

Cloud Pak for Data

Open, extensible data platform that unifies and simplifies the collection, organization and analysis of data.



Product featured

- IBM Cloud Pak® for Data
- IBM Cloud Pak for Data System
- IBM Cloud Pak for Data as a Service

Elevator pitch

IBM Cloud Pak for Data® is a unified data, analytics and AI platform that makes it easy to **collect**, **organize** and **analyze** massive quantities of data, and **infuse** AI across an entire organization.

IBM Cloud Pak for Data delivers an intelligent data fabric architecture that capitalizes on the underlying resource and infrastructure optimization and management of the streamlined hybrid cloud foundation of Red Hat® OpenShift®. Unleash greater productivity, insights and cost-risk mitigation by connecting the right data to the right people at the right time, from anywhere it's needed.

Key benefits include:

- Single, unified platform
- Built-in governance
- Extensible and customizable
- Pre-built AI and industry applications
- Designed for hybrid cloud

IBM Cloud Pak for Data is available in multiple forms:

- **IBM Cloud Pak for Data:** A client-managed software platform that runs on any cloud—compute, networking and software. IBM Cloud Pak for Data software fully supports multi-cloud environments such as Amazon Web Services (AWS), Azure, Google Cloud, IBM Cloud® and private cloud deployments.
- **IBM Cloud Pak for Data as a Service:** A “pay-as-you go” subscription model IBM Cloud Pak for Data services, fully managed on IBM Cloud infrastructure. Access mission-critical data and AI Services a unified experience, fully managed on IBM Cloud®;
- **IBM Cloud Pak for Data System:** A preconfigured, hyper-converged system that includes storage is a complete hybrid cloud on-premises platform-in-a-box. Its high-performance environment is designed to drive insights and speed innovation. Netezza® Performance Server for IBM Cloud Pak® for Data – is an advanced data warehouse and analytics platform available both on premises and on cloud.

Customers

What are customers struggling with?

Every organization must become smarter and more responsive to intelligently operate and engage with their community, resiliently respond to market changes, flexibly optimize costs, and innovate.

Fueled by data, AI is indeed empowering leading organizations to transform and deliver value and outperform competitors. But one third of respondents cited data complexity and data siloes as top barriers to AI adoption. For a customer to successfully scale AI throughout their business, they must overcome data complexity and use better ways to manage the increasing proliferation of data spread across expansive digital ecosystems as cloud applications multiply.

Most businesses struggle to manage and maintain vast amounts of data spanning public, private and on-premises clouds. Seventy percent of global respondents in a recent study said their company is pulling from over 20 different data sources to inform their AI, BI, and analytics systems. Traditional approaches to managing the complexity of data in its many forms and new locations have had limited impact and drained resources. Manual efforts to move and unify data are slow and costly, and there are always new requirements for data privacy, security and customer control of their data.

Customers with the highest propensity to buy IBM Cloud Pak for Data

- Customers with data in multiple clouds
- Customers that want to modernize their applications, need a better way to manage DataOps, or want to automate:
 - The AI lifecycle (AutoAI)
 - Querying across different data types and architectures (AutoSQL)
 - Cataloging and classification (AutoCatalog)
 - The creation and enforcement of privacy policies across hybrid landscapes (AutoPrivacy)
 - (See section on Intelligent Data Fabric for more detail)
- Customers with an existing microservices Kubernetes architecture, such as Red Hat OpenShift, or customers who have other IBM Cloud Paks, as all are built on OpenShift.
- Customers interested in integrated analytics, AI, and DataOps platform
- Customers who have an IBM Cloud Pak for Data Cartridge and need additional VPCs of Cloud Pak for Data for extended or additional use cases.
- Existing IBM Data and AI customers with legacy versions of base/cartridge services who are looking to modernize

Customers with the highest propensity to buy IBM Cloud Pak for Data System

- Customers interested in IBM Cloud Pak for Data benefits but on company premises and behind their own firewall.
- Customers interested in ease and speed of deployment and maintenance in a hyperconverged system form factor.

