



Product Brochure

Unleash the Power of Unified Data Governance with IBM Cloud Pak for Data **(Image: A sleek graphic depicting data streams converging into a secure, organized cloud environment, overlaid with the IBM logo.)** In today's data-driven enterprise, unlocking the true potential of your data requires more than just storage; it demands intelligent governance, integration, and a trusted foundation. IBM Cloud Pak for Data is an integrated data and AI platform built on Red Hat OpenShift, designed to streamline your data journey from collection to insights, with unparalleled control and security. **Empower Your Data Strategy:** Cloud Pak for Data provides a unified platform for:

- * **Data Virtualization:** Access and query data across disparate sources (databases, data lakes, cloud storage) without physically moving it. Leverage IBM Data Virtualization Manager for seamless connectivity and optimized query performance.
- * **Data Governance:** Implement robust data governance policies with IBM Watson Knowledge Catalog. Discover, understand, govern, and protect your sensitive data, ensuring compliance with regulations like GDPR and CCPA. Automate data quality assessments and lineage tracking for improved data trustworthiness.
- * **Data Integration:** Build comprehensive data pipelines with IBM DataStage to cleanse, transform, and move data efficiently. Support real-time data ingestion and complex data transformations for diverse use cases.
- * **AI Model Management:** Govern the lifecycle of your AI models with Watson OpenScale. Detect and mitigate bias, ensure explainability, and monitor model performance in real-time.

Target Customers & Use Cases: Cloud Pak for Data is ideal for enterprises in heavily regulated industries (finance, healthcare, government) seeking to:

- * **Improve Data Quality:** Ensure accuracy and consistency across all data assets.
- * **Accelerate Data Insights:** Empower data scientists and analysts with self-service access to trusted data.
- * **Modernize Data Infrastructure:** Leverage a hybrid cloud platform for enhanced scalability and flexibility.
- * **Meet Regulatory Requirements:** Maintain compliance with data privacy regulations.

IBM's Competitive Edge: Cloud Pak for Data offers a unique value proposition:

- * **Integrated Platform:** Eliminates the need for multiple point solutions, reducing complexity and costs.
- * **Open Architecture:** Built on Red Hat OpenShift, ensuring portability and interoperability.
- * **AI-Powered Governance:** Automates data discovery, classification, and policy enforcement.
- * **Proven Expertise:** Leverages IBM's decades of

experience in data management and AI. **Technical Specifications:** Cloud Pak for Data supports a wide range of data sources, including IBM Db2, Oracle, SQL Server, and Apache Hadoop. It offers flexible deployment options, including on-premises, public cloud, and hybrid cloud environments. Contact your IBM representative for detailed system requirements and pricing. **(IBM Logo and Contact Information)**