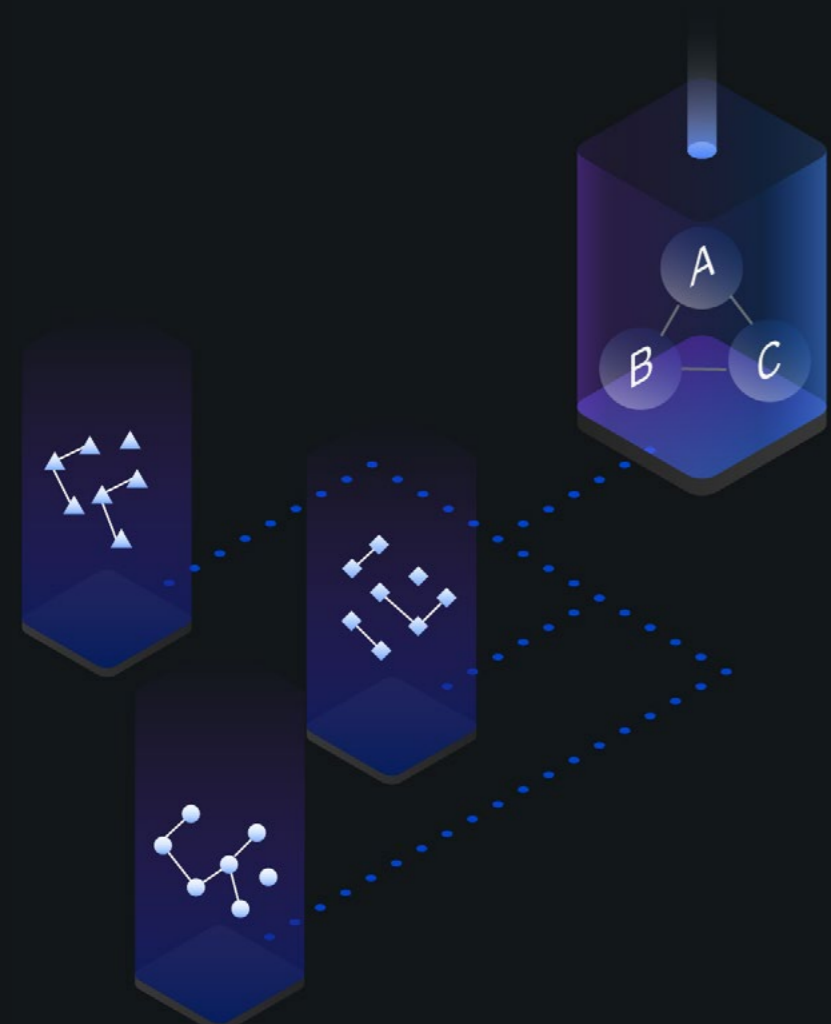
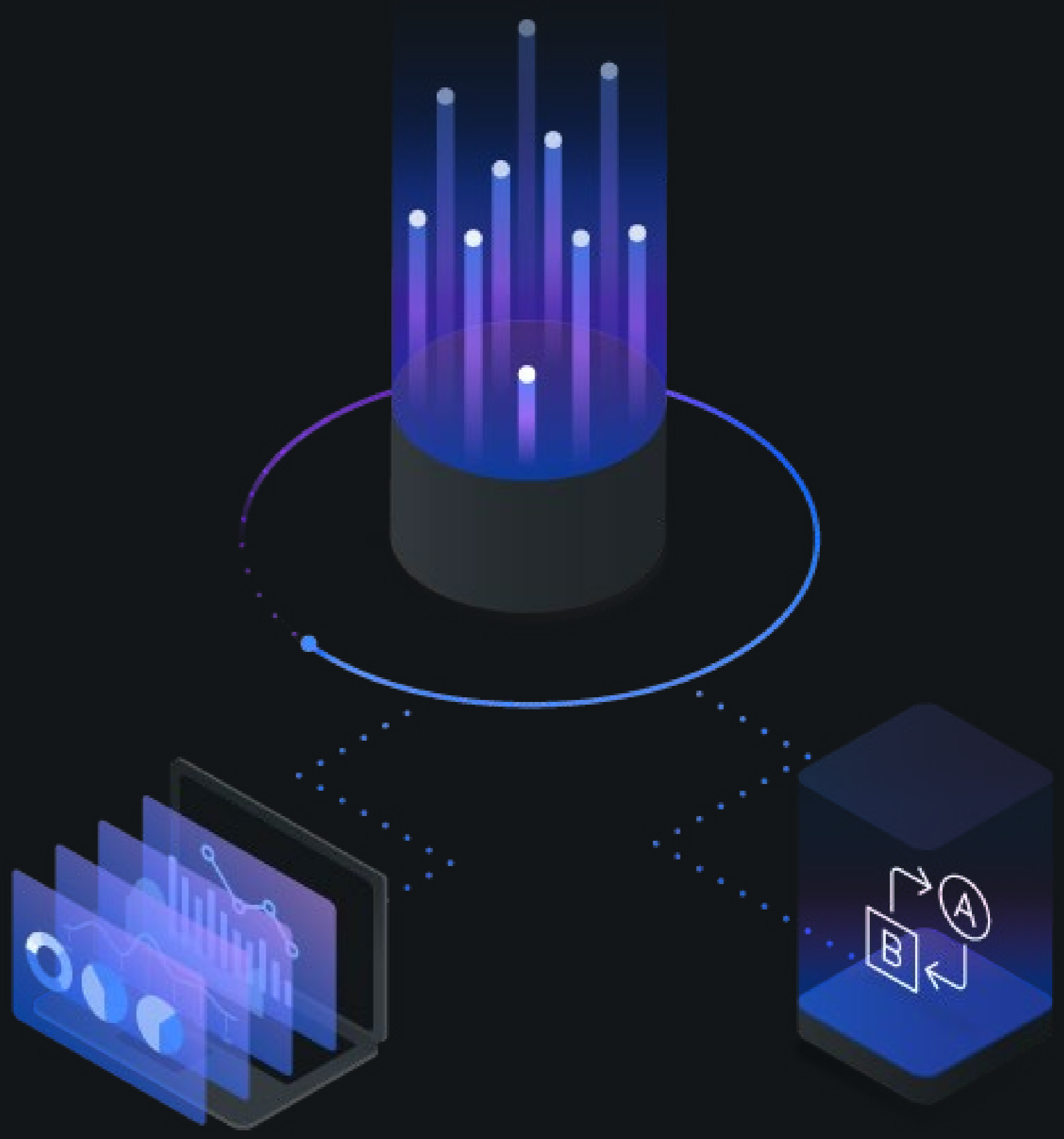


