# You're now a data company



# **Reality** : Tool oriented, little accretive value, unnecessarily complex & costly



# The bottom line in 2020 and beyond



Our Perspective: Four ecosystems have emerged within Data & Analytics





Comprehensive

Basic

Maturity of Ecosystem Explainability Model Deployment Optimization Operational Planning Notebooks / R Reporting

Data Science Ecosystem



# We **THINK** they belong in a single Data & AI platform

# It's Called an Enterprise Insights Platform (EIP)



# **Great News!**

Existing IBM Customer's can gain access to our EIP via a simple upgrade program and a small increase to your existing IBM subscription



# So what can you do now?

# Analyze with Cloud Pak for Data Scale Data Science

## What you will accomplish

Enable data science throughout your enterprise via a single integrated platform capable of developing algorithms and models using open source, low-code, or automation to build, train and deploy insights at scale

\$3-5M

Revenue potential from deployed

models

Unified Analytics Platform

## **Business Outcome**

50% Reduction in time to model deployment

## **Examples Configurations**

	Small	Medium	Large
Concurrent Users	5 users	10 users	20 users
Deployed Models	5 models	10 models	20 Models
Spark Executors	2 executors (20 gb)	5 executors (100 gb)	10 executors (200 gb)
VPCs	96 VPCs	160 VPCs	224 VPCs

### Complimentary IBM Cartridges

Watson Studio Premium | Watson ML Accelerator | Cognos & Planning Analytics



#### Gartner

**Definition**: Data Science & ML Platform **IBM Position**: Challenger (2020)

#### Forrester

**Definition**: Predictive Analytics & ML Platform **IBM Position**: Leader (2020)

# Organize with Cloud Pak for Data Build a Data Fabric

## What you will accomplish

Reduce data movement, ETL jobs and the time it takes to access enterprise data at scale by providing your organization with a data fabric that can abstract multiple data sources into a single SQL query or catalog asset ultimately driving speed to new insights and outcomes

430%

Faster than Data Federation

### **Business Outcome**

**\$7.3M** Software Cost Savings

65% Reduction in ETL Jobs

### **Examples Configurations**

	Small	Medium	Large
Virtual queries per minute	<ul> <li>2000 Simple (&lt;1 min) or</li> <li>25 moderate (1-10 min) or</li> <li>5 complex (&gt;10 min)</li> </ul>	<ul> <li>4000 Simple (&lt;1 min) or</li> <li>50 moderate (1-10 min) or</li> <li>10 complex (&gt;10 min)</li> </ul>	<ul> <li>8000 Simple (&lt;1 min) or</li> <li>100 moderate (1-10 min) or</li> <li>20 complex (&gt;10 min)</li> </ul>
Catalog Activities	<ul> <li>3 Data Refinery Jobs</li> <li>3 Profiling Flows</li> <li>3 Data Stewards</li> </ul>	<ul> <li>10 Data Refinery Jobs</li> <li>10 Profiling Flows</li> <li>5 Data Stewards</li> </ul>	<ul> <li>20 Data Refinery Jobs</li> <li>20 Profiling Flows</li> <li>25 Data Stewards</li> </ul>
Number Assets	• Unlimited	Unlimited	Unlimited
VPC Totals	• 48 VPCs	• 96 VPCs	• 160 VPCs

### Data Virtualization Data Catalog TIBC Data Ouality Lineage denodo<sup>:‡</sup> Business Optimization Glossarv 4 Data Prep Computational Mesh Alation Cloud Pak for Data Platform Scalability Administration Kubernetes

#### Gartner

**Definition**: Data Integration **IBM Position**: Leader (2020)

#### Forrester

**Definition**: Data Fabric **IBM Position**: Leader (2020)

# Complimentary IBM Cartridges

Db2 | Information Server | DataStage | MDM | Cognos & Planning Analytics

# Collect with Cloud Pak for Data Deploy Fit for Purpose Data Stores

## What you will accomplish

Deploy fit for purpose repositories that focus on performance and business application speed vs. a single commoditized storage layer that trades performance for general purpose

## **Business Outcome**

Up to 10X Faster than competitive repositories **3X** Faster time to deployment (Load to Query)

1/3 The total cost of ownership

# Warehouse Configuration Examples

	Small	Medium	Large
Capacity	<ul><li>Netezza: 18 TB</li><li>Db2: 20 TB</li></ul>	<ul><li>Netezza: 48 TB</li><li>Db2: 40 TB</li></ul>	<ul><li>Netezza: 96 TB</li><li>Db2: 80 TB</li></ul>
VPCs	<ul><li>Netezza: 66</li><li>Db2: 48</li></ul>	<ul><li>Netezza: 114</li><li>Db2: 96</li></ul>	<ul><li>Netezza: 210</li><li>Db2: 160</li></ul>

# **Complimentary IBM Cartridges**

Information Server | DataStage | Db2 | Cognos & Planning Analytics



#### Gartner

#### Forrester<sup>®</sup>

**Definition**: Data Management Solutions for Analytics **IBM Position**: Leader (2019)

**Definition**: Cloud Data Warehouse **IBM Position:** Leader (2020)

# Do it all with Cloud Pak for Data The Modern Reference Architecture

## What you will accomplish

Significant simplification of analytics architecture and a remarkable increase in time to value for data engineers, stewards, scientists, and analysts. Run anywhere, mature over time, and leverage existing investments to compliment our modern reference architecture

## **Business Outcome**

**50%** Reduction in time to model deployment

65% Reduction in ETL Jobs

Unified Analytics Platform

# **Example Configurations**

	Small	Medium	Large
Data Science	<ul> <li>5 Users</li> <li>5 Models</li> <li>2 Spark Executors (20 gb)</li> </ul>	<ul> <li>10 Users</li> <li>10 Models</li> <li>5 Spark Executors (100 gb)</li> </ul>	<ul> <li>20 Users</li> <li>20 Models</li> <li>10 Spark Executors (200 gb)</li> </ul>
Data Virtualization & Catalog	<ul> <li>2000 Virtual Queries</li> <li>3 Data Stewards</li> <li>Unlimited Data Assets</li> </ul>	<ul> <li>4000 Virtual Queries</li> <li>5 Data Stewards</li> <li>Unlimited Data Assets</li> </ul>	<ul> <li>8000 Virtual Queries</li> <li>25 Data Stewards</li> <li>Unlimited Data Assets</li> </ul>
Data Warehouse	<ul> <li>Netezza: 18 TB</li> <li>Db2: 20 TB</li> </ul>	<ul> <li>Netezza: 48 TB</li> <li>Db2: 40 TB</li> </ul>	<ul><li>Netezza: 96 TB</li><li>Db2: 80 TB</li></ul>
VPCs	<ul> <li>210 VPCs (w/ Netezza)</li> <li>192 VPCs (w/ DB2)</li> </ul>	<ul> <li>370 VPCs (w/ Netezza)</li> <li>352 VPCs (w/ DB2)</li> </ul>	<ul> <li>594 VPCs (w/ Netezza)</li> <li>544 VPCs (w/ DB2)</li> </ul>

## **Complimentary IBM Cartridges**

DataStage | Watson Studio Premium | Cognos | Planning Analytics

Forrester

Definition: Enterprise Insights Platform IBM Position Leader (2020)





Cloud Pak for Dat	a Platform		REDSHIFT
Administration	Scalability	Kubernetes	ORACLE <sup>®</sup>

# Success

# Do a lot more for a lot less by upgrading your existing IBM software to Cloud Pak for Data today

