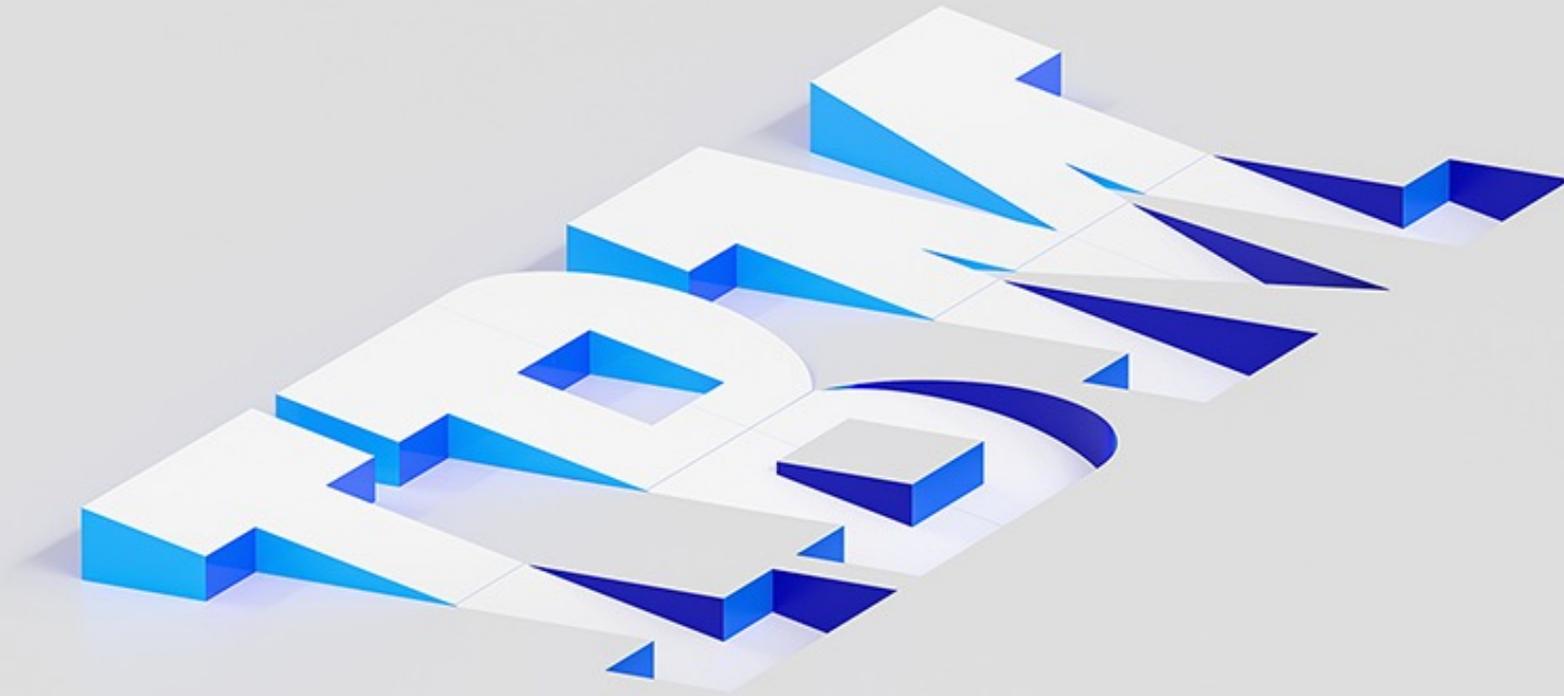
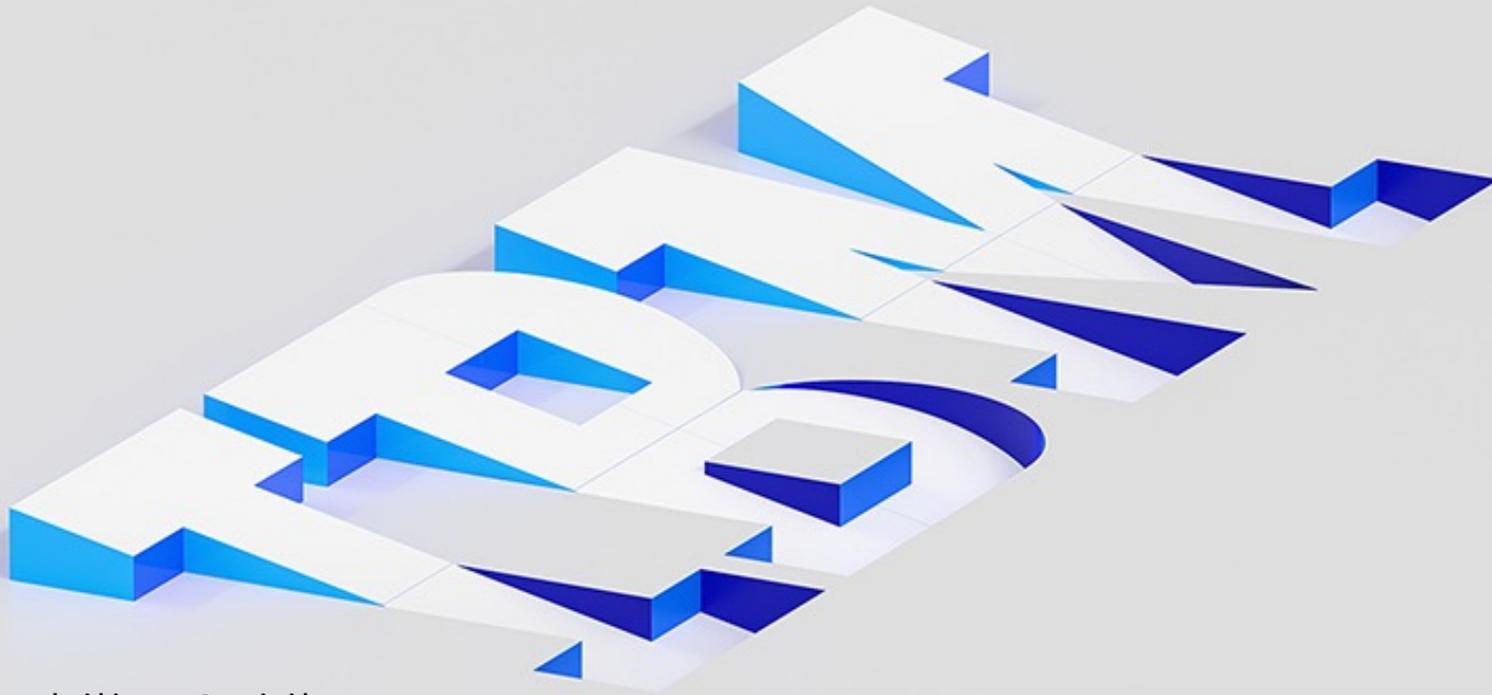


