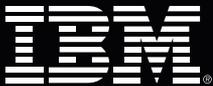# Make data simple
and accessible to all

with the new
IBM Watson Data Platform

IBM

Understand data. Get insights. Put them to work. Greater simplicity yields higher value.

You know data is vital to your success. But you also know it is challenging to work with complex data—coming from diverse sources and moving at high speed—within and beyond your enterprise. Collaborating with others across multiple functions and generating new insights from data can be difficult.

Now you can address those challenges and move closer to being a cognitive business with the IBM® DataFirst Method and the new IBM Watson™ Data Platform.

The DataFirst Method connects you with IBM expertise so you can move forward on your journey to become an insight-driven organization. IBM consultants help you identify business priorities, assess your existing capabilities and data maturity level, and then develop a tailored strategy. Start anywhere, fill the gaps and build value with every step.

IBM Watson Data Platform empowers your decision-making with artificial intelligence and machine learning capabilities to help you realize the full promise of data. With integrated, cloud-based services, it is designed to:

Connect people and capabilities, enabling collaboration and facilitating access to all data and best-in-class technologies.

Discover hidden treasures in the data and derive new answers for the business.

Accelerate the discovery of new insights and the deployment of new answers to production.

The services

The heart of Watson Data Platform is the set of composable, integrated cloud services, with easy access and consistent behavior, that are ready to satisfy the needs of diverse data-hungry professionals across the organization.

Just as you can easily access a variety of apps on your smartphone, business users and data professionals can tap into rich capabilities on Watson Data Platform. In that one environment, you can:

- Automate the deployment of data products using cognitive-assisted machine learning and Apache Spark
- Foster collaboration among data-driven professionals
- Ingest data at 10 GB per second, from all endpoints
- Combine self-service data access with governance
- Leverage an open ecosystem of partners and technologies

The experiences

How do users experience the services? It depends on their roles.

- **Business professionals** can ask questions and get valuable insights without knowing or caring how it all works. Their experience is a business experience.

- **Data engineers** and **IT specialists** access tools that help make their jobs easier, enabling them to manage, integrate and protect data in a collaborative environment.

- **Data scientists** have a special notebook environment with everything they need for discovering, exploring and analyzing data at their fingertips—the Data Science Experience.

- For **developers,** who plug into data and models and create applications, the experience reflects their world: APIs.

The IBM Watson Data Platform DNA

- Flexible, composable services
- Open source foundation
- Built-in governance
- Scalable data-fabric technology
- Cloud-first approach

Putting your data to work doesn't have to be difficult.

With the DataFirst Method and Watson Data Platform, you can put your data to work quickly and easily so you can focus on what's important: uncovering business-changing insights.

Start now: ibm.co/makedatasimple

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