Top 5 reasons to modernize your data science

Existing users of IBM® CPLEX® and IBM SPSS® Modeler can now leverage core data and AI services included in IBM Cloud Pak® for Data.

Modernize to harness visual modeling and prescriptive analytics capabilities while retaining your existing standalone entitlements.



USD millions

ROI from adding prescriptive analytics to predictive analytics¹

1 Simplify decision intelligence implementation within a unified platform

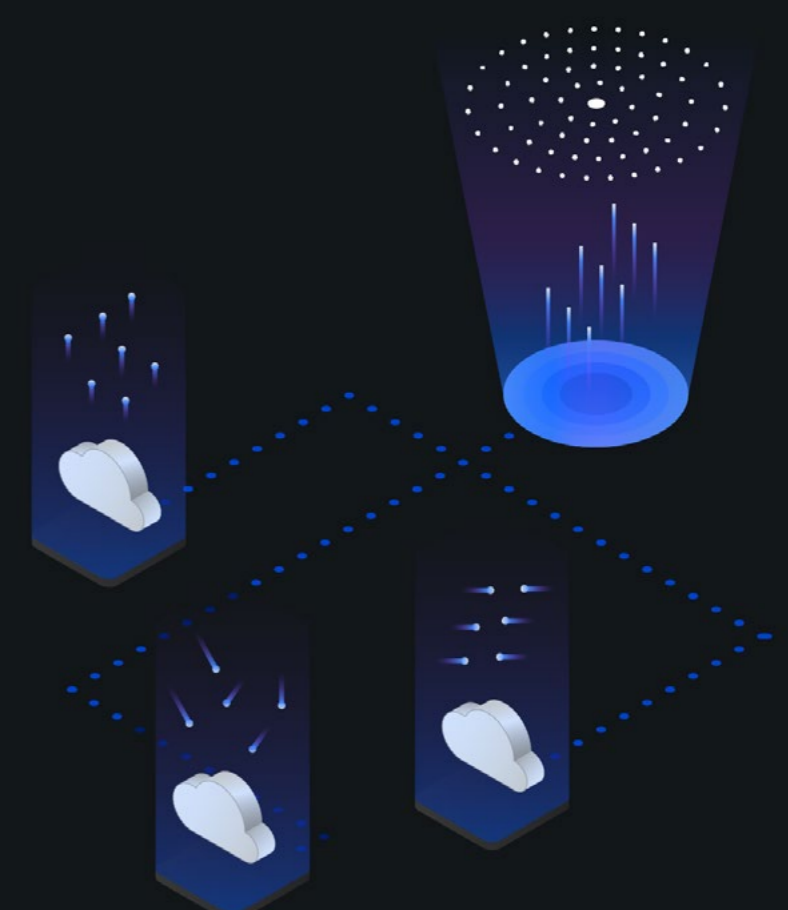
Combine open source data science, visual modeling, automation and optimization capabilities to increase predictive accuracy, uncover data patterns faster, and improve decision making for increased ROI.

