

Surface actionable insights in seconds with IBM watsonx BI

Win faster, decide smarter with an AI insights agent that delivers instant, trusted answers to every user, right when they need them



Highlights

Conversational insights discovery

Consistent, trusted view of data

Plug into what you already use

By 2028, 60% of dashboards will disappear¹. They'll be replaced by GenAI-powered narratives and visualizations that speak human, not chart. Why? Because dashboards are drowning, decisions are delayed, and they don't deliver when it matters most. They were built for monitoring, not for exploration.

With too many charts and fragmented data, users struggle to find meaning. Most dashboards report what's already happened and rarely help users explore root causes or anticipate what's next.

GenAI agents are changing the game. Now, anyone can ask a question in plain language and get instant, governed, decision-ready answers right inside their workflow. But speed without trust is risky. Insights must be accurate. Logic must reflect business rules. And governance must remain strong. To unlock the full potential of GenAI in business intelligence, organizations need systems that are explainable, trusted, and built for control—so every user can act with clarity and confidence.

IBM watsonx BI is a business insight agent that unlocks the full value of your data and transforms it into clear, actionable insights to drive smarter, faster decisions. It works with the tools you already use and delivers intelligent, transparent answers tailored to your needs. No need to learn another BI tool—just ask a question and get fast, trusted answers that are intelligent, transparent, and tailored to your specific needs and business context.

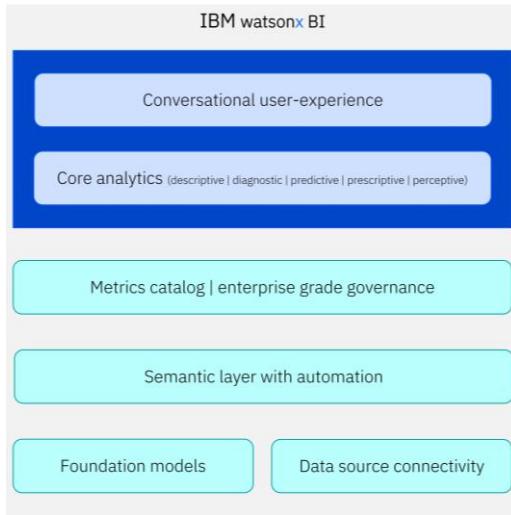
watsonx BI's intelligent insight engine is built on four core pillars:

Agentic reasoning: thinks through your question, plans the steps, and finds the best path to an answer

Governed data access: uses only secure, approved data based on roles and rules

Business-aware orchestration: Applies your business logic, including KPIs and metrics, during analysis

Explainable insights: Shows how it got the answer—data, logic, and steps used



Conversational insights discovery

Watsonx BI accelerates insight discovery with AI that shows its work, so you always understand the ‘why’ behind the ‘what’. It provides a clear, logical path from question to insight, showing how it interprets your query, including the data sources consulted, columns used, filters applied, and even the full SQL query executed.

When your question is unclear, it offers smart clarification prompts to guide you to the right answer. Instead of just reacting, it reasons and delivers intelligent, transparent insights that are easy to follow. This built-in clarity gives you the confidence to act, with full visibility into how every insight is derived.

You can query across all your data, and Watsonx BI identifies the most relevant assets, unlocking hidden potential and surfacing insights that dashboards often miss. For example, it can reveal unexpected sales spikes during lesser-known holidays, insights that would otherwise go unnoticed.

Watsonx BI is designed to go beyond what happened. It helps you understand why, spot what’s coming next, and explore what actions you could take. By combining natural language interaction with advanced AI reasoning, it helps uncover root causes, detect emerging trends, and simulate future scenarios through a conversational experience.

Whether it’s rising demand, supply chain risks, or shifting market signals, Watsonx BI cuts through the noise and highlights what matters. With transparent reasoning, early warnings, and contextual prompts, it helps you stay ahead of issues, spot hidden opportunities, and make confident, data-driven decisions faster.