Customers with the highest propensity to buy IBM Cloud Pak for Data System with IBM Netezza® Performance Server

- Netezza or other PostgreSQL customers who are interested in IBM Cloud Pak for Data System benefits but want to use the same apps and tools they are accustomed to using with Netezza and PostgreSQL databases
- Netezza or other PostgreSQL customers interested in dramatically faster performance of analytical queries; internal IBM similar comparisons show three times, or 300%,¹ faster processing on average

¹ Results determined by IBM performance testing teams

Customers with the highest propensity to buy IBM Cloud Pak for Data as a Service

- Companies who want a unified way to access and manage a set of data and AI services in a fully managed Cloud. Cloud Pak for Data as a Service on IBM's cloud allows clients' teams to efficiently build machine learning models in the cloud, optimize resources, and foster collaboration. IBM handles provisioning, 24x7 management and version upgrades so customers can focus on business needs
- Customers who don't have the time, resources, or skills to manage a containerized environment.
- Customers who want quick deployments, zero maintenance, and an infinitely scalable environment that's always up to date, but want to pay only for what they use.
- Customers who want to try out use cases before procuring Cloud Pak for Data software or Cloud Pak for Data System.

Who's interested and why?

Typical sponsors

- Chief data officers (CDOs,)
- Chief information officers (CIOs,)
- Analytics leaders,
- Chief technology officers (CTOs,)
- Chief financial officers (CFOs,)
- Any "C-level" vice presidents (VPs) and presidents

Typical influencers

- Data scientists
- Chief architects
- Directors of development and IT
- Business unit VPs

What are the key Industries to focus on?

All industries can benefit; however, regulated industries such as finance, healthcare, insurance and defense have additional data requirements that warrant a private cloud. For example:

Financial sector. Financial institutions have become increasingly reliant on cloud technologies to store customer account data along with their core banking systems. This trend has raised concerns with financial regulators in the EU and the US over how online storage services that hold sensitive data—such as the cloud—are being directed. Regulators are planning to test how well banks would stand up to cloud disruption and possibly introduce new regulations. If your service and solution providers' offerings enable financial institutions to keep sensitive data inside the firewall, there's less risk that their customers will be impacted by a new regulation.

Healthcare. Healthcare organizations in particular are finding that they need to keep some healthcare-related resources in-house for reasons related to performance, cost or compliance, especially with personal health information at risk. Many hospitals and payer systems are unwilling to use the public cloud for workloads that are mission-critical, sensitive to latency or subject to regulatory compliance. They opt for a hybrid cloud approach to meet their business needs. Your service and solution providers who are selling to companies in the healthcare industry can help meet their customers' needs by providing a hybrid cloud solution. And IBM Cloud Pak can assist them in getting to market faster.

Insurance. Insurance providers are hindered because customers may be an agent's and not theirs. So, they can't connect directly with the users and provide insight as easily as banks, for example. Also, digital transformation is a challenge for insurers because many have inflexible, mature systems and a culture resistant to change. Based on responses from 78 US health insurance payer organizations, 32% of IT spending is still allocated for essential software, for example, software that is necessary to run the business but doesn't necessarily help achieve new business goals.² Even with these challenges, new technologies such as advanced analytics and AI are two areas of interest to many businesses and projects that will result in an investment in digital transformation. IBM Cloud Pak for Data can help heritage solution providers overcome these challenges and move their customers into the digital age.

Defense. The defense industry must generate, protect and share data in a way that's impervious to adversary actions. In addition, autonomous detection and response to cyber-intrusions are essential needs within the defense industry. By using IBM Cloud Pak for Data, service and solution providers can help the Department of Defense (DOD) meet these requirements.

Partner opportunity

Launched three years ago to speed data-driven, predictive outcomes, Cloud Pak for Data has rapidly accelerating customer adoption and has been recognized for market leadership. A customer's ability to collect, organize, analyze and scale AI, securely, efficiently, and cost effectively, has become all the more important in these transformative times. IBM and many independent analysts see a rapidly growing market for Hybrid Cloud and Data and AI solutions, especially Cloud-delivered Data and AI services, as companies need to accommodate a multitude of changes and trends.

² Sabitha Majukumar. "State of Digital Transformation in the U.S. Health Insurance Market: 2019 Update." IDC, February 2019.

