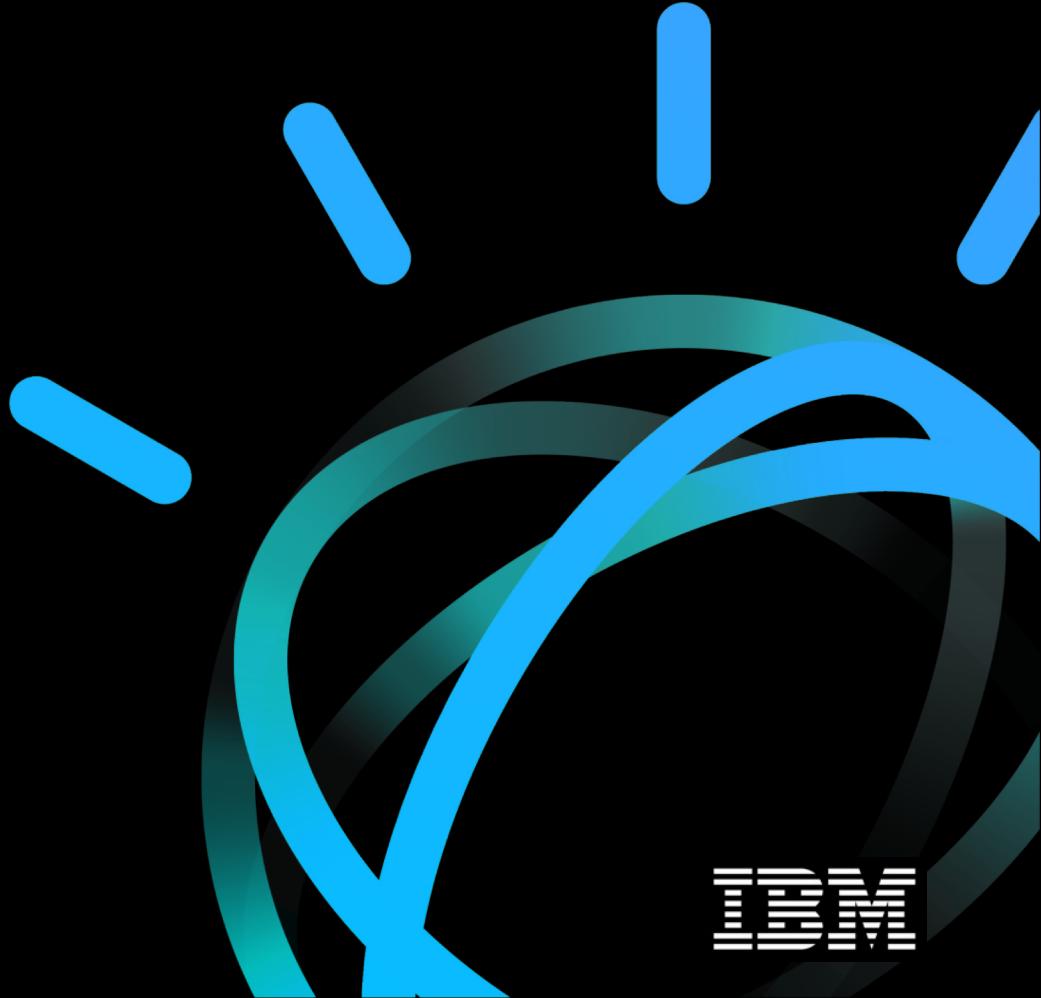


# The Journey to AI

*Extended with client stories by  
AI Ladder “Rung” & Portfolio Overviews*



IBM

# Our Point of View

**Data fuels digital transformation**

**AI unlocks the value of Predictive Data**

**Hybrid cloud is the Data Platform**

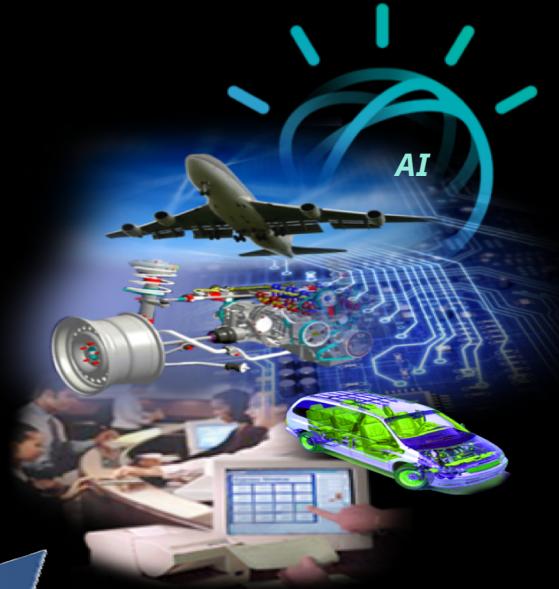


# Data is what fuels digital transformation

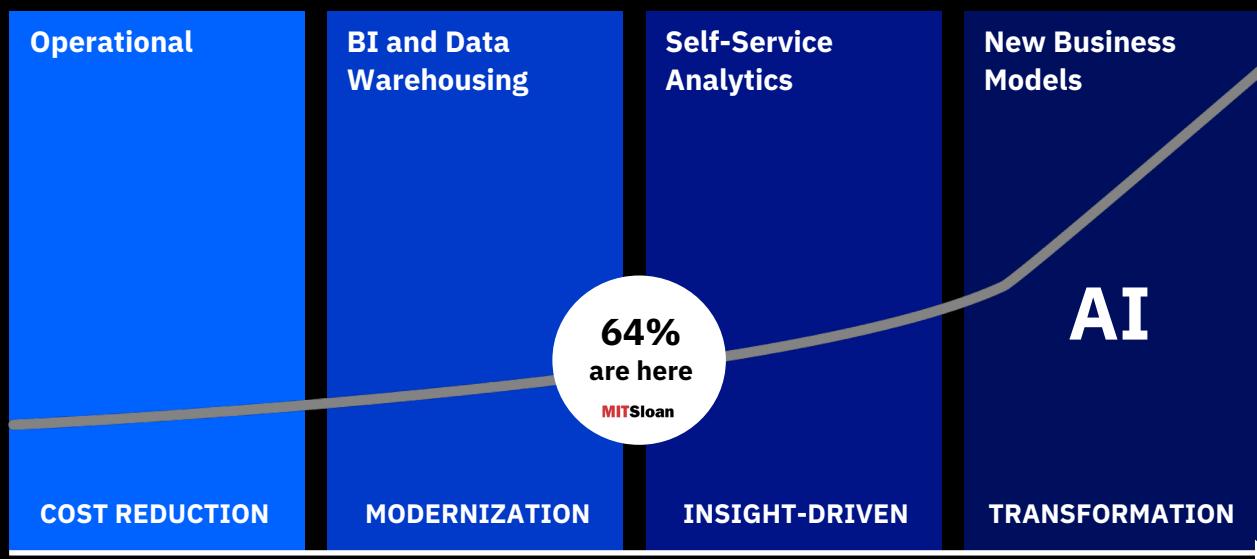
Yet, only **15%** get  
the value they need  
from their data ...



And **80%** is locked in  
silos or not business-ready



# Enterprises have declared data and AI top priorities



**90%**  
plan greater investments in data

FORRESTER

**85%**  
view AI as a strategic priority

MIT Sloan

# AI is shaping the future of work

Geisinger Caring

Predict and shape future outcomes

Revenue Increase

Woodside

Empower people to do higher value work

72%

How AI  
pioneers  
see value

experian.

Automate decisions, processes, experiences

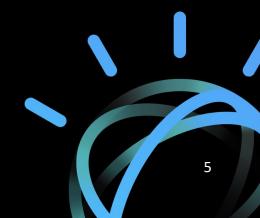
28%

MIT Sloan

LEGALMATION™

Reimagine new business models

Cost Savings



# However, AI is not magic



Achieved a 40% call deflection rate with virtual agents



Mercedes-Benz

Cognitive car manual explaining increased vehicle complexity



Identifies gaps in terms in complex RFPs



Predict power demand by for renewable energy



Predict fraud across their web & mobile banking system

Our learnings from experience in helping thousands of enterprises put AI to work



Visually categorize damage & instantly issues quote



Optimize cardiac care in high volume remote regions



Predict and target first-time buyers in the US



Surface hidden insights to optimize fantasy football outcomes



AI-powered advertising engagement

# Turning AI aspirations into outcomes

## DATA

The lifeblood of AI, but complexity slows progress



**60%**

Are challenged in managing data quality

## TALENT

AI skills are rare and in high demand



**62%**

Are challenged to acquire talent [and build skills]

