

# Unlocking the value of Data and AI with IBM Analytics in 5 stages

softchoice



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# Stage 1 | MODERNIZE

Make your data ready for an AI and hybrid cloud with

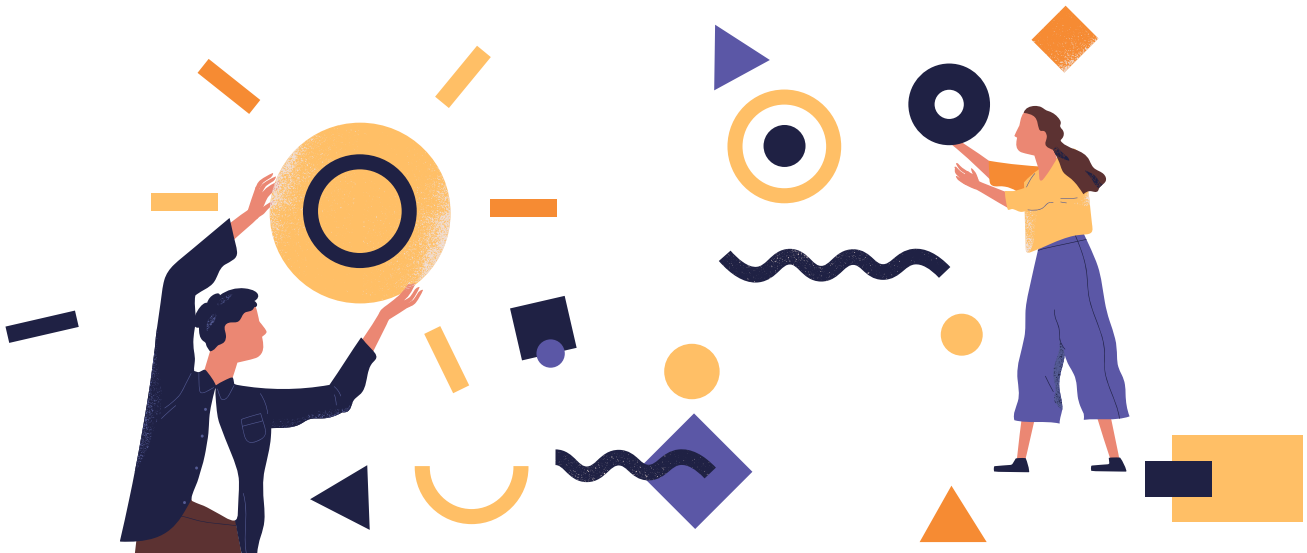
## 1. Cloud Pak for Data

Unlock the value of your data and inject intelligence into your applications. Your journey to AI-powered modernization is easier than you think.

## 2. Cloud Pak for Data System V1.0

AI capabilities delivered immediately. A modular approach to compute, network and storage on standard hardware — removing the burden of having to configure hardware and software infrastructure.

*Action: [Sign up for access to Cloud Pak for Data experiences.](#)*



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## Stage 2 | COLLECT

Make your data simple and accessible in an AI-driven, multicloud world.

- 1. IBM Db2® on Cloud** *W*Built for robust performance, this system provides a high-availability option with a 99.99 percent uptime SLA. Scale up or down as your needs change. Leverage rolling security updates for peace of mind.
- 2. IBM Db2 Warehouse on Cloud** *(Start for free)*  
Manage data properly over its lifetime. Support business goals with less risk and with improved governance.
- 3. IBM Db2 Big SQL** *(Try for free)*  
This hybrid, high-performance SQL engine for Hadoop supports a variety of data sources and object stores.
- 4. IBM Db2 Database** *(Try for free)*  
Use the advanced data management and analytics capabilities of Db2 for your transactional and warehousing workloads.
- 5. IBM Db2 Warehouse**  
This software-defined data warehouse for private and virtual clouds is optimized for fast and flexible deployment.
- 6. IBM Hybrid Data Management Platform**  
A flexible, single-license platform provides you access to all the products and services within the Db2 family portfolio — on premises or on the private or public cloud.