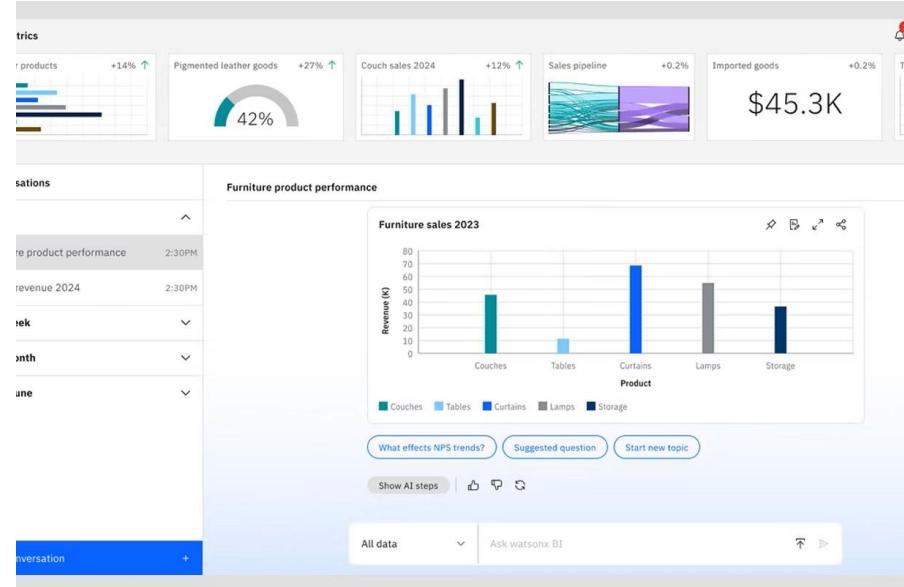


Figure 1. Insight discovery

80%

boost in GenAI accuracy by 2027 for organizations prioritizing semantic data²

60%

cost reduction by 2027 for organizations prioritizing semantic data³

Consistent, trusted view of data

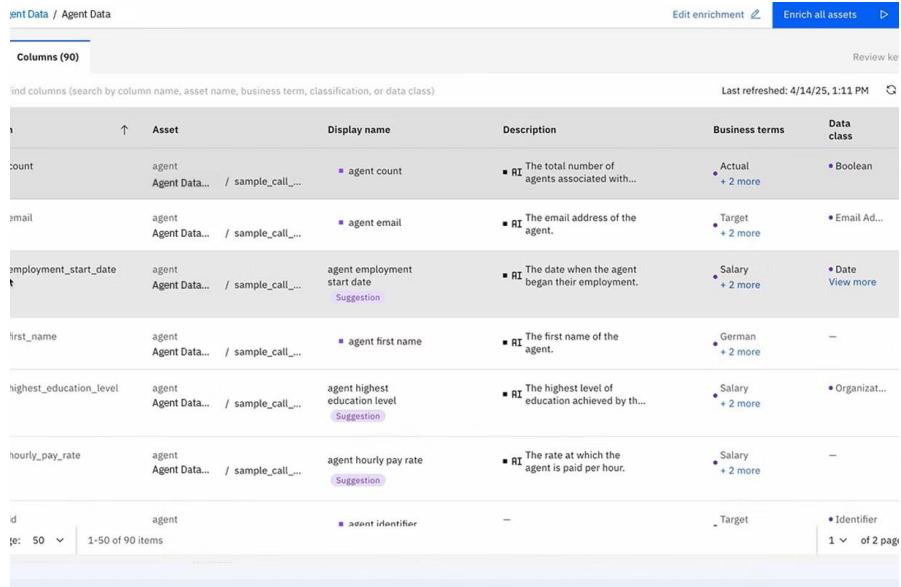
At the core of Watsonx BI is a powerful semantic layer that transforms complex data into clear, business-friendly language. It sits above raw data and acts as a logical bridge, making technical information easier to explore, understand, and trust.

Built-in connectors make it easy to onboard data from a wide range of sources. Once connected, generative AI enriches datasets by assigning clear names, descriptions, and business terms to raw fields. This reduces manual effort while giving data stewards full control to accept or refine suggestions. As stewards define metrics manually or with AI-assisted recommendations, they create a foundation for accurate, context-aware insights. These metrics are then published in a governed catalog that serves as a single source of truth, ensuring consistency and eliminating metric drift.

When users ask questions, Watsonx BI draws from the metrics catalog to deliver answers grounded in your organization's business logic. It also supports flexible integration with a growing selection of large language models—including IBM's own and other leading providers—enabling tailored insights that align with your compliance, legal, and governance standards.

While the automated generation of business semantics adds depth to your data story by clarifying meaning in the context of your business and reducing time spent on data preparation, the metrics catalog acts as a single source of truth for KPIs, making insights consistent, reusable, and aligned across teams. This clarity helps users quickly understand the significance of each data point and how it connects to broader business operations.

With enterprise-grade governance, a centralized catalog, and an open interface for interoperability, Watsonx BI enables confident engagement while keeping data secure and private.



