

IBM Watson Studio Premium for IBM Cloud Pak for Data

Democratize data science, accelerate decision intelligence, and optimize business outcomes with a multicloud data and AI platform.

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Using AI to fuel data insights

While it's often said that data fuels digital transformation, it is artificial intelligence (AI) that fully unlocks that data's value and its ability to drive business growth. AI has the potential to add almost 16 trillion dollars to the global economy by 2030.¹ But when organizations try to scale AI, they can run into barriers such as a lack of data maturity and a shortage of necessary skills. Moreover, the costly, time-consuming processes involved in scaling mean that these organizations can't turn insights into timely, well-informed decisions with positive impact.

To solve these challenges, organizations need to update and better integrate their data science and AI infrastructure into a more unified platform. That's why IBM created [IBM Watson® Studio Premium on IBM Cloud Pak® for Data](#), which integrates Decision Optimization/CPLEX®, IBM® SPSS® Modeler, and Hadoop Execution Engine technologies into one solution. [IBM Cloud Pak for Data](#) is a data and AI platform built on a cloud-native architecture designed to enable governed, self-service consumption of data throughout the enterprise. With accessible and trusted data, organizations can streamline their ability to predict outcomes, automate mundane tasks and optimize resources.

Watson Studio Premium for IBM Cloud Pak for Data helps organizations:

- Deploy data science models on any cloud—such as AWS, Google Cloud, Azure or IBM Cloud®—as well as on-premises.
- Solve data science skills shortages by democratizing access to data science tools with visual, guided and natural-language-based modeling capabilities.
- Create faster plans, schedules and resource allocations with decision intelligence that combines predictive and optimization models without coding.

Overcoming AI challenges and barriers



Data maturity

To make critical business decisions, organizations require a high level of data maturity—a state that combines data accessibility, trustworthiness and governance. However, the path to get there is not always clear. Organizations need to scale their data strategy across the whole enterprise while also providing IT with the necessary time to focus on key data science jobs such as predictive analytics and building statistical models. By building your machine learning and optimization models on a platform, like IBM Cloud Pak for Data, that provides a continuum of data and AI services, your teams can simplify access to the right data to power your AI models.



Data science skills gap

A shortage of data science skills in the enterprise setting has also inhibited the widespread adoption of AI. However, with Watson Studio Premium organizations can democratize access to data science tools by empowering users to build models with visual and guided modeling tools and natural-language-based optimization modeling interfaces. This has benefits for users at every level of coding and data science ability. For example, a Forrester report said that data scientists themselves are 40% more productive when they use SPSS Modeler, a capability embedded in Watson Studio Premium on IBM Cloud Pak for Data.² However, the visual and natural language capabilities also empower line of business analysts and other non-coders to participate in data science projects—thereby allowing you to tap into business expertise across your organization and making data science a true team sport. A wider base of data science contributors can also support the demand for more projects while leveraging existing skillsets with the help of open source tools included on the platform, including Anaconda and Python.



Transforming business decision making at speed and scale

The complex integration often required to combine predictive and optimization tools to build end-to-end decision intelligence can inhibit innovation. To combat this tendency, it is important to embrace an architecture that simplifies integration of these foundational capabilities. For example, IBM Watson Studio Premium removes the complexity associated with integrating and maintaining disparate point solutions, helping you easily combine open source data science tools, [guided and visual modeling tools](#), predictive analytics and optimization capabilities within a unified environment. This unified environment then delivers several advantages. By making more tools readily available, it supports innovative solutions to complex decision-making problems. And it also helps simplify decision intelligence implementations, so you can make data-driven decisions at the necessary speed and scale. [Decision Optimization technology](#) also enables analysis of different business scenarios while factoring in constraints to find the best course of action among numerous possibilities.



Increasing efficiency and integration

And finally, because of the platform's ability to support the end-to-end AI lifecycle, data scientists can leverage key capabilities that build, deploy, monitor and manage AI models in production at a faster rate. When Watson Studio Premium is combined with the core services of IBM Cloud Pak for Data, users get access to open source data science tools, automation capabilities and AI lifecycle management capabilities to accelerate value from AI deployments. By combining guided, visual modeling capabilities included within Watson Studio Premium with the automation capabilities delivered by IBM AutoAI (available as part of IBM Cloud Pak for Data), your data science teams can build [more accurate models, faster](#). AutoAI helps data scientists become more productive and reach value faster by automating mundane tasks such as feature engineering and hyperparameter optimization.

An added benefit of Watson Studio Premium for Cloud Pak for Data is that capabilities included in Watson Studio Premium such as SPSS Modeler also work well with AutoAI. Whereas older versions of the tool could not allow for the integration of these two kinds of capabilities, now with Watson Studio Premium, a data scientist who uses SPSS Modeler for data preparation prior to AutoAI can incorporate domain knowledge above and beyond the automatic capabilities in AutoAI alone. So, on the new data architecture, users of SPSS Modeler and AutoAI data science capabilities can bring their best strengths together to generate the most effective models in a faster, more integrated way.

Benefitting from modernized data science with Watson Studio Premium for IBM Cloud Pak for Data



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New Orchard Road, Armonk, NY 10504

Produced in the United States of America
December 2020

A Forrester study projects that organizations adopting IBM Cloud Pak for Data can gain data science, machine learning and AI benefits of USD 1.2–3.4 million, as well as container and container-management efficiencies totaling USD 12.5–14.4 million.³ By turning to IBM Cloud Pak for Data, which provides data scientists with these capabilities on a single, solid foundation, organizations can harness a continuum of data and AI services to help simplify the AI lifecycle management while also avoiding the costly, painstaking process of gathering data from disparate sources.

Next steps

When implementing a new AI and data science strategy into an organization, it is common to run into challenges. However, IBM Watson Studio Premium on IBM Cloud Pak for Data is more than a robust data science tool that can help deploy models on any cloud or even on-premises. It becomes part of a containerized data platform that also helps integrate and organize data, ultimately infusing AI capabilities throughout an enterprise.

IBM Watson Studio Premium for IBM Cloud Pak for Data helps you accelerate time to value from AI by combining the power of predictive analytics, optimization and big data access techniques in a multicloud data and AI platform. Visual, guided and natural language modeling capabilities enable you to democratize data science by leveraging knowledge and skills that exist already in your organization for improved outcomes from AI. As part of Watson Studio Premium, you can also tap the [many core services](#) of IBM Cloud Pak for Data to automate and manage the end-to-end AI lifecycle.

[Try IBM Cloud Pak for Data for free.](#)

[Schedule a free one-on-one consultation with an IBM Data and AI representative.](#)

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- 1 PwC's Global Artificial Intelligence Study: Exploiting the AI Revolution. <https://www.pwc.com/gx/en/issues/data-and-analytics/publications/artificial-intelligence-study.html>
- 2 Forrester Study: The Total Economic Impact™ Of IBM SPSS Modeler. <https://www.ibm.com/account/reg/us-en/signup?formid=urx-32820>
- 3 Forrester Study: The Total Economic Impact™ of IBM Cloud Pak for Data. <https://www.ibm.com/account/reg/us-en/signup?formid=urx-43258>