## TRUST

Skepticism of AI systems & processes



**62%**

Need an approach to AI production readiness

**Stuck in  
Experimentation**

**51%**

find operationalizing, sustaining and scaling AI challenging

# There is no AI without an IA

*[Information architecture]*

**81%**

do not  
understand the  
data needed for AI

AI pioneers are

**8x**

more likely to  
have a robust  
data architecture

**“ No amount of AI algorithmic sophistication will overcome a lack of data [architecture]”**

**Data collection & preparation is the most time consuming and difficult part of AI**



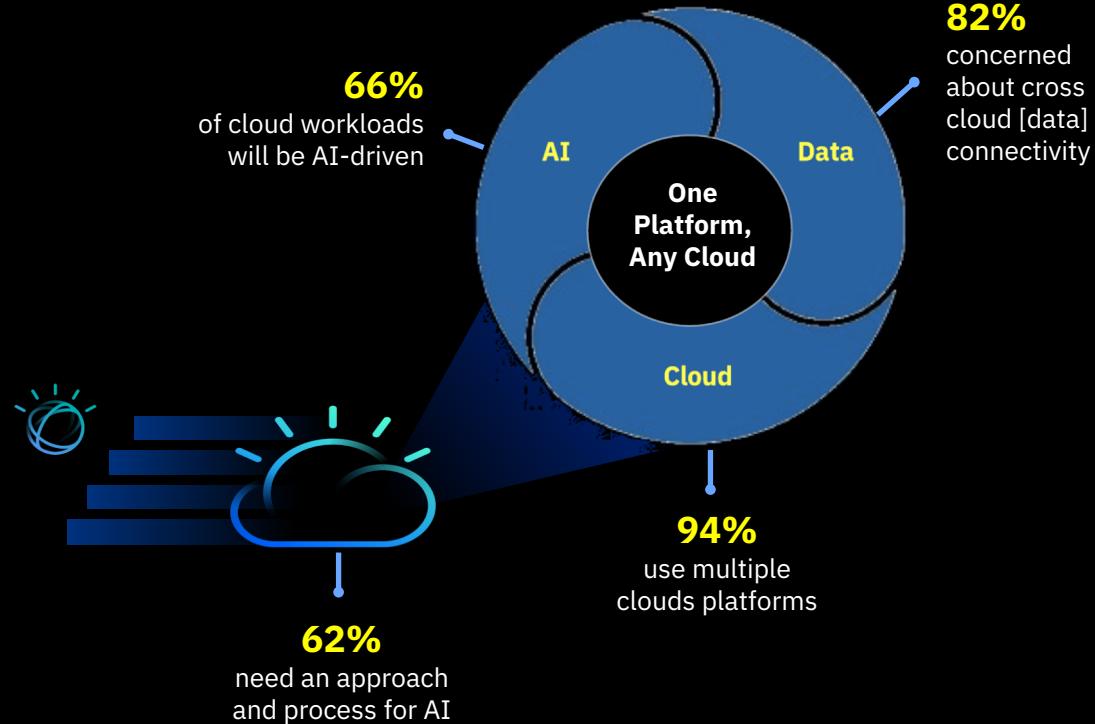
# An Information Architecture for AI

Eliminate data silos, connect all data, on any cloud(s)

