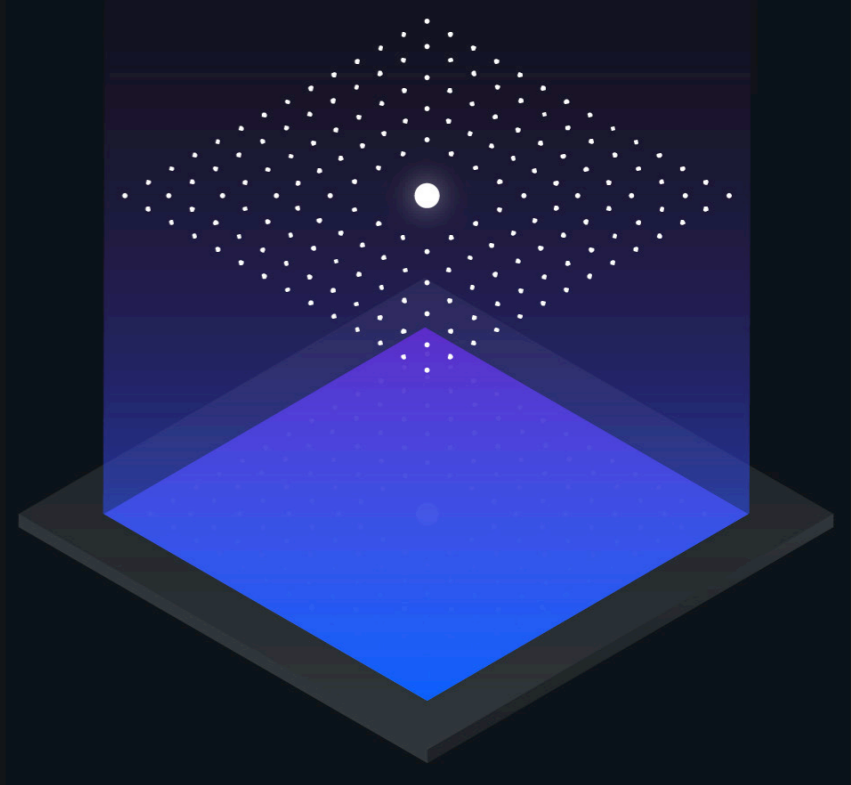
## 3 Benefit from a solid data foundation and AI lifecycle management services

Accelerate data science projects by harnessing core services on the platform to simplify data access, deploy AI and machine learning models and enable an end-to-end automated AI lifecycle with capabilities such as AutoAI.

## 4 Modernize to a cloud-native architecture at your own pace

Retain your existing CPLEX and SPSS Modeler investments while moving workloads to a containerized architecture for benefits such as simplified provisioning, better scaling, seamless upgrades, and consolidated management.

**\$14.4 Million**  
in net benefits possible with IBM Cloud Pak for Data



**40%**  
increase in data scientist productivity with visual modeling capabilities

## 5 Empower analytics experts throughout your organization to be AI-ready

Watson Studio Premium enables teams to prepare data and train models with an intuitive drag-and-drop interface in IBM SPSS Modeler. Extend the value of optimization technology with a natural language-based modeling assistant, so your teams can create workforce schedules, build supply chain plans and dynamically allocate your resources when demand fluctuates.

With IBM Watson Studio Premium Modernization Upgrade, IBM SPSS Modeler and CPLEX clients can continue to benefit from existing investments while building data and AI services with prediction and optimization on a modern platform.

Learn more about Watson Studio Premium on IBM Cloud Pak for Data and the modernization offers for current customers by reading the whitepaper or scheduling time with an expert.

[Read the paper →](#)

[Talk to an expert →](#)