IBM radionica/Technology update: BH Telecom



Novosti i mogućnosti modernizacije IBM Data & AI alata



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Every business
is centered
around the
customer.

We live in the
unexpected
times.



Labor disruptions
that impact
customer
experience



Compliance
standards that
continuously
change



Inflation forces
that raise costs

Companies are using AI to navigate the **unexpected**
and create, automate, innovate.

To better serve your customers, *AI is essential* for you to:

- ✓ **Create** better outcomes that builds customer loyalty
- ✓ **Automate** business processes that produces operational efficiencies
- ✓ **Innovate** future ideas that delivers growth

... so, you can design
exceptional experiences.

And the best performers are data-driven

165%

More likely to outperform in **profitability**

163%

More likely to outperform in **revenue**

182%

More success at
managing change
compared to industry
peers

70%

Higher revenue
per employee

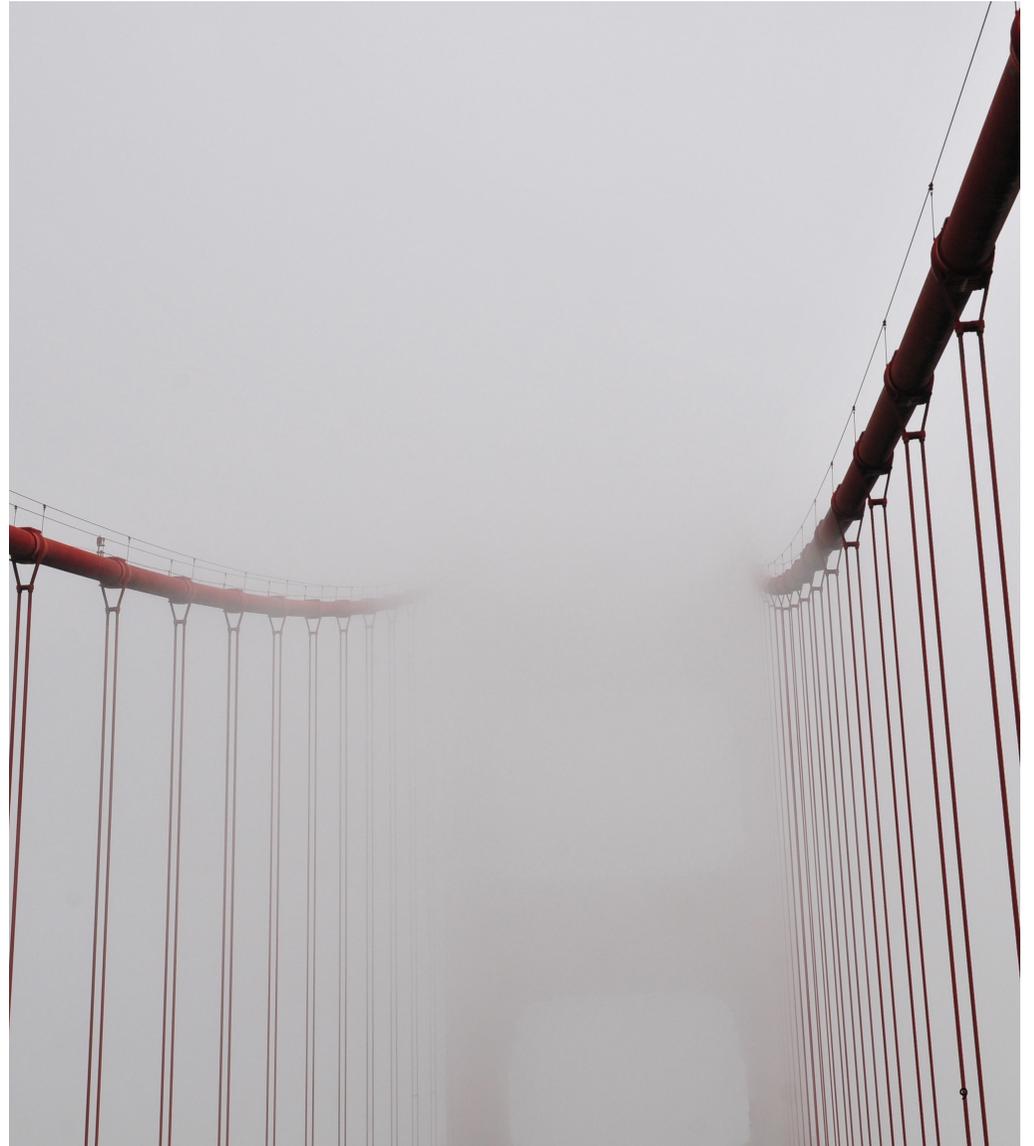
80%

More likely to plan
large investment in AI
or machine learning

245%

Higher fixed
asset turnover

But, if you don't have *access* to the data, you can't use AI to put *data to work*.



However, **data complexity** inhibits enterprises from becoming data-driven

68%

Of enterprise data is not analyzed

80%

Proportion of time on data cleaning, integration and preparation

82%

Data quality a barrier to their data integration projects

82%

Of enterprises are inhibited by data silos

Your data consumers used to just be your analysts and data scientists.

Now, *everyone in your organization* needs data access.



Sales

Rapidly respond to changing client needs to win **6.6X opportunities**.¹



HR

Attract and retain top talent by engaging **600+ applicants a month**.⁴



Marketing

Discover fast changing customer behavior for **17% increase in purchase consideration**.²



IT

Innovate and modernize apps and infrastructure for **25% more time to focus on strategic projects**.⁵



Finance

Set reliable forecasts in volatile conditions for **90%+ improvement in time to decision**.³

