

# Ease your journey to AI

## Automate, govern and process data at scale with IBM Cloud Pak for Data

Enterprises need to modernize their data architectures to keep up with the growing scale of data and analytics needs. The modern-day enterprise needs an agile platform that's scalable and makes AI more accessible.

IBM® Cloud Pak™ for Data offers businesses an extensible, cloud-native data and AI platform that runs on any cloud and modernizes how they collect, organize and analyze data while implementing AI throughout the organization.



## Cloud Pak for Data at work

*\*Projected results*



Reduce infrastructure management effort by **65–85%**



Lower ETL requests by **25–65%**



Improve productivity with faster development and deployment with cost savings of up to **\$1.2–3.4 million**

## Achieve enterprise scalability with Cloud Pak for Data

### Integrate with Red Hat OpenShift Container Platform

- Run on Red Hat OpenShift, Cloud Pak for Data provides the ability to build and run apps virtually anywhere
- Simplify your storage ecosystem through a single experience, with OpenShift Container Storage
- Deploy apps faster and automate, govern and process data at scale
- Receive automatic updates after deployment, which include security management, auditing and general serviceability/scalability

### Provide an automated user experience so teams can quickly complete jobs

- All data and AI services are integrated enabling a consistent experience across workflows and self-service collaboration
- Simplify the process and speed time to value with a platform that integrates data management, governance and analysis

### Empower innovation across teams with an always growing ecosystem

- Cloud Pak for Data now supports IBM Power Systems, enabling an AI foundation for speed at scale
- Enrich internal proprietary data with access to third-party data from sources like The Weather Company, the stock market and consumer demographics
- Solve targeted business problems with industry accelerators in media, trade portfolio management and predictive customer analytics for utilities
- Automate the planning, budgeting and forecasting of your business with IBM Planning Analytics as an extension of Cloud Pak for Data
- Establish a trusted 360-degree view of data to deliver insights with IBM Master Data Connect on Cloud Pak for Data

