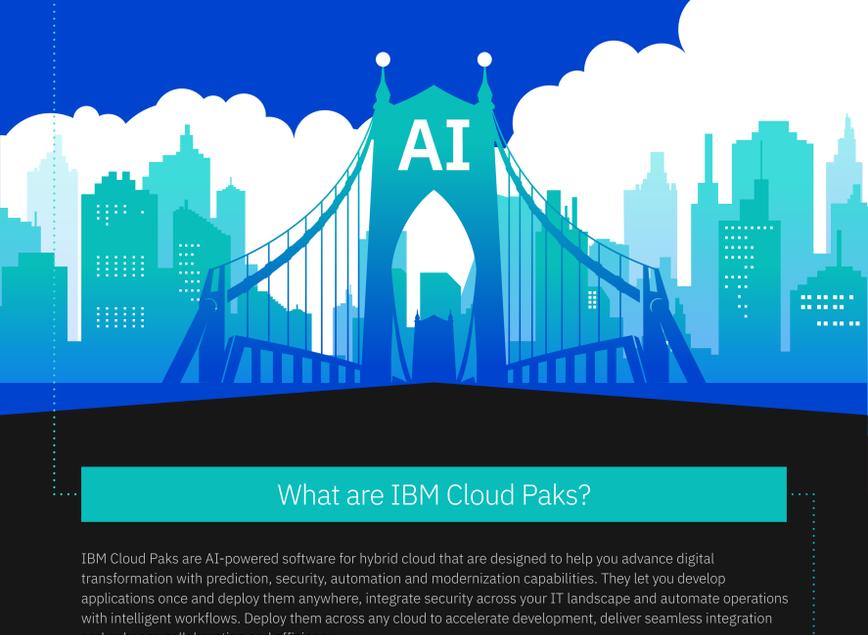


# IBM Cloud® Paks are your path toward digital transformation

The 2020s have ushered in an age of uncertainty. Rapid change has shifted market dynamics and upended old business models, revealing vast disconnects between digital investments and customer needs.

Your business must adapt to these changes. Already firms with the technological and strategic ability to proactively rethink core business concepts and change ahead of competitors are growing over three times their industry averages.<sup>1</sup> To keep up, it's time to rethink how you use technologies like the cloud, AI and automation to accelerate innovation, speed time to market and meet your evolving customer expectations.

IBM Cloud Paks are your path toward this digital transformation. Here's a look at this new era and how IBM Cloud Paks can help you compete.



## What are IBM Cloud Paks?

IBM Cloud Paks are AI-powered software for hybrid cloud that are designed to help you advance digital transformation with prediction, security, automation and modernization capabilities. They let you develop applications once and deploy them anywhere, integrate security across your IT landscape and automate operations with intelligent workflows. Deploy them across any cloud to accelerate development, deliver seamless integration and enhance collaboration and efficiency.

**Modernize with ease**  
Develop and consume cloud services anywhere, from any cloud.

**Predict outcomes**  
Collect, organize and analyze data regardless of its type or where it lives.

**Automate at scale**  
Implement intelligent workflows in your business using AI-powered automation.

**Protect your business**  
Generate deeper insights into threats and risks across hybrid multicloud environments.

## Take advantage of AI to foster smarter outcomes

More businesses are recognizing that AI is no longer an option. In order to digitally transform and gain a competitive edge, they must embrace AI and start scaling it across their enterprise. This will require building an information architecture that can connect multiple data sources, ensure data quality and fully support their AI data needs. As the value of AI continues to increase, overcoming these challenges will be a priority for organizations.



Firms surveyed that have scaled AI are almost seven times more likely to grow faster as compared to firms that have not scaled AI.<sup>6</sup>

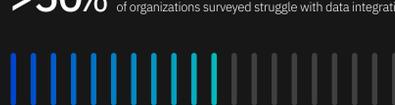


Over 60% of enterprise leaders surveyed consider AI-related initiatives critical to digital transformation.<sup>6</sup>

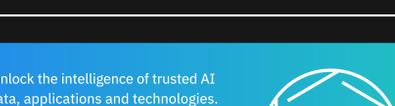


**58%** of organizations surveyed cite data quality as an issue.<sup>6</sup>

Without properly curated data, AI initiatives are destined to fall short.<sup>6</sup>

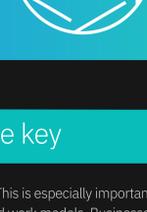


**>50%** of organizations surveyed struggle with data integration.<sup>6</sup>



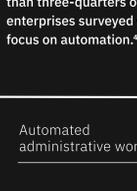
**52%** of organizations surveyed don't know what their AI data needs are.<sup>6</sup>

**Scale the value of your data** and unlock the intelligence of trusted AI for business everywhere across data, applications and technologies. Tap into the power of IBM Watson® to understand the language of business and code, explain AI outcomes and build trust. Create more personalized experiences for customers, empower people to do higher-value work and help predict and shape future outcomes based on deep data insights.

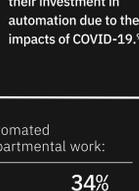


## Investment in automation will be key

Intelligent automation is designed to help businesses run efficient operations at scale. This is especially important as workflows continue to change, data flows increase and more employees demand hybrid work models. Businesses that embrace automation will be better positioned to engage with customers and stay ahead of the competition.