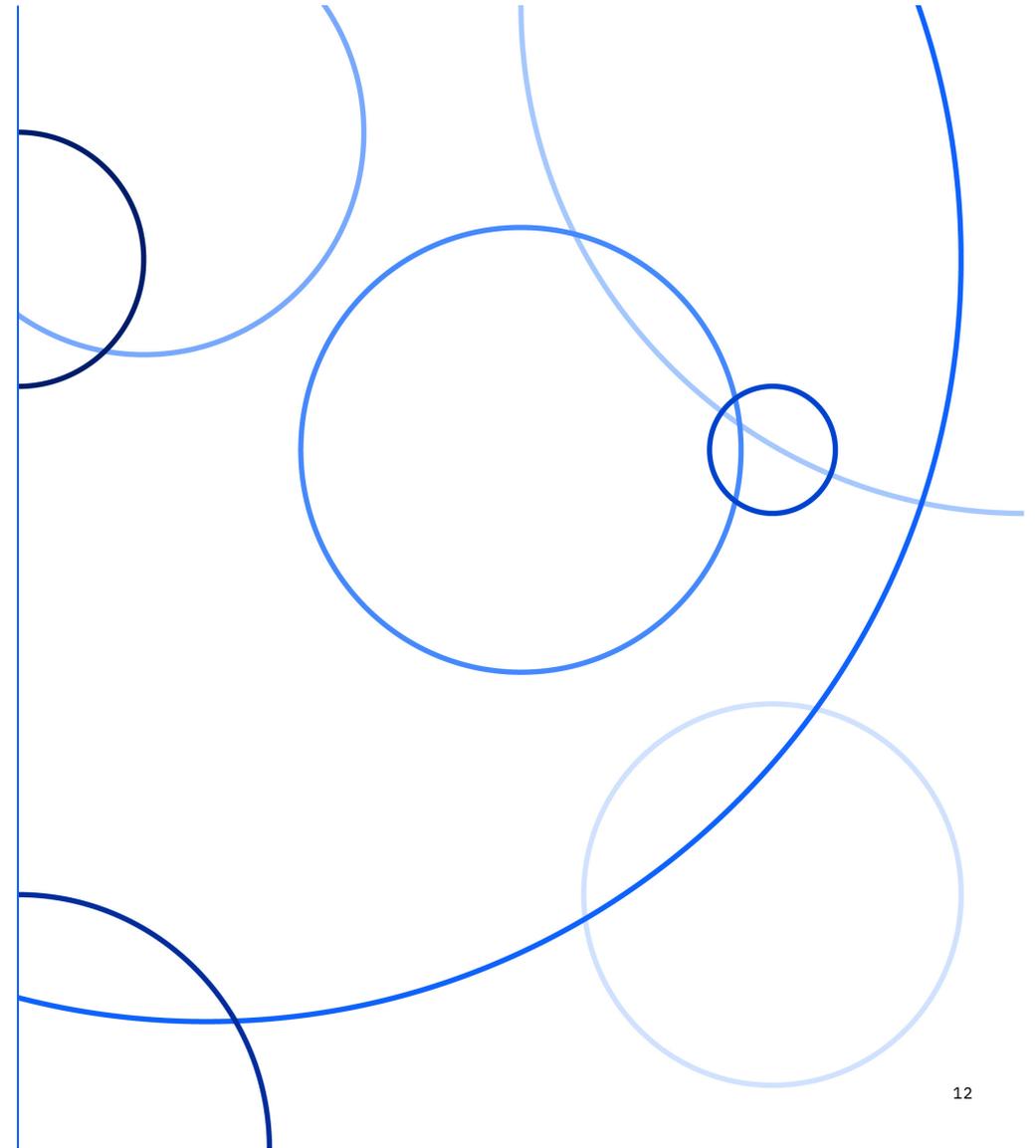


Operations

Continuously improve automated processes for **8x faster speed-to-insight**.⁶

Adoption of hybrid and multi-cloud environments requires a new approach

- Attempt to centralize everything fails
- Cloud and cloud data warehouses add complexity
- Higher compliance, security, governance risks
- Increased focus on regulatory requirements
- Challenges related to scale of:
