MACHINE LEARNING
Personalize your customers’ experiences at every interaction

Your customers expect personalized experiences in real time, but it’s a struggle to mine enterprise data.

Machine Learning enables you to harness, analyze and act on data to meet customer expectations.

Machine Learning has enabled early adopters to:

- Process up to 2.5 billion transactions a day—more than 100 Cyber Mondays
- Cut prep time by 50%
- Deliver faster training and better accuracy with Cognitive Assistant for Data Scientists (CADS)
- Score 100% of all transactions in real time
- Access 32TB of main memory
- Integrate with the most popular data science tools, like Spark, Python R, and Anaconda
- Analyze data to discover potentially saving millions of dollars in ETL expenses

IBM Z is the platform of choice for machine learning.

Faster time to more accurate insights

- Your business can’t afford to wait.

More accurate insights for better decisions

- 30% have improved efficiency of internal operations
- 45% have increased insights via more extensive data analysis
- 45% have increased insights via more extensive data analysis
- 26% believe it has led to a competitive advantage
- 60% of data scientists spend most of their time cleaning and organizing data

IBM Z

Deliver faster training and better accuracy with Cognitive Assistant for Data Scientists (CADS)

More accurate insights for better decisions

- Make sense of unstructured data
- Build and train behavioral models from patterns
- 60% of data scientists spend most of their time cleaning and organizing data
- 26% believe it has led to a competitive advantage
- 26% believe it has led to a competitive advantage

Better decisions for a stronger competitive edge

- 80% of the world’s data is unsearchable
- 80% of the world’s data is unsearchable
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Your business can’t afford to wait.

Explore Machine Learning ➤

2. "Don’t Try to Protect the Past", Harvard Business Review, 2017

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