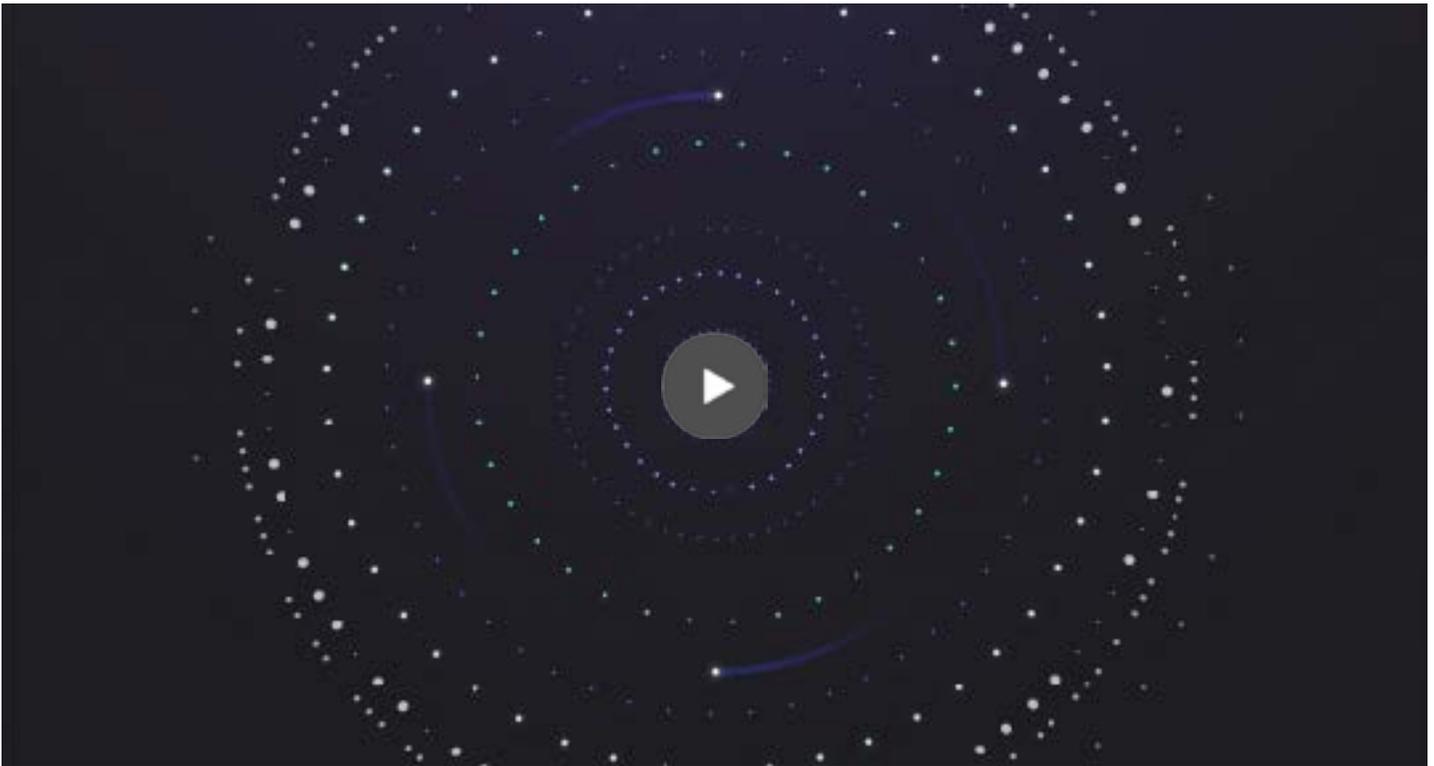




Accelerate your journey to AI

Take a prescriptive
approach to making your
data ready for an AI and
multicloud world





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What is Artificial Intelligence?

AI is the defining transformational technology of our time.