Automate and govern a unified data & AI lifecycle

Operationalize AI with trust and transparency

Avoid lock-in, run anywhere with agility



# The AI Ladder

A prescriptive approach to the journey to AI



**INFUSE** - Operationalize AI throughout the business

**ANALYZE** - Build and scale AI with trust and transparency

**ORGANIZE** - Create a business-ready analytics foundation

**COLLECT** - Make data simple and accessible



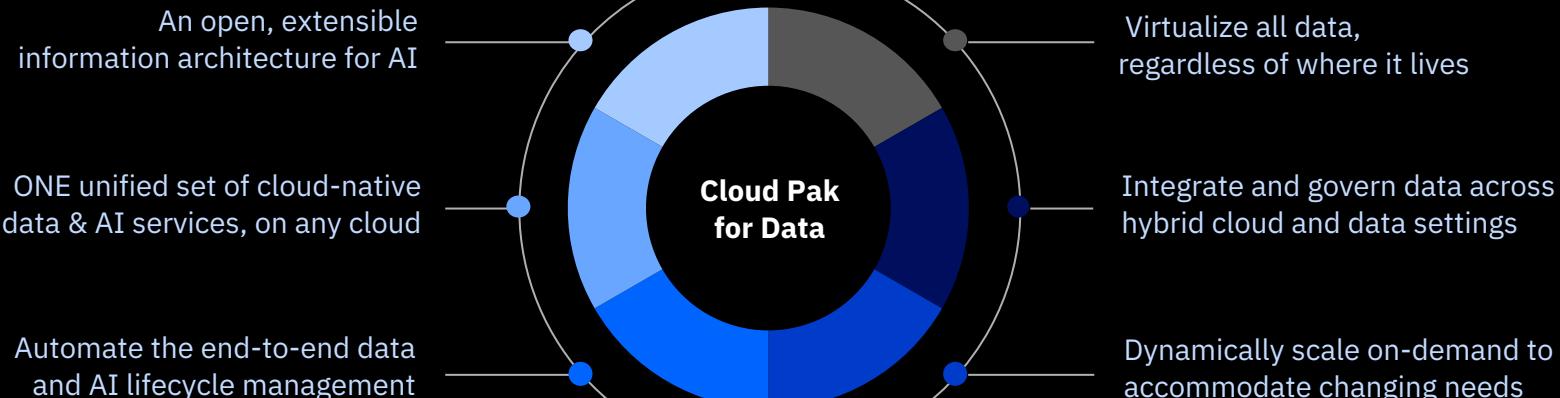
**One Platform,  
Any Cloud**

# Modernize

Make your data ready for an AI and hybrid cloud world



**Speed digital transformation by digesting and unifying volumes of data for real-time AI insights delivered as cloud AI microservices**