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## 7. IBM Informix®

Enjoy a security-rich, embeddable database that's optimized for online transaction processing (OLTP) and Internet of Things (IoT) data.

## 8. IBM Data Management Platform for MongoDB Enterprise Advanced

IBM Data Management Platform for MongoDB Enterprise Advanced is a document store database that is now part of an integrated data management environment from IBM.

## 9. IBM Integrated Analytics System

This is a high-performance analytics appliance with seamless cloud integration and embedded Watson Studio for machine learning.

*Action: [Contact a Softchoice expert to learn more about data management](#)*



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# Stage 3 | ORGANIZE

Create a business-ready analytics foundation.

**1. IBM Watson® Knowledge Catalog** *(Try for free)*

This offering can activate data for AI and analytics with intelligent, collaborative cataloging, backed by dynamic-data-access policies and enforcement.

**2. IBM InfoSphere® Information Server**

Understand, cleanse, monitor, transform, and deliver data to collaborate and bridge the gap between business and IT.

**3. IBM InfoSphere DataStage®**

Integrate data across multiple enterprise systems with a high-performance parallel framework.

**4. IBM InfoSphere Master Data Management**

Manage your critical enterprise data, no matter which system or model, and deliver that data to your application users in a single 360-degree view.

**5. IBM StoredIQ® Suite**

Make better decisions with visibility into data. Get in-depth assessments of unstructured data where it lives.

**6. IBM InfoSphere Information Analyzer**

Evaluate data quality and structure within systems and across systems. Access a reusable rules library that supports multi-level evaluations.

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## 7. IBM Industry Models

Accelerate your analytics journey. Apply best practices and compliance using pre-designed industry-specific content.

## 8. IBM InfoSphere Data Replication

Support analytics initiatives at scale when you use log-based-change data capture with transactional integrity.

## 9. IBM InfoSphere Optim™

Achieve data lifetime management with less risk and improved governance across applications, databases and platforms.

## 10. IBM InfoSphere Data Pipeline

Deliver secure, virtual copies of production and test databases in a matter of minutes while consuming a minimal amount of storage.

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# Stage 4 | ANALYZE

Scale AI everywhere with trust and transparency.



**1. Watson Studio** *(Try for free)*

Ranked by Forrester as a leader in Predictive Analytics and Machine Learning Platforms, this offering provides tools to build and train models at scale collaboratively and more easily.

**2. IBM SPSS® Statistics** *(Try for free)*

This comprehensive statistical software package for academics and business users is designed for ease of use.

**3. IBM Watson Studio Desktop** *(Try for free)*

Empower your data science and AI teams to refine data and visually build and deploy models, using data on the desktop for anytime, anywhere access.

**4. IBM Watson OpenScale™**

Ensure your AI is fair, explainable and compliant, for AI models built and running anywhere

**5. IBM Watson Knowledge Catalog**

Help your data users quickly find, curate, categorize and share data, analytical models and their relationships with other members of your organization.

**6. IBM Watson Machine Learning** *(Try for free)*

Deploy, monitor and optimize models quickly and easily and at scale.

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# Stage 5 | INFUSE

Operationalize AI throughout the business.

## 1. IBM Watson Explorer

Explore and analyze structured, unstructured, internal, external and public content to uncover trends and patterns that improve decision-making, customer service and ROI.

## 2. IBM Cognos® Controller

This software supports the close, consolidate and report process.

## 3. Watson Assistant *(Try for free)*

Quickly build and deploy virtual assistants across channels.

## 4. Watson Discovery *(Try for free)*

Unlock hidden value in data to find answers, monitor trends and surface patterns with the world's most advanced cloud-native insight engine.

## 5. Watson Discovery News

Embed your applications with news made smarter through AI.