Instead of following a set of rote, pre programmed instructions, AI enables machines to learn, and then “act,” on information. Your voice-activated phone, technologies such as speech and image recognition, autonomous vehicles, the smart devices in your home—all of these advances were made possible by AI technology.

But for businesses, AI can be defined as a way of radically improving three things: predictions, automation, and optimization.

1. Predictions:

Organizations want to be able to forecast what’s going to happen in their business, at both the macro and micro level.

2. Automation:

Performed manually, many business processes occupy employees’ time. With AI, employees are free to focus on higher-value work.

3. Optimization:

This could span from optimizing routing, logistics and marketing spend to configuring your cloud installation.

AI Challenges:

Data | Talent | Trust

According to the Forrester report, [organizations that scale AI are 7x more likely to be the fastest-growing businesses in their industry](#). However, many organizations are struggling to adopt AI at scale. The reality is, AI is not magic. In order to turn AI aspirations into outcomes, organizations must first address three major AI challenges.



Data

Data is the lifeblood of AI. However, 60% of organizations are challenged in managing data quality. Organizations need to solve for data complexities and ensure data compliance.



[Read how Standard Bank of South Africa raised data quality from 6% to 98%](#) →

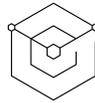


Talent

Because AI skills are rare, they're in high demand. 62% of organizations are challenged to acquire talent to deliver AI capabilities. Organizations need technology that is more easily accessible to help their workforce focus on higher value work.



[Read how Lufthansa and IBM combined their expertise to rapidly scale AI](#) →



Trust

AI recommendations or decisions must be fully traceable so that organizations can scale and automate across the enterprise. 65% of organizations need to develop a framework and approach for human review of AI decisions and actions.



[Read how iKure and IBM tackled bias to improve healthcare outcomes](#) →

Simply put, there is no AI without information architecture (IA). With a unified, prescriptive approach, organizations can accelerate their journey to AI to unlock the value of their data for an AI and multicloud world.

Accelerate your journey to AI: How IBM can help

Whether you are just getting started, experimenting, or fully operationalizing AI throughout your business, IBM can help. With the *AI Ladder*, a prescriptive framework we've developed based on thousands of AI engagements, IBM can help you determine where you are in your AI journey, and the next steps you need to take to turn your AI aspirations into business outcomes. The AI Ladder is a guiding principle for organizations to transform their business by providing four key areas to consider: how they collect data, organize data, analyze data, and then ultimately infuse AI into their organization.

1. Modernize

"Modernize," in context, means building an information architecture for AI that provides choice and flexibility across the organization. In order to meet today's demands and stay competitive tomorrow, organizations need an efficient, agile data architecture. IBM Cloud Pak for Data can provide organizations a hybrid, multicloud platform to leverage their data and applications across any cloud (public, private, on-prem) via containers.

[Learn more about data modernization](#) →

2. Collect

AI is only as good as the data. IBM Db2 is a family of hybrid data management products offering a complete suite of AI-empowered capabilities designed to help manage structured and unstructured data on premises as well as in private and public cloud environments.

[Learn more about data management](#) →

3. Organize

Confidence in your AI relies on trustworthy, complete, and consistent data. Data must be cleansed, organized, catalogued, and governed to ensure that only authorized individuals are able to access it. IBM Watson Knowledge Catalog is a unified data catalog where users can quickly find, curate, categorize, and share data, analytical models, and relationships between members of the organization.

[Learn more about Data Ops](#) →

4. Analyze

In order to build AI models from the ground up and scale them across the business, organizations need capabilities covering the full AI lifecycle. IBM Watson Studio, together with Watson Machine Learning and Watson OpenScale, is a leading data science and machine learning platform built for an AI-powered business.

[Learn more about Data Science and AI](#) →

5. Infuse

IBM Watson Assistant offers organizations the ability to build conversational interfaces into any application, device, or channel. Available on any cloud, Watson Assistant allows businesses to bring AI to their data and apps wherever they are.

