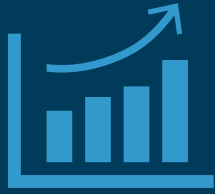


# The Total Economic Impact™ Of IBM Watson Studio And Watson Knowledge Catalog

FORRESTER®

Through a customer interview and survey, Forrester concluded that IBM Watson Studio and Watson Knowledge Catalog has the following three-year financial impact.

## BUSINESS IMPACT



WITH IBM

**\$750,000 in incremental net operating margin per project**

Due to the increased effectiveness and accuracy of predictive models

“Watson Studio simplified the issues. That’s how we were able to get ROI from machine learning and prove it to others. I suspect in five years our analysis will be heavily dependent on machine learning as a result. It’s already having tremendous impact on my internal customers, and I think that’ll spread.”

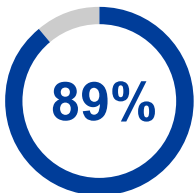
*Financial informatics analyst, insurance company*



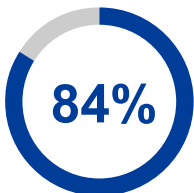
## IBM WATSON STUDIO AND WATSON KNOWLEDGE CATALOG BY THE NUMBERS



“Data scientists are more productive due to IBM Watson Studio and Watson Knowledge Catalog.”



“The length of data science projects is shorter due to IBM Watson Studio and Watson Knowledge Catalog.”



“Security and compliance has improved due to IBM Watson Studio and Watson Knowledge Catalog.”

## FINANCIAL SUMMARY



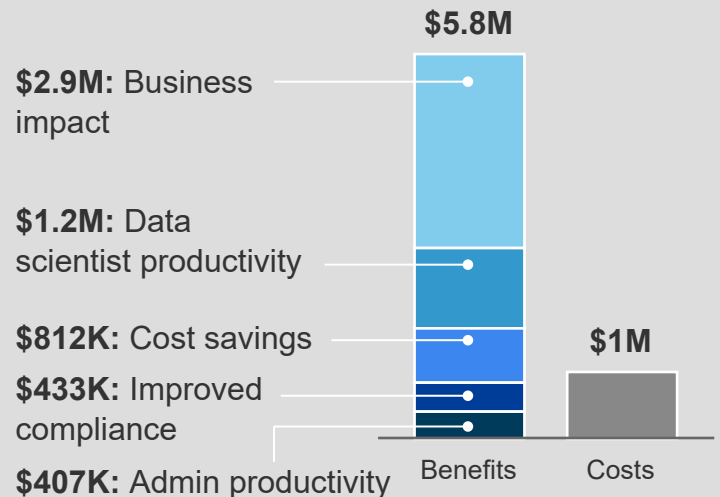
ROI  
**459%**



NPV  
**\$4.8M**



PAYBACK  
**<6 months**



This document is an abridged version of a case study commissioned by IBM titled: The Total Economic Impact Of IBM Watson Studio And Watson Knowledge Catalog, July 2018.

Read the full study

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