## 6. Watson Knowledge Studio *(Try for free)*

Teach Watson the language of your domain.

## 7. Watson Language Translator *(Try for free)*

Translate text from one language to another. Take news from across the globe and present it in your language, communicate with your customers in their own language, and more.





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**8. Watson Natural Language Classifier** *(Try for free)*

This is text classification made easy. Use machine learning to analyze text, and label and organize data into custom categories.

**9. Watson Natural Language Understanding** *(Try for free)*

Take advantage of the natural-language processing capability of Watson for advanced text analysis.

**10. Watson Personality Insights** *(Try for free)*

Predict personality characteristics, needs and values through written text. Understand your customers' habits and preferences on an individual level, and at scale.

**11. Watson Speech to Text** *(Try for free)*

Easily convert audio and voice into written text for quick understanding of content.

**12. Watson Text to Speech** *(Try for free)*

Convert written text into natural-sounding audio in a variety of languages and voices.

**13. Watson Tone Analyzer** *(Try for free)*

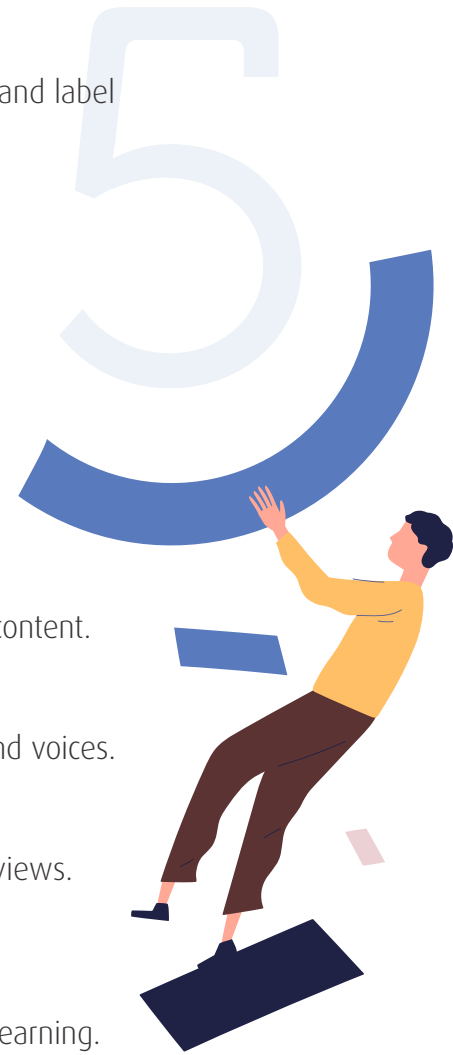
Analyze emotions and tones in what people write online, like tweets or reviews. Predict whether they are happy, sad, confident, and more.

**14. Watson Visual Recognition** *(Try for free)*

Quickly and accurately tag, classify and train visual content using machine learning.

**15. IBM Cognos Analytics** *(Try for free)*

Unearth hidden insights with a new, personalized analytics experience, driven by AI and built for any budget.



## 16. IBM Planning Analytics *(Try for free)*

Automate planning, budgeting, forecasting and analysis. Integrate financial and operational plans across the organization to produce more accurate forecasts.

## 17. IBM ILOG® CPLEX® Optimization Studio *(Try for free)*

Rapidly develop and deploy decision optimization models using mathematical and constraint programming.

*Action: [Contact a Softchoice expert to learn more about data management](#)*

## Why work with Softchoice?

Today, the recipe for business transformation calls for organizations to convert raw data into high-quality, actionable insights. But for many, this is easier said than done. Without a platform powerful enough to deliver these insights as fast as business demands, organizations often struggle to unlock the real value of their data.



IBM Analytics helps you get your data ready for artificial intelligence. Working with us helps you build a foundation for robust, transformative business analytics based on hundreds of successful implementations.

To learn more about how IBM Analytics from Softchoice can help your organization,  
**connect with us today:**



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