

# 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.**

80% of the world's data is unsearchable<sup>2</sup>

60% of data scientists spend most of their time cleaning and organizing data<sup>1</sup>

The U.S. is facing a gap of **1.5 million** data-savvy decision makers<sup>3</sup>

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

Machine Learning has enabled early adopters to:

**45%** have increased insights via more extensive data analysis<sup>4</sup>

Make sense of unstructured data

Build and train behavioral models from patterns

**30%** have improved efficiency of internal operations<sup>4</sup>

**26%** believe it has led to a competitive advantage<sup>4</sup>

Make detailed recommendations based on models

IBM Z<sup>®</sup> is the platform of choice for machine learning.

**Faster time** to more accurate insights

Process up to **2.5 billion** transactions a day —that's 100 Cyber Mondays

Integrate with the **most popular** data science tools, like Spark, Python R, and Anaconda

Cut prep time by **50%**

Access **32TB** of main memory

**More accurate** insights for better decisions

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

Analyze data at its source, potentially **saving millions** of dollars in ETL expenses

Score **100%** of all transactions in real time

**Better decisions** for a stronger competitive edge

Your business can't afford to wait.

[Explore Machine Learning >](#)

1. "Cleaning Big Data: Most Time-Consuming, Least Enjoyable Data Science Task, Survey Says", Forbes, 2016  
https://www.forbes.com/sites/gilpress/2016/03/23/data-preparation-most-time-consuming-least-enjoyable-data-science-task-survey-says/#5fb3fa2e6f63

2. Don't Try to Protect the Past", Harvard Business Review, 2017  
https://hbr.org/2017/07/dont-try-to-protect-the-past

3. "Big Data: The next frontier for innovation, competition and productivity", McKinsey Global Institute, 2011  
https://www-03.ibm.com/press/us/en/pressrelease/51623.wss

4. "Machine Learning: The New Proving Ground for Competitive Advantage", MIT Technology Review, 2017  
https://www.technologyreview.com/s/603872/machine-learning-the-new-proving-ground-for-competitive-advantage/