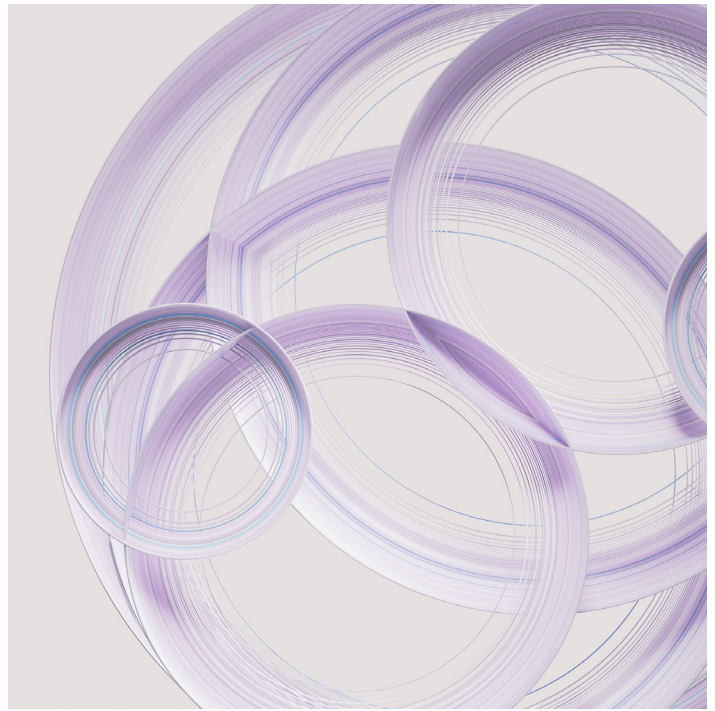


# Gain insights with generative AI

Turn to watsonx.ai to uncover trends in large swaths of data



Making sense of your data is a key step toward achieving successful AI. But many organizations have barriers to putting data to work for AI: 25% cite too much data complexity, 33% mention limits in AI skills and expertise, and 21% note a lack of tools for AI model development.<sup>1</sup> The answer to all these complexities can lie in investing in generative AI (gen AI) and traditional machine learning (ML) solutions that support data pipelines for model training and analyze all your data to uncover patterns, trends and anomalies.

IBM® watsonx.ai™ is an enterprise studio for AI builders to train, validate, tune and deploy AI models. The studio helps you extract insights, discover patterns and make predictions specific to user needs and business requirements.

## – Discover and forecast trends

Quickly assess performance and make predictions that drive sales; simplify claims processes; forecast demand, product delivery and inventory management; and reduce time used on manual reviews.

## – Facilitate information consumption

Analyze unstructured data to identify, extract and surface insights and facts in specialized domain areas to drive employee productivity and reduce overhead costs. With watsonx.ai, [Edger Finance](#) saw a 90% improvement in the turnaround time for quarterly report data extracts.

## – Help detect and prevent fraud, anomaly and IT risk

Identify suspicious patterns and potential signs of compromise early. Verify and block fraudulent activity in real-time transactions and avoid downtime by continuously monitoring operations and tracking performance.

## – Boost customer service and employee satisfaction

Increase customer service response times by classifying complaints, detecting sentiment, assessing trends and triggering the next best action.

Consider the case of [Aura Cloud](#), a fintech startup that's using watsonx.ai to enhance default behavior detection capabilities. The firm anticipates an 80% improvement in transaction insight generation. Your organization can also analyze large amounts of data with watsonx.ai to extract insights or facts and discover patterns to help make predictions.

To learn more about IBM watsonx.ai, [access the trial](#) or [schedule a 1x1 demo](#) today.

1. IBM Global AI Adoption Index 2023, IBM, 10 January 2024.