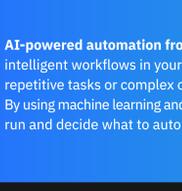
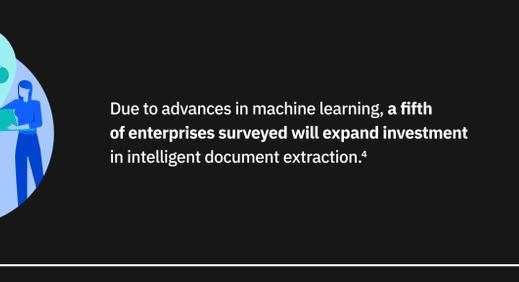
In 2021, digital transformation at more than three-quarters of enterprises surveyed will focus on automation.<sup>4</sup>



55% of enterprises surveyed plan to increase their investment in automation due to the impacts of COVID-19.<sup>9</sup>

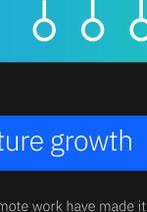
## The era of enterprise automation:<sup>7</sup>

According to a survey of 1,500 executives worldwide, the impacts of intelligent automation stand to increase over the next three years.



Due to advances in machine learning, a fifth of enterprises surveyed will expand investment in intelligent document extraction.<sup>4</sup>

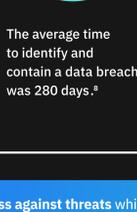
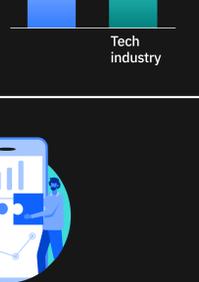
**AI-powered automation from IBM** can help you fully implement intelligent workflows in your business, whether you want to automate repetitive tasks or complex operations that span your entire enterprise. By using machine learning and AI, you can easily discover how processes run and decide what to automate based on insights from your data.



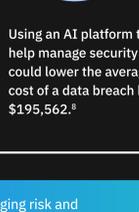
## Intelligent security will help enable future growth

IBM believes the trend toward hybrid, multicloud environments and the rise of remote work have made it more challenging for businesses to secure their data. Yet data security has never been more critical — or costly. Organizations that put in place intelligent security solutions across their infrastructures will be better able to mitigate threats, reduce costs and transform.<sup>8</sup>

In 2020, the average cost of a data breach was \$3.86 million. In the tech industry, the average cost was \$5.04 million.<sup>8</sup>

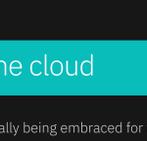


The average time to identify and contain a data breach was 280 days.<sup>8</sup>



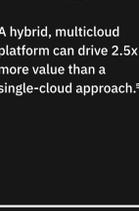
Using an AI platform to help manage AI security could lower the average cost of a data breach by \$195,562.<sup>8</sup>

**Protect your business against threats** while also managing risk and compliance throughout the enterprise. Using an infrastructure-independent common operating environment that runs anywhere, security capabilities from IBM are designed to help you quickly integrate your existing security tools to generate deeper insights into threats and risks across hybrid, multicloud environments. You can search for threats, orchestrate actions and automate responses — all while leaving your data where it is.

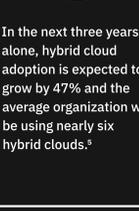


## Transformation is taking place in the cloud

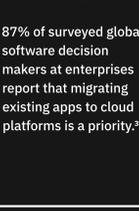
Once seen as just an alternative to the data center, public and hybrid clouds are finally being embraced for their full potential. The speed and agility of the cloud is helping businesses keep pace with customer demand and build and deliver innovative new technologies and services. Already, cloud-native tools like containers are making it easier for companies to modernize their apps at scale, while AI promises further differentiation. IBM believes that as the pace of innovation increases, these trends will only grow.



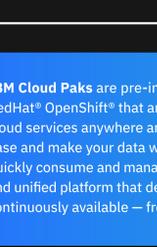
A hybrid, multicloud platform can drive 2.5x more value than a single-cloud approach.<sup>9</sup>



In the next three years alone, hybrid cloud adoption is expected to grow by 47% and the average organization will be using nearly six hybrid clouds.<sup>9</sup>

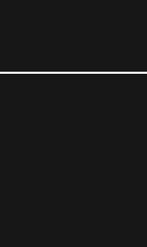


87% of surveyed global software decision makers at enterprises report that migrating existing apps to cloud platforms is a priority.<sup>3</sup>



By the end of 2021, 60% of companies surveyed will leverage containers on public cloud platforms and 25% of developers will leverage serverless functions.<sup>2</sup>

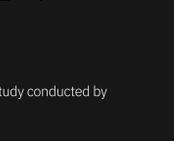
**IBM Cloud Paks** are pre-integrated containerized software built on RedHat® OpenShift® that are designed to help you develop and consume cloud services anywhere and from any cloud, so you can modernize with ease and make your data work for you, wherever you are. Flexibly and quickly consume and manage all deployments with a governed, protected and unified platform that delivers consistency across software tools and is continuously available — from the data center all the way to the edge.



IBM has thousands of qualified and experienced technical and industry experts across key business domains, who can meet you wherever you are in your digital transformation journey and help add value to your mission critical business processes. Whether you are modernizing, integrating or extending applications and data across your environment, IBM Cloud Paks can help you change how your business works, how you work, and most importantly, how you serve your customers.

Learn more about how you can accelerate your digital transformation using **IBM Cloud Paks**.

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