The screenshot shows the Watsonx BI Metrics Catalog interface. At the top, there are buttons for 'Edit enrichment' and 'Enrich all assets'. Below that is a 'Columns (90)' section with a search bar and a 'Last refreshed: 4/14/25, 1:11 PM' timestamp. The main area displays a table of semantic assets with the following columns: Asset, Display name, Description, Business terms, and Data class. The table contains 90 items, with the first few rows visible. Each row shows a semantic asset like 'agent count', 'agent email', and 'agent employment_start_date', along with its display name, description (including AI-generated suggestions), business terms, and data class. The interface is clean and modern, with a light blue header and a white background for the main content area.

Figure 2. Semantic automation

418%

average five-year ROI organizations gain from embedded analytics investments⁴

Plug into what you already use

watsonx BI integrates seamlessly with the tools and platforms you already use, whether it's your Lakehouse, workflow automation systems, or reporting stack. This allows you to maximize the value of existing investments without disrupting current processes.

By embedding directly into your tech ecosystem, watsonx BI delivers trusted insights in real time, supports natural language queries, and triggers downstream actions without requiring users to switch contexts.

It also supports multi-agent workflows, allowing insights to flow directly into automated processes and accelerating execution and decision-making across the organization, all while eliminating the need to toggle between applications or agents.

Unlike traditional BI solutions that limit users to a closed ecosystem, watsonx BI is built for openness and interoperability. It features an open, headless metric catalog that supports bi-directional integration with third-party data applications and semantic layers. You can leverage metrics defined externally, publish watsonx BI's metrics into other systems, and even embed its capabilities into third-party applications via APIs—enabling insight generation and consumption anywhere your teams work.

This open architecture fosters cross-platform collaboration, drives higher adoption, and helps you create a unified view of performance across your organization. With watsonx BI, you don't just enhance analytics—you activate a connected, intelligent decision-making fabric that scales with your business.

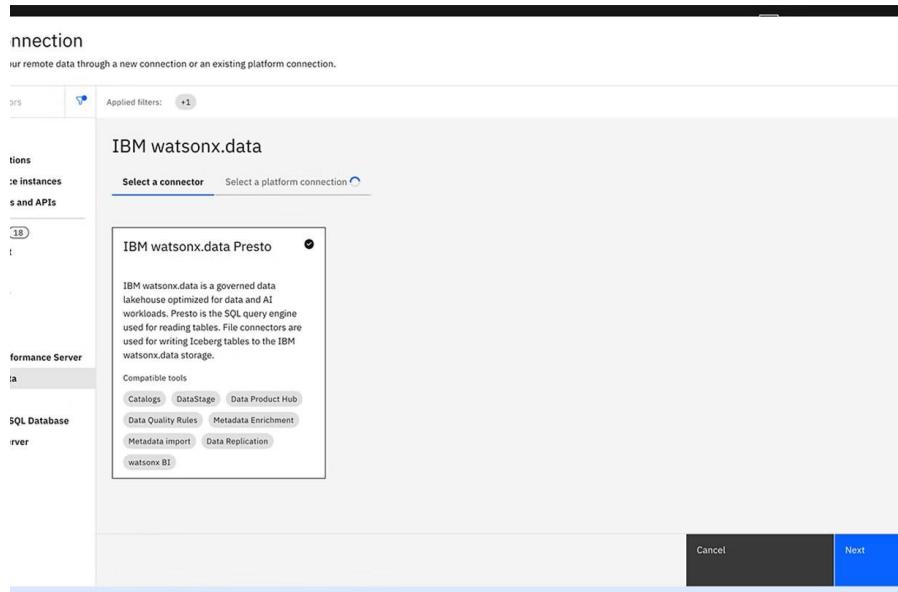


Figure 3. Data connection

watsonx BI redefines business intelligence with an AI-powered, semantic-driven approach — grounding every insight in your organization's business logic. It bridges the gap between data and decisions by making insights instantly accessible, explainable, and enterprise-ready.

For more information

To learn more about IBM watsonx BI, contact your IBM representative or IBM Business Partner, or visit <https://www.ibm.com/products/watsonx-bi>

1. Gartner, "How GenAI Is Transforming Analytics and Business Intelligence Platforms," 12 June 2025
2. Gartner predicts, "AI-Powered Analytics Will Revolutionize Decision Making," 17 June 2025
3. Gartner predicts, "AI-Powered Analytics Will Revolutionize Decision Making," 17 June 2025
4. IDC, "Business Analytics ROI Study," 12 July 2022

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Produced in the
United States of America
July 2025

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