

IBM om AI