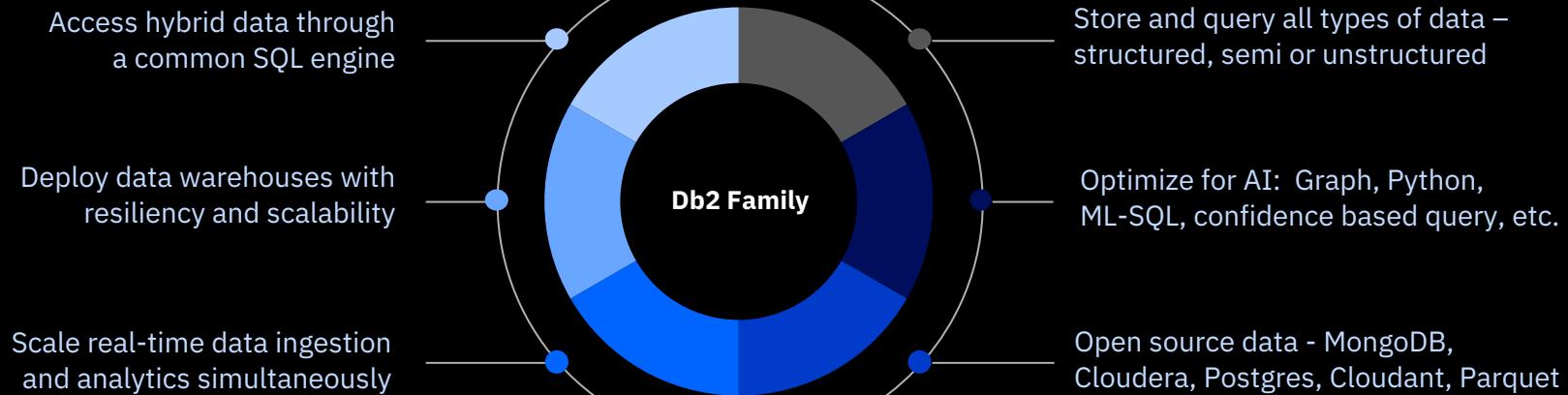


# Collect

Make data simple and accessible



**Collect data across complex, disparate sources while employing AI models for data and customer protection**



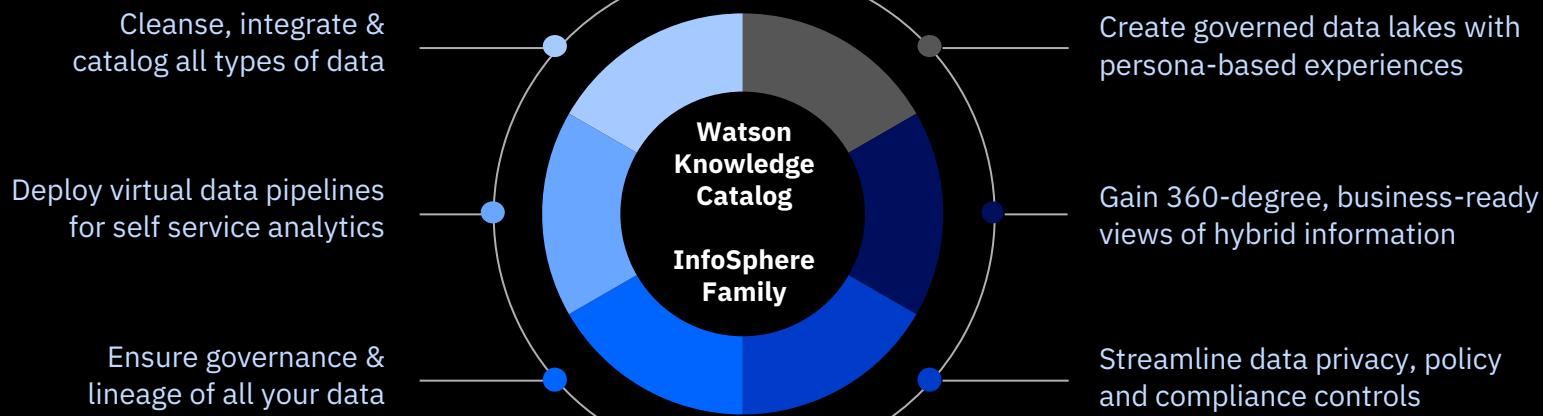
# Organize

Create a business-ready analytics foundation

New Jersey  
Courts



**Real-time, predictive criminal risk profiling using business-ready data cataloged from 40M+ records, 200M court cases, social media, etc.**



# Analyze

Build and scale AI with trust and transparency



**Applying predictive AI models using complex financial datasets from hedging strategies to trading to detecting fraud.**



# Infuse

Operationalize AI throughout the business



**Using pre-built and custom AI to empower advisors to better know clients and shape improved outcomes across 350K inquiries per day**

Speed time to value with pre-built apps (e.g., customer service)

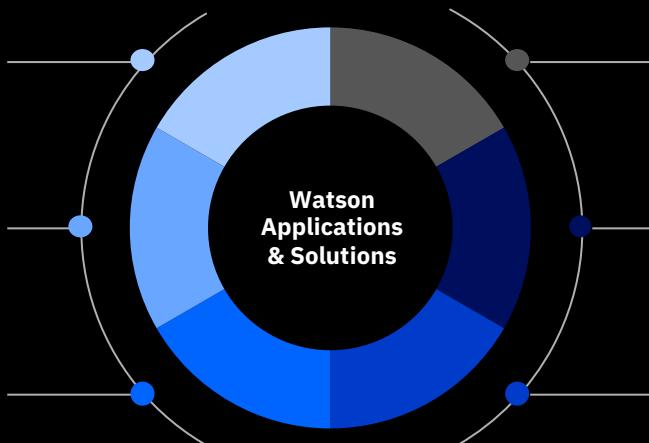
Employ AI-assisted business intelligence and data visualization

Automate analytical planning, forecasting, budgeting, etc.