IBM Cloud Pak for Data Partners can enable their clients to get the benefits of connecting the right data, at the right time, to the right people, anywhere it's needed.

- IBM Data and AI Partners who understand the needs of line of business executives but also understand Information and Data Fabric architecture and have strong or growing skills with containers or Kubernetes.
- IBM Netezza Partners
- Red Hat Partners with OpenShift skills
- System integrators, including global system integrators and regional system integrators focused on AI, analytics, cloud.
- Partners who have security and GDPR practices and want to expand into analytics and AI
- Partners who have customers that use IBM Db2®, IBM Informix®, MongoDB, PostgreSQL or CockroachDB systems and want to expand governance and analytics with their data
- Partners who have customers that want to augment or change from Oracle or Teradata
- Partners who have clients with data on AWS, Google, Azure clouds as well as on IBM Cloud, as Cloud Pak for Data will let them access and leverage data where it resides.

IBM Solution

How can IBM help?

IBM Cloud Pak® for Data is a fully integrated cloud-native data and AI platform that enables customers to predict and automate outcomes with trusted data and AI.

Cloud Pak for Data helps companies collect, organize, and analyze data; then infuse AI throughout their business within a collaborative platform experience. Cloud-native by design, IBM Cloud Pak for Data is built on and takes advantage of the underlying resource and infrastructure optimization and management in Red Hat® OpenShift® Container Platform. The solution can be deployed on any cloud and fully supports multicloud environments such as AWS, Azure, Google Cloud Platform, IBM Cloud® and private cloud deployments. Its key integrated features span the entire analytics lifecycle from data management and DataOps to business analytics and AI:

- **Single, unified platform**
Bring data management, data governance, data science and AI capabilities together on an intuitive integrated platform based on your needs.
- **Built-in governance**
Use automated end-to-end governance to help enforce policies and rules across your organization and quickly respond to changing regulations.

– **Extensible and customizable**

Flexibly deploy data and AI services from a growing catalog of proprietary, 3rd party and open source services to build the platform that best suits your needs.

– **Pre-built AI and industry applications**

Innovate at speed thanks to industry solutions for IT operations, customer service, risk and compliance, and financial operations.

– **Designed for hybrid cloud**

Deploy the platform in almost any environment, whether on-premises or on the cloud, due to its cloud-native design and Red Hat OpenShift foundations

The next generation of IBM Cloud Pak for Data:

An Intelligent Data Fabric:

Companies need to be smarter and more responsive to intelligently operate and engage the world, resiliently respond to market changes, flexibly optimize costs, and innovate. Fueled by data, AI is empowering leading organizations to transform and deliver value. But data complexity means companies have challenges in managing all their data, wherever it is, and in leveraging that data while it's still fresh. An intelligent data fabric is essential to the effective management of these issues. A data fabric is an architectural approach that helps make data visible—and usable—across an entire enterprise.

IBM Cloud Pak for Data has new AI-powered capabilities that are the core components of a new intelligent data fabric. This intelligent data fabric will use AI to automate complex data management tasks and universally discover, integrate, catalog, secure and govern data across multiple environments. Users will be able to benefit from intelligent unification of diverse data types and architectures —like data lakes, data catalogs, warehouses and other data integration platforms —into one common data foundation without the need to copy or move information.

IBM Cloud Pak for Data further infuses intelligent automation throughout the platform with new AI-powered capabilities that are the core components of a new intelligent data fabric within the platform. This intelligent data fabric uses AI to automate complex data management tasks and universally discover, integrate, catalog, secure and govern data across multiple environments.

The intelligent data fabric in IBM Cloud Pak® for Data enables customers to automate distributed queries at scale without data movement; automate discovery and understanding of business-ready data; automate universal privacy and usage policies across the data ecosystem; and optimize model training, accuracy and explainability.