 - Discovering everything you have
 - Processing all your data in disparate locations
 - Data engineering



Copying and pasting data to give more users access only made our existing data problems **worse**.



More data sprawl
Multiple locations and silos



More data complexity
Documents, images, videos



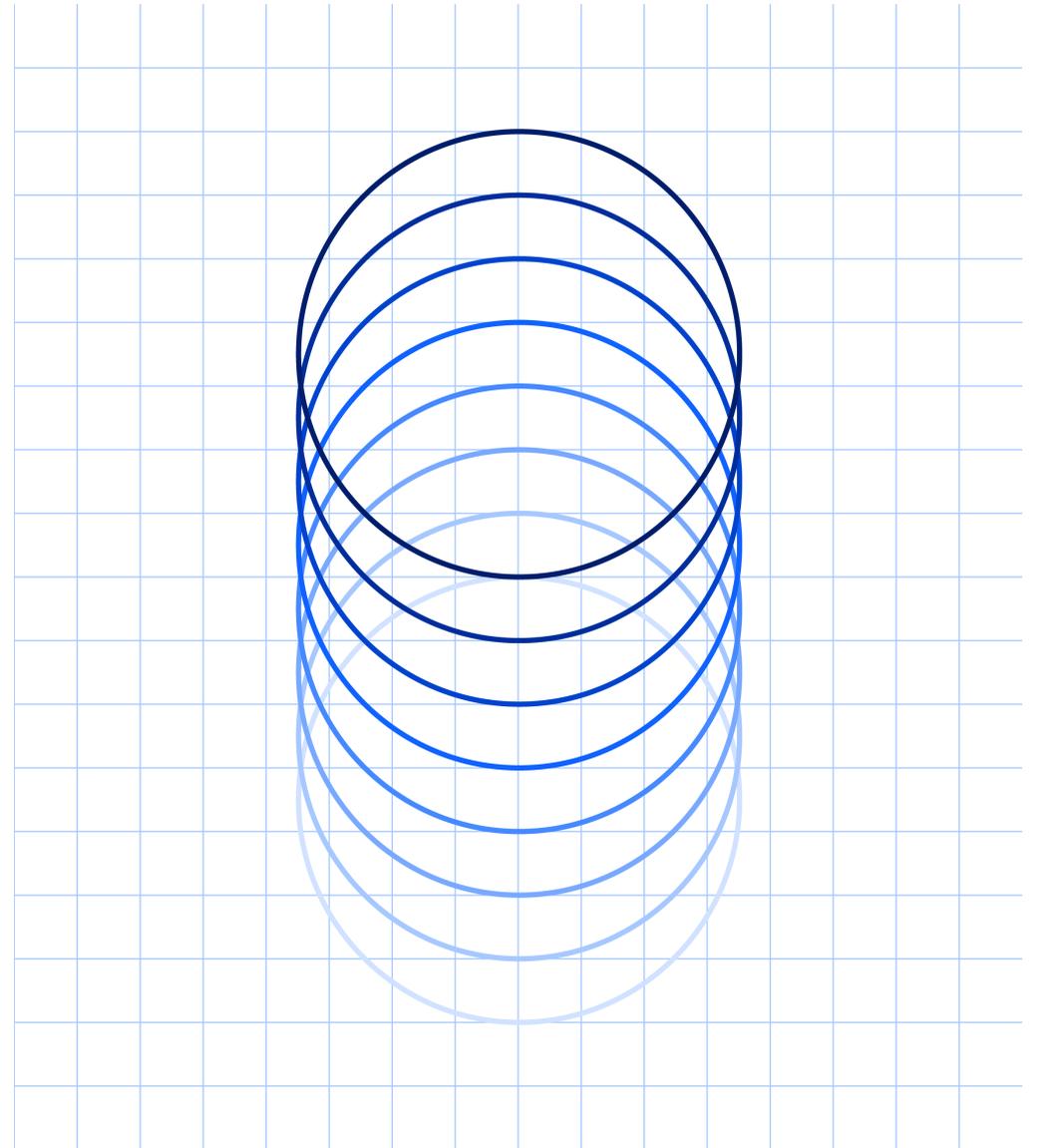
Worse data quality
Stale and inconsistent

