

Six reasons to upgrade your data science

How to become an AI-powered
enterprise by tapping IBM



AI is no longer just for the select few

Data science and AI simplified for you

The maturity of AI and machine learning (ML) use has reached a point where businesses of all sizes are using the technology as key strategic technology enablers. As an analytic and data science professional, you're in control. You can empower people in centers of excellence (COE) and line of business (LOB) to C-level executives with scalable insights with trust and transparency. Data science competency is critical for your business to increase predictability, optimize operations and govern use of AI.

To succeed, leaders of your organization must harness the power of machine and human intelligence—data, talent and tools—while extracting actionable insights faster than ever. However, you have to bring your AI and ML experimentation into production to drive results while tackling your data and talent challenges. The question is, how will you innovate and move your business forward while preparing your data and analytics practice to harness the power of AI?



01

Accelerate time to value

Gone are the days when your team members could keep experimenting and their hard work never saw the light of day. You need a data science package that allows your data scientists and analysts to start on the desktop, increase collaboration and deploy their models into the production.

A proven yet pragmatic data science tool is vital in helping you increase productivity of data preparation and visualization tasks, model development, training and deployment—all in one place across any cloud.

[Read ESG Report on IBM® Watson™ Studio and IBM Watson Machine Learning →](#)



02

Supercharge open source

Taking greater advantage of the modern open source ecosystem and its talent pool helps you extract higher value from your data science investments. Even if your team uses Jupyter Notebooks for RStudio®, you need an environment that is open and adaptable to the changing landscape. Your data science practice can thrive more with all of the relevant tool sets available in IBM Watson Studio.

[Start IBM Watson Studio Cloud](#) →



03

Extend your SPSS skills

Industry leaders have been relying on IBM SPSS® Modeler to put predictive power into business for decades. You want to take advantage of your SPSS skills and broaden with open source and other ecosystem tools. IBM Watson Studio Desktop is designed to help you bring SPSS and other skills together.

[Try free IBM SPSS Modeler in IBM Watson Studio Desktop →](#)

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04

Deploy any model

Given you likely have a variety of data science projects, including open source, IBM Watson Studio, IBM SPSS Modeler and other tools, you need a deployment server that supports and keeps up with what you build on your desktop.

IBM Watson Machine Learning is purposely designed to handle this diversity of needs and can be deployed with IBM SPSS Modeler, IBM Watson Studio or other open source tools. You can get started quickly with installation designed for ease of use. With continuous learning and model evaluation, you can keep your model operation up and running smoothly.

[Learn more about Watson Machine Learning](#) →



05

Extract textual insights

Leaders of your organization want to get direct insights from call center logs, support logs and other textual data sets. With text analytics combined with visual data science tools, you can extract value from unstructured data.

Data science tools that can combine this textual data and other data source in a single environment can help you recognize untapped patterns and create new ideas easily and quickly.

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Share smart visualization

Time to share insights is crucial in selecting and upgrading an appropriate data science tool. With IBM Watson Studio, you can use multiple visualizations and get smart recommendations on what chart works best for your goals.

You can also import data from Tableau, Dropbox, Salesforce and many more business analytics and applications. These data connectors make this process more convenient for you to get insights and build prediction models.



Choose the right package for your data science

If you want to take advantage of open source, visual tooling and Watson Studio, you can purchase SPSS Modeler Gold to access the following:

- IBM SPSS Modeler
- IBM SPSS collaboration and deployment services
- IBM Watson Studio Desktop
- IBM Watson Machine Learning server (sold separately)

To learn more about IBM Data Science and how IBM makes it easy to upgrade, contact your IBM representative or IBM Business Partner, or visit ibm.com/cloud/watson-studio/pricing





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