Leverage AI to streamline knowledge work & productivity

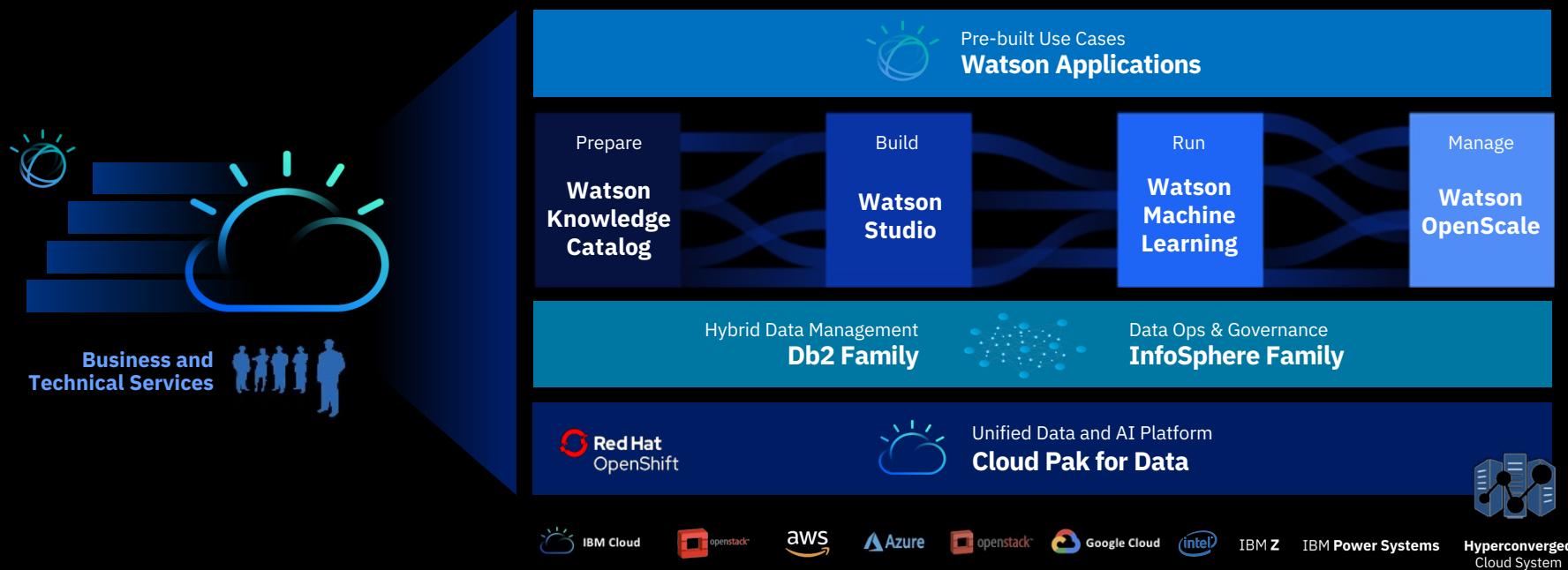
Instill trust and transparency across business leaders and users

Innovate with new business models optimized by industry vertical needs

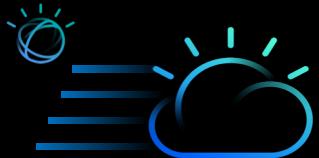


# IBM uniquely delivers the AI ladder

One platform, any cloud

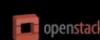
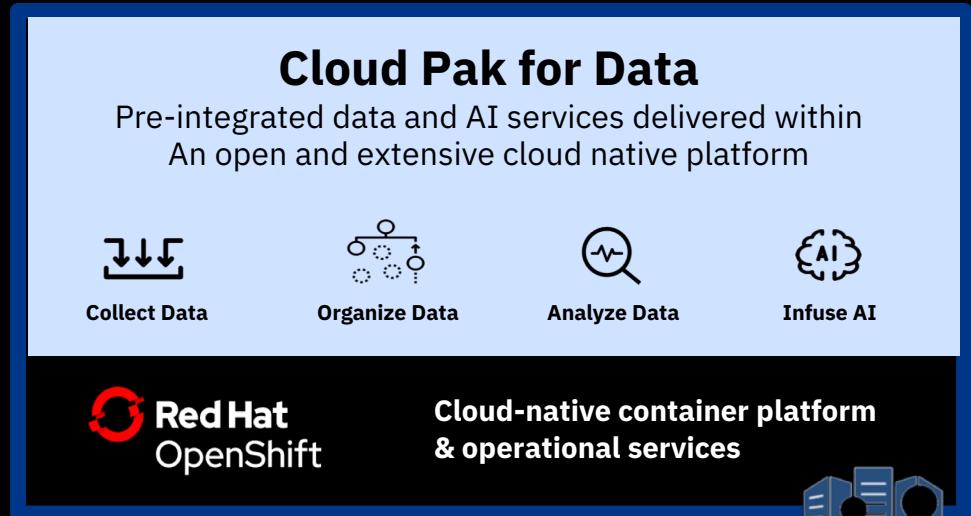