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 IBM Cloud Pak for Data. Run your models on any cloud—including IBM Cloud®, Microsoft, AWS or Google—or even behind your firewall.

USD 3.4 million

Added benefits from data science, machine learning, and AI²



80%

Data science projects that can be automated with IBM Cloud Pak for Data³

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

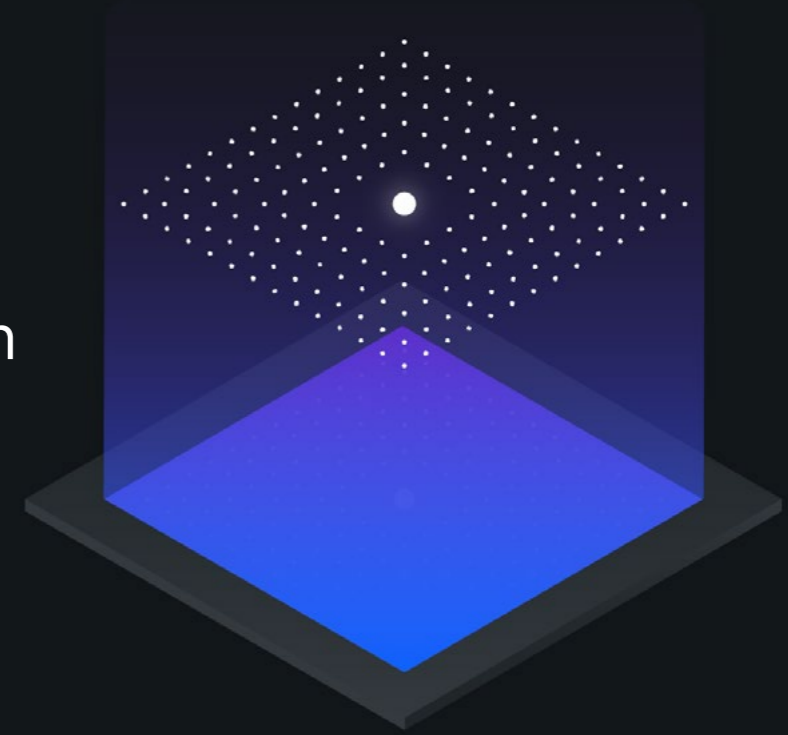
Accelerate data science projects by harnessing core services on the platform. Simplify data access, deploy AI and machine learning models, and enable an end-to-end automated AI lifecycle with capabilities such as AutoAI.

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.

USD 14.4 million

Net benefits possible with IBM Cloud Pak for Data²



40%

Increase in data scientist productivity with visual modeling capabilities⁴

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

Use the visual drag-and-drop interface in IBM SPSS Modeler to prepare data and train models. 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 Cloud Pak for Data, IBM SPSS Modeler and CPLEX clients can now build data and AI services with prediction and optimization on a modern platform while continuing to benefit from existing investments.

Learn more about modernization offers for current customers—read the white paper, or schedule time to talk with an expert.

[Read the paper →](#)

[Talk to an expert →](#)