- **AutoAI:** Automate data preparation, model development and feature engineering to find and deploy top-performing models in minutes. Simplify AI lifecycle management to build models faster, accelerate deployment and open up AI to broader skill sets
- **AutoSQL:** A high performance, universal query engine that simplifies your data landscape by enabling you to use the same query across disparate data sources, including data warehouses, data lakes and streaming data, saving time and resources that would typically go into moving data and maintaining multiple query engines. In conjunction with the platforms existing data virtualization capabilities, AutoSQL empowers users to easily query data across hybrid, multicloud and multi-vendor environments. AutoSQL includes pre-integrated data governance capabilities, thus data consumers are assured of the quality and validity of the data.
- **AutoCatalog:** Automates how data is discovered and classified to maintain a real-time catalog of data assets and their relationships across disparate data landscapes. A critical capability of the intelligent data fabric within the platform, AutoCatalog helps overcome the challenges faced by managing a complex hybrid and multicloud enterprise data landscape and helps ensure that data consumers can easily find and access the right data, at the right time, regardless of location.
- **AutoPrivacy:** Employs AI to intelligently automate the identification, monitoring and, subsequently, the enforcement of policies on sensitive data across the organization. AutoPrivacy is a key aspect of the universal data privacy framework available within IBM Cloud Pak for Data. Spanning the entire data and AI lifecycle, this framework allows business leaders to provide the self-service access data consumers need without sacrificing security or compliance. Build a better strategy for governance risk and compliance by eliminating compliance “blindspots” and minimizing risk

Key benefits include:

- Enable self-service data consumption and collaboration. Self-service capabilities enable pertinent users of data within organizations to find quality data quicker, and spend more time exploring data to provide tangible insights that drive value for the business.
- Automate governance, data protection and security enabled by active metadata AI- enhanced automation creates data governance rules and definitions by automatically extracting content from regulatory documents. Implement revised or new governance regulations with speed and precision, potentially averting costly fines for noncompliance.
- Automate data engineering tasks and augment data integration. Optimize and accelerate the delivery of data within the enterprise, eliminating inefficient, repetitive, and manual data integration processes. Real-time continuous and automatic analysis supports delivery of quality data.

Opportunity identification

Prescriptive actions to take to get going right away

- Evaluate the current skill and skill gap for identified for IBM Cloud Pak for Data.
- Use sales and technical enablement for faster activation to fill in gaps.
- Earn Cloud Pak for Data Sales Badges and Technical certifications to have improved abilities to serve clients' needs, drive more sales, and earn Competencies.
- Identify Red Hat OpenShift microservices Business Customers who want to expand analytical and governance services.
- Help ensure you are familiar with the content in ibm.seismic.com, where you will find links to sales and technical enablement and scripted Cloud Pak for Demo demos, as well as competitive information and battle cards.
- Connect with other Partners with different data and AI skills to connect with each other and go to market together to meet customers' needs; take advantage of [IBM Business Partner Connect](#).
- Build a demand generation engine for IBM Cloud Pak for Data.
- Chose the IBM PartnerWorld Partner Package that is right for them.

Starting questions/Conversation starters

- Are you going through a business transformation that uses data as a strategic differentiator?
- Do you need to cut costs through data processing automation?
- Do you have plans to embrace AI to automate business processes and improve overall performance?
- Are you subject to regulatory or country rules that are slowing or inhibiting your ability to move data-based workloads to the public cloud?
- Are you interested in gaining the elasticity and service-oriented software benefits of the cloud while still keeping your data behind your firewall?
- Are you attracted to a container-based approach for software deployments and would like to move in that direction for on-premises deployments?
- Do you have any custom-built systems of engagement, systems of insight or systems of record that could be drastically simplified in a container-based, as a service-based deployment form?
- Do you currently use containers, Kubernetes, or Red Hat OpenShift?

Customer references, case studies, use cases

References

A full set of externally facing Cloud Pak for Data references, organized by industry, is available from the Cloud Pak for Data home page in [Seismic](#)

Key assets and additional resources

Education

[Fast Start 2021 sessions for Partners](#)



[Cloud Pak Learning Journeys for Partners](#)



[Cloud Pak Skills & Certification](#)



[Cloud Pak for Data Product Hub](#)



Sales Enablement

[Cloud Pak for Data \(Modernize\) homepage on Seismic](#)



[Cloud Pak for Data at Think 2021](#)



[Cloud Pak for Data videos on YouTube](#)



[Cloud Pak for Data Outcomes](#)



Technical Sales Enablement

[Technical Resources for Partners](#)



[Channel Technical Enablement Guides](#)



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