# Cloud Pak for Data



**An open information architecture for an AI and Hybrid Cloud World**

*One Platform, Any Cloud*



Hyperconverged Private  
Cloud Systems

# Cloud Pak for Data

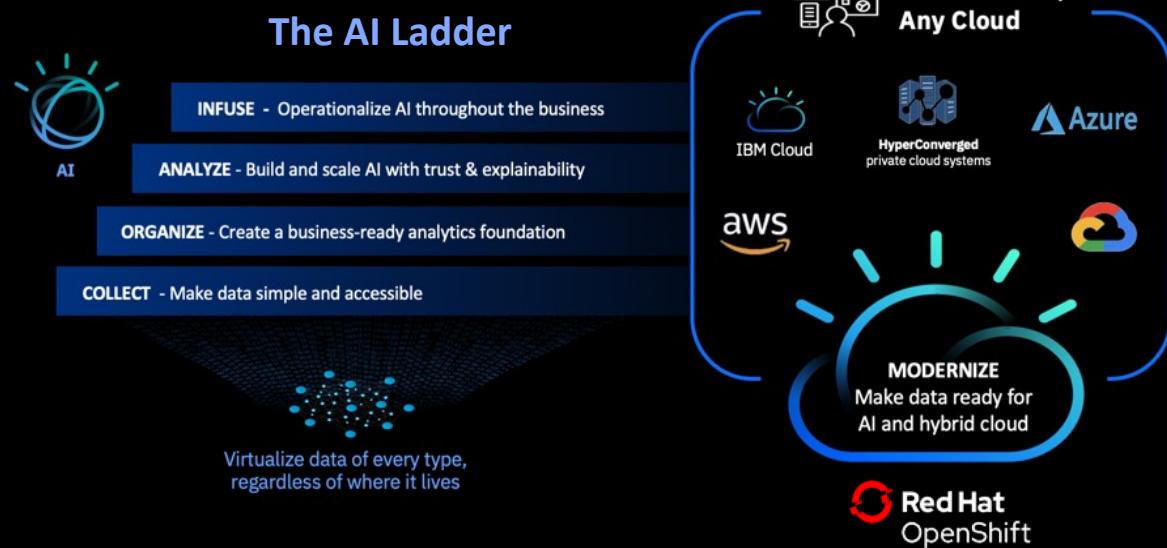
Delivers the foundational platform for deploying an information architecture for AI, on any cloud

Eliminate data silos,  
connect all data

Automate and govern  
the data & AI lifecycle

Operationalize AI with  
trust & transparency

Avoid lock-in, run  
anywhere with agility



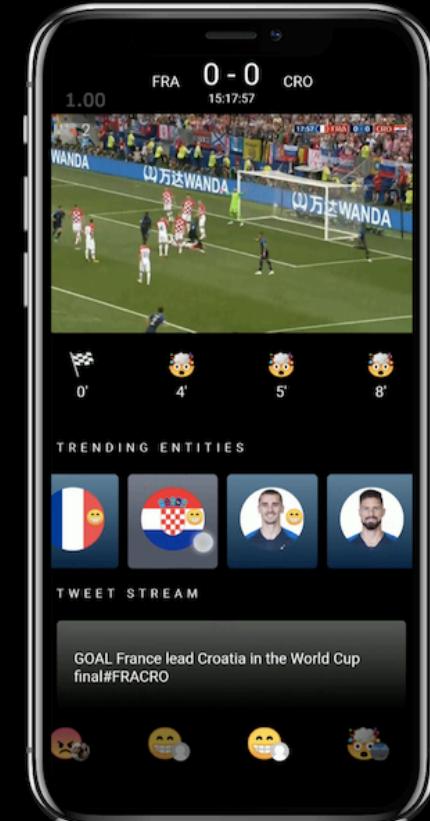
# Watson APIs

Build interactive AI applications, processes and product experiences accessible from any device

- **Speech and language**
- **Tone and visual recognition**
- **Empathy and personality**
- **Behavioral Insights**
- **Conversational**



Supported by an active Github expert community



# Key take-aways

Data fuels digital transformation

AI unlocks the value of Predictive Data

Hybrid cloud is the Data Platform



