



# IBM WATSON STUDIO

## DRIVE INNOVATION WITH SPEED, SCALE AND SIMPLICITY

Winning in the dynamic marketplace requires continual innovation delivered with scale and at speed. Artificial intelligence (AI) and data science capabilities offer organizations a clear path forward, becoming essential components for powering a technology-enabled business strategy.

**IBM offers a prescriptive approach to accelerating your journey to AI**

### The AI ladder



**INFUSE:**  
OPERATIONALIZE AI THROUGHOUT YOUR BUSINESS



**ANALYZE:**  
SCALE INSIGHTS WITH AI EVERYWHERE



**ORGANIZE:**  
CREATE A TRUSTED ANALYTICS FOUNDATION



**COLLECT:**  
MAKE DATA SIMPLE AND ACCESSIBLE

5x

Through 2020, the number of citizen data scientists will grow **five times** faster than the number of expert data scientists. Organizations can use citizen data scientists to fill the data science and machine learning talent gap caused by the shortage and the high cost of data scientists.<sup>1</sup>

Embedding AI and machine learning into business processes and applications has been challenging. Lack of skilled resources, data fragmented across multiple clouds and legacy IT infrastructure all slow the pace of AI experimentation and adoption. To harness the promise of AI, organizations must accelerate data science lifecycle management by simplifying data preparation and exploration, automating model development, and accelerating model training and deployment. This requires organizations to:

- *Bring AI and machine learning (ML) to their data—anywhere it lives*
- *Empower their people—data scientists, analysts, developers and others—to be more productive*
- *Operationalize and automate the data science lifecycle—from insight to prediction and optimization*

## IBM WATSON STUDIO FUELS AI-POWERED BUSINESS

The foundation of the IBM® Watson® Studio product suite is a purpose-built, enterprise data science and machine learning platform. Designed for data scientists, analysts, application developers and subject matter experts, the Watson Studio platform provides powerful tools and technologies to bring predictions into workflows with data preparation, modeling, deployment and continual training. Together with the Watson Machine Learning service, the Watson Studio platform empowers you to simplify AI deployment into production at scale.

31%  
OF RESPONDENTS

identify leveraging artificial intelligence/machine learning as an embedded feature within IT products/solutions as a top five data center modernization investment over the next 12–18 months.

### Integrate prediction with optimization

Tapping into enterprise data, the Watson Studio platform enables users to more quickly and easily develop predictive models and use them to further optimize decisions through integration with visual data science and decision optimization capabilities.

### Built for complex multicloud environments

Created with today's hybrid, multicloud environments in mind, the Watson Studio platform provides mission-critical performance; sophisticated, multilayered security; and comprehensive governance that can meet virtually any deployment or organizational requirements.

### The Watson Studio platform can accelerate your journey to AI

#### Speed through experimentation to deployment

- Refines and shapes data with a playback feature to complete tasks faster
- Accelerates machine learning and deep learning workload performance
- Fast-tracks the data science operation in a unified platform

### Scale deployment across multiple clouds

- Helps AI projects ramp up on virtually any public cloud—including Amazon Web Services (AWS), Microsoft Azure, Google and IBM Cloud—and integrate across public and private clouds
- Adapts to practically any environment, from ad hoc to departmental and enterprise data science
- Obviates the need to move data across multiple clouds and data centers

### Simplify progression along the data science lifecycle

- Automates data preparation and modeling tasks, feature engineering, hyperparameter optimization and leaderboard creation with AutoAI
- Makes getting started easier for people with varying skill levels
- Integrates machine learning and optimization models with visual, natural language and open source-based models

## IBM WATSON STUDIO IS AVAILABLE IN THREE DEPLOYMENTS AND WITH IBM CLOUD PAK™ FOR DATA

### Watson Studio Cloud

Train models on an IBM public cloud.

### Watson Studio Desktop

Visual drag-and-drop tools make data preparation and modeling simple and quick.

### Watson Studio Local

Train models behind your firewall or on an IBM private cloud. Also available to deploy on AWS or Azure.

### Watson Studio premium add-on for IBM Cloud Pak for Data

Multicloud-ready, cloud-native data and analytics platform featuring built-in governance and a growing catalog of microservices. Boost productivity and automation of the AI lifecycle with the Watson Studio platform as a premium add-on.

## HOW TO ENGAGE



Start your [complimentary cloud trial](#) or [desktop trial](#) or learn more at [ibm.com/cloud/watson-studio](https://ibm.com/cloud/watson-studio).

<sup>1</sup> Gartner, "Top 10 strategic technology trends for 2019," press release, October 15, 2018.

<sup>2</sup> Enterprise Strategy Group, Inc., "2019 Technology Spending Intentions Survey," Bill Lundell, February 15, 2019.