[Learn more about putting AI to work](#) →

Scale the value of your data and accelerate the journey to AI so you can:

Reduce monetary, regulatory and reputational risk

As the world becomes more digital, increased reliance on IT will strain systems, forcing businesses to optimize their digital offerings to be “always-on.” Organizations need to be able to reduce monetary, regulatory, and reputational risk while enhancing business continuity and resiliency in the face of volatility and disruption.

Unlock data to unify access to all data across the organization

In most organizations, data is spread across a variety of environments: public clouds (with many providers), private clouds, and traditional on-premises deployments. Companies need to access data environments, both internal and external, to make their data ready for AI.

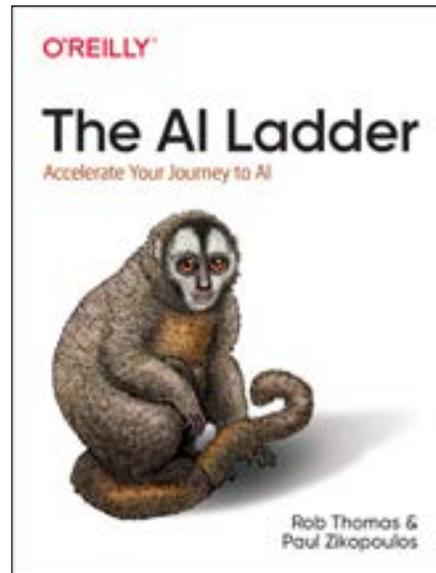
Integrate AI capabilities into existing workflows

AI helps you unlock the value of your data to create intelligent workflows that are predictive in nature, allowing you to successfully predict and shape future outcomes, automate decisions, experiences, and processes, and optimize employees’ time to focus on higher value work.

Accelerate digital transformation to better serve constituents

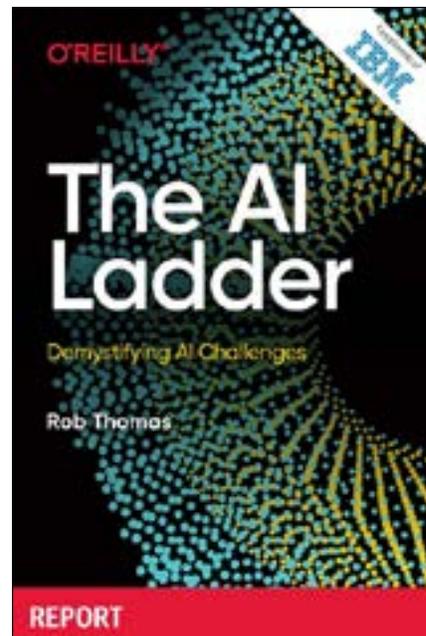
Now, more than ever, businesses are under pressure to adapt by rapidly transforming the way they engage with customers, operate internally, and interact with their partners. Leaders who leverage data and AI to build customer trust and create cultures of data-based decision makers are also adept at sharing data with ecosystem partners without giving away competitive edge. These “torchbearers” outperform their peers in revenue growth and profitability – delivering 165 percent higher results – as well as in innovation and managing change.

The AI Ladder
Accelerate your Journey to AI (O’Reilly)



[Download free](#) →

The AI Ladder Report: Demystifying AI Challenges



[Download free](#) →

Additional resources



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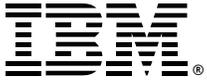
Client stories

Learn how leading brands are scaling AI →



Schedule a virtual garage session

Innovation from concept to reality with speed and impact →



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- 1 McKinsey Global Institute. Notes from the AI frontier. Modeling the impact of AI on the world economy. September, 2018.
- 2 Sam Ransbotham, David Kiron, Philipp Gerbert, and Martin Reeves. MIT Sloan Management Review Research Report - Reshaping Business With Artificial Intelligence. 2017.