There's a better way to solve your data problems: **a data fabric.**

Data fabric (n):

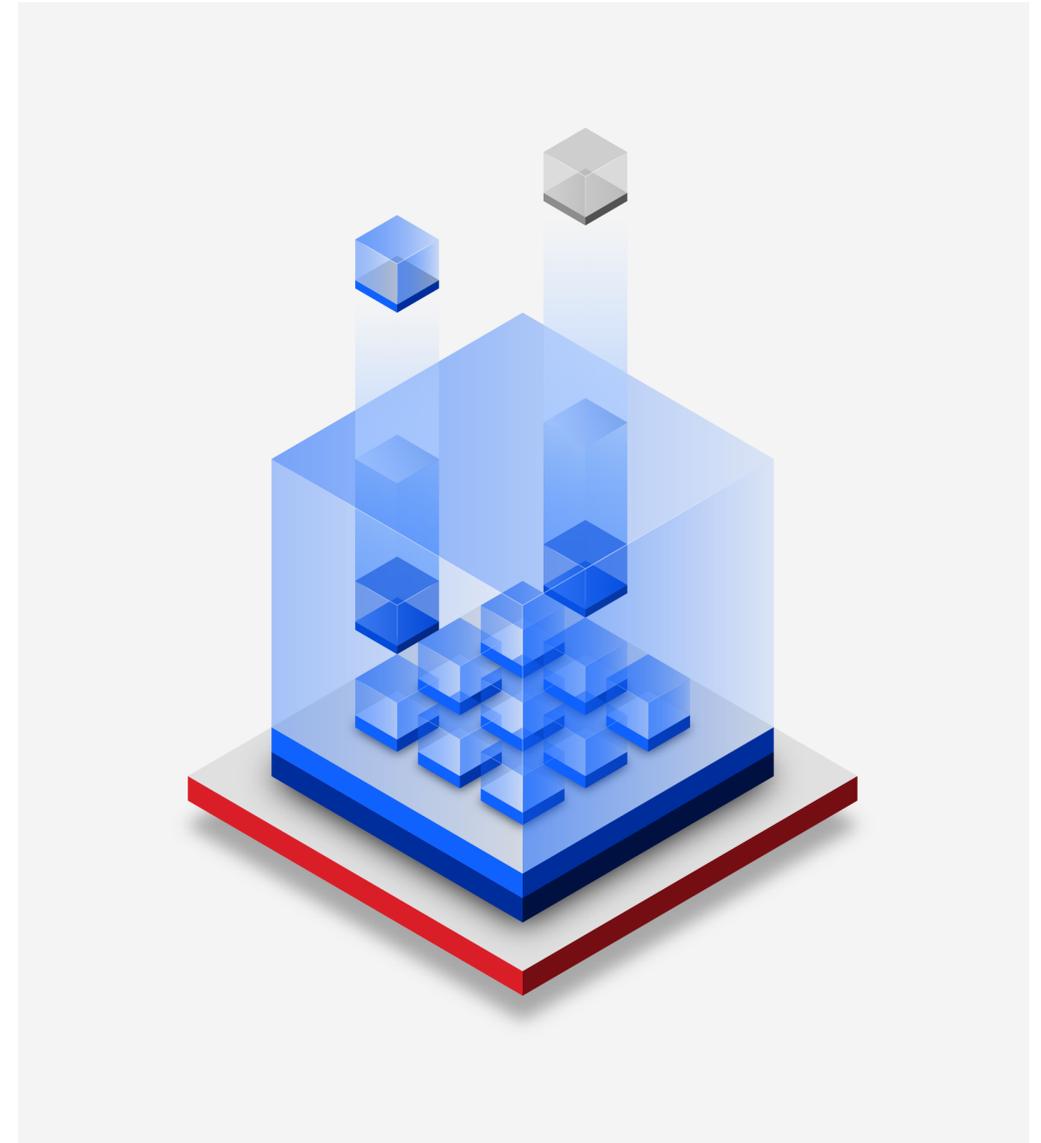
A data architecture with an integrated set of technologies and services designed to democratize data access across the enterprise at scale.

It is not one single tool or technology.



IBM Cloud Pak for Data is
designed for a Data Fabric
– *no assembly required.*

Built on Red Hat OpenShift
Deploy Anywhere



IBM Cloud Pak for Data

An information architecture for AI

Cloud Pak for Data

Pre-integrated Data, AI and Cloud services delivered within an open and extensible cloud native platform



Data management



Data fabric



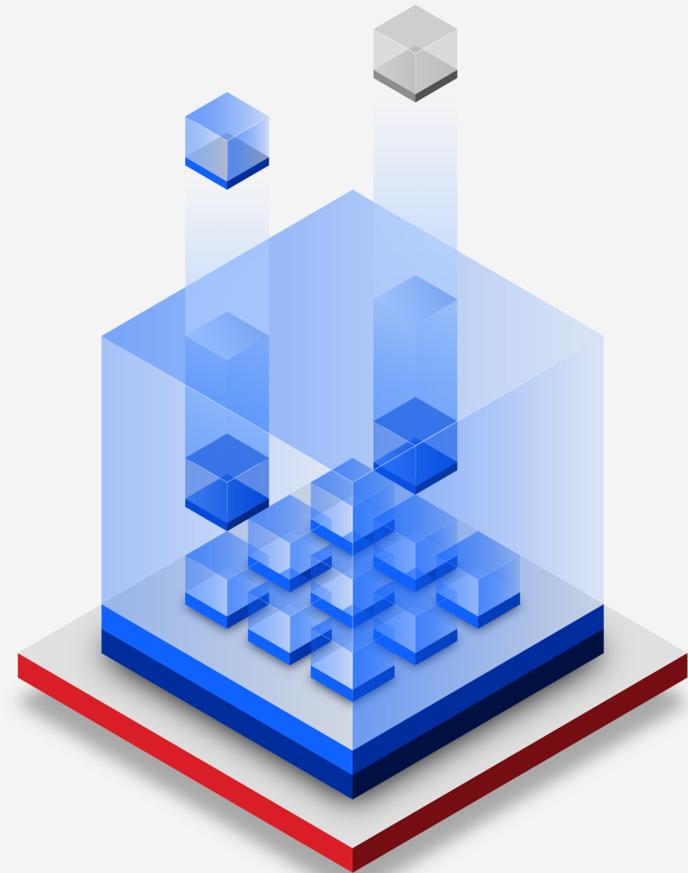
Business analytics



Customer Care

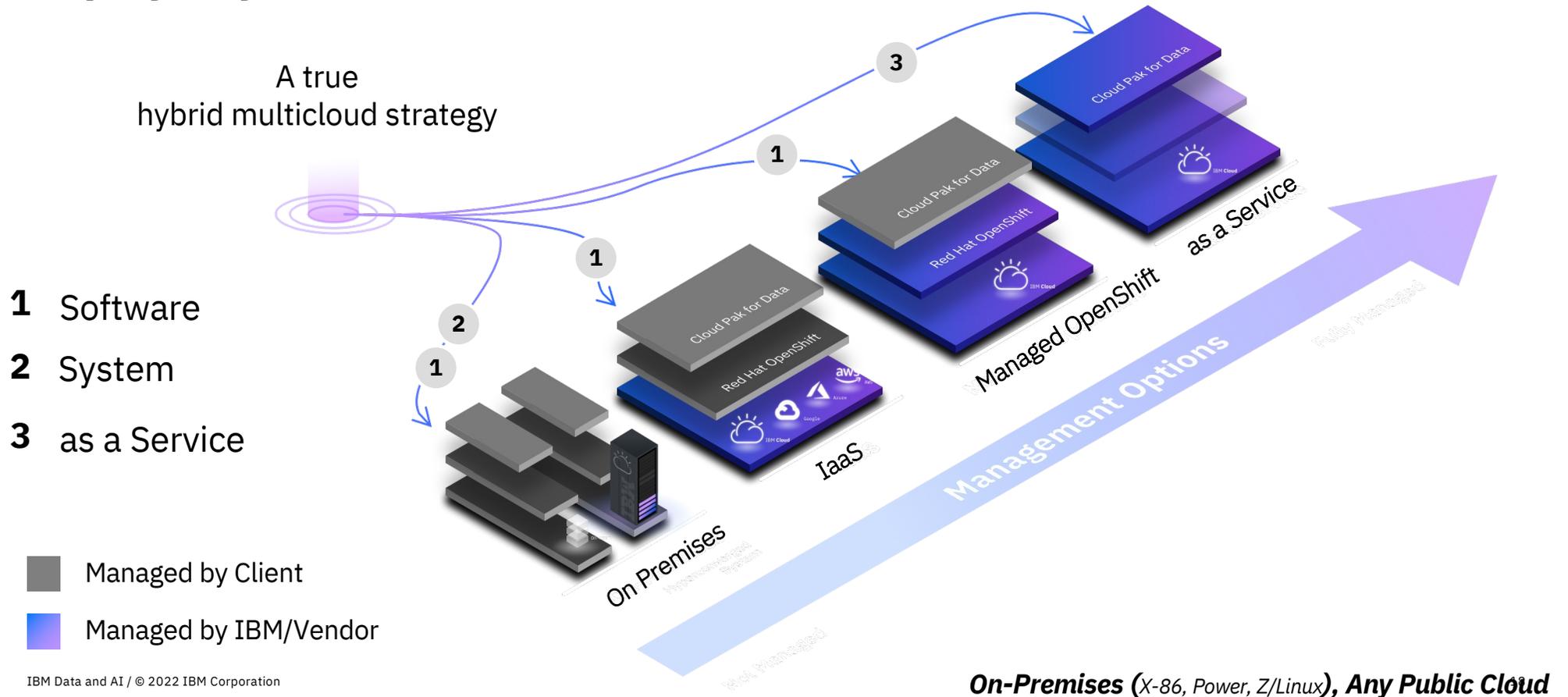
 **Red Hat**
OpenShift **Hybrid cloud platform**

IBM Cloud | Amazon Web Services | Microsoft Azure | Google Cloud | On-premises hardware



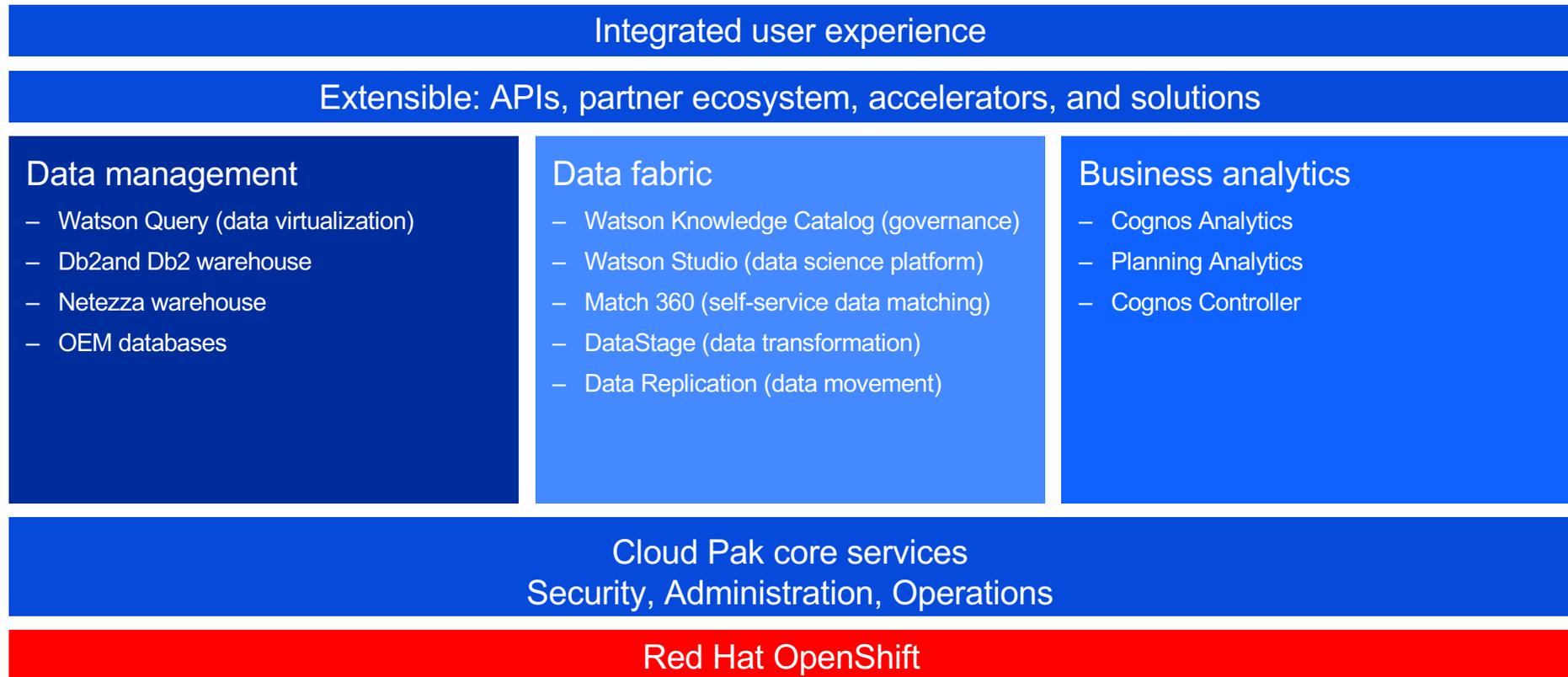
Cloud Pak for Data

Deploy Anywhere.



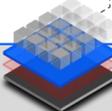
Cloud Pak for Data

Unified, modular, deployable anywhere

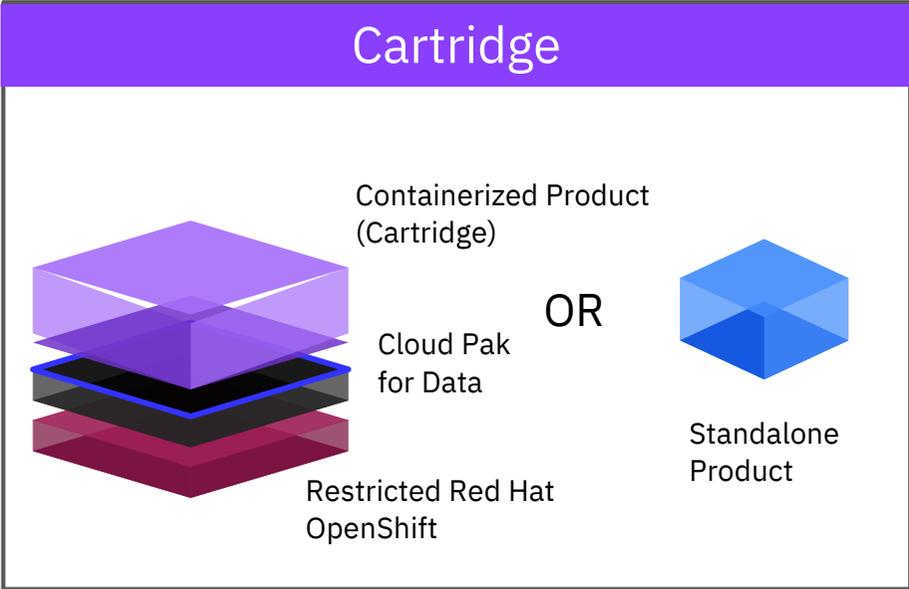


IBM Cloud | Amazon Web Services | Microsoft Azure | Google Cloud | On-premises hardware

Cloud Pak for Data v4.5 Packaging

Data and AI Solution	 Base Services	 IBM Cartridges	OEM Partnerships
Data Management	Db2 Warehouse Data Virtualization Db2 BigSQL Data Management Console Hadoop Execution Engine Guardium (Integration)	Db2 AE/SE Informix	Cloudera EnterpriseDB MongoDB DataStax SingleStore
Data Fabric	Watson Knowledge Catalog (including IGC) Information Analyzer (included in WKC) Watson Studio (includes Data Refinery) Watson Machine Learning (includes AutoAI) Watson Machine Learning Accelerator Watson OpenScale SPSS Modeler Decision Optimization Data Privacy (Beta) IBM Match360 with Watson Analytics Engine for Apache Spark Watson Pipelines (early access program)	Master Data Management Product Master DataStage Information Server Knowledge Accelerators Financial Crimes Insights OpenPages with Watson Open Data for Industries Financial Services Workbench Data Replication (beta)	Manta (4.5.1) Virtual Data Pipeline (Actifio) Advanced Data Preparation (Trifacta) Box
Business Analytics	Cognos Dashboards Embedded	Cognos Analytics Planning Analytics with Watson	Anaconda Repository
Customer Care	-	Watson Assistant Watson Discovery Watson Speech Services	Fenergo Palantir

What is a Cartridge?



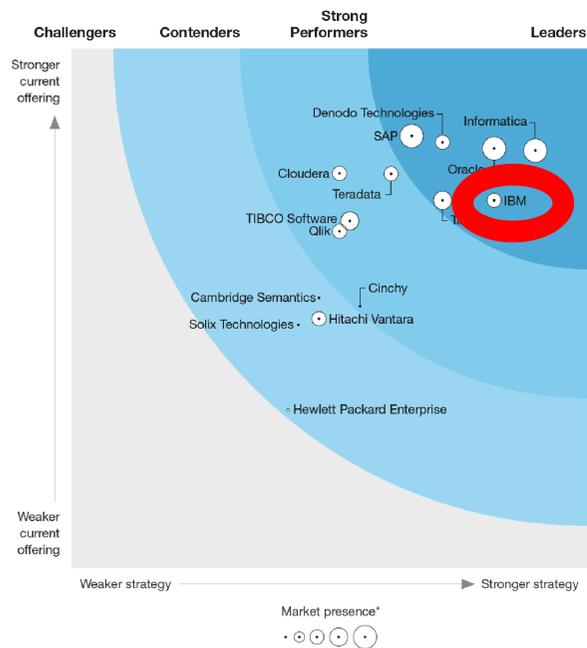
Shared entitlement with traditional / non-container product

Data and AI Solution	Cartridge
Data Management	Db2 AE/SE Informix
Data Fabric	Master Data Management Product Master DataStage Information Server Knowledge Accelerators Financial Crimes Insights OpenPages with Watson Open Data for Industries Financial Services Workbench
Business Analytics	Cognos Analytics Planning Analytics with Watson
Customer Care	Watson Assistant Watson Discovery Watson Speech Services

IBM Industry Leadership

Enterprise Data Fabric

THE FORRESTER WAVE™
Enterprise Data Fabric
Q2 2022



Data Integration

Magic Quadrant

Figure 1: Magic Quadrant for Data Integration Tools



Source: Gartner (August 2022)

Data Science and Machine Learning

Figure 1: Magic Quadrant for Data Science and Machine Learning Platforms



Source: Gartner (March 2021)

IBM Data and AI

Designing exceptional experiences by making data ready for AI—and everyone

IBM Consulting

Data Consumers



Data Fabric

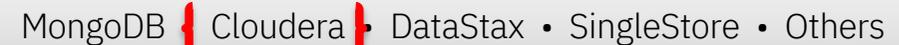


Data Providers

IBM



Partners



IBM Public Cloud



Public Clouds



Enterprise Infrastructure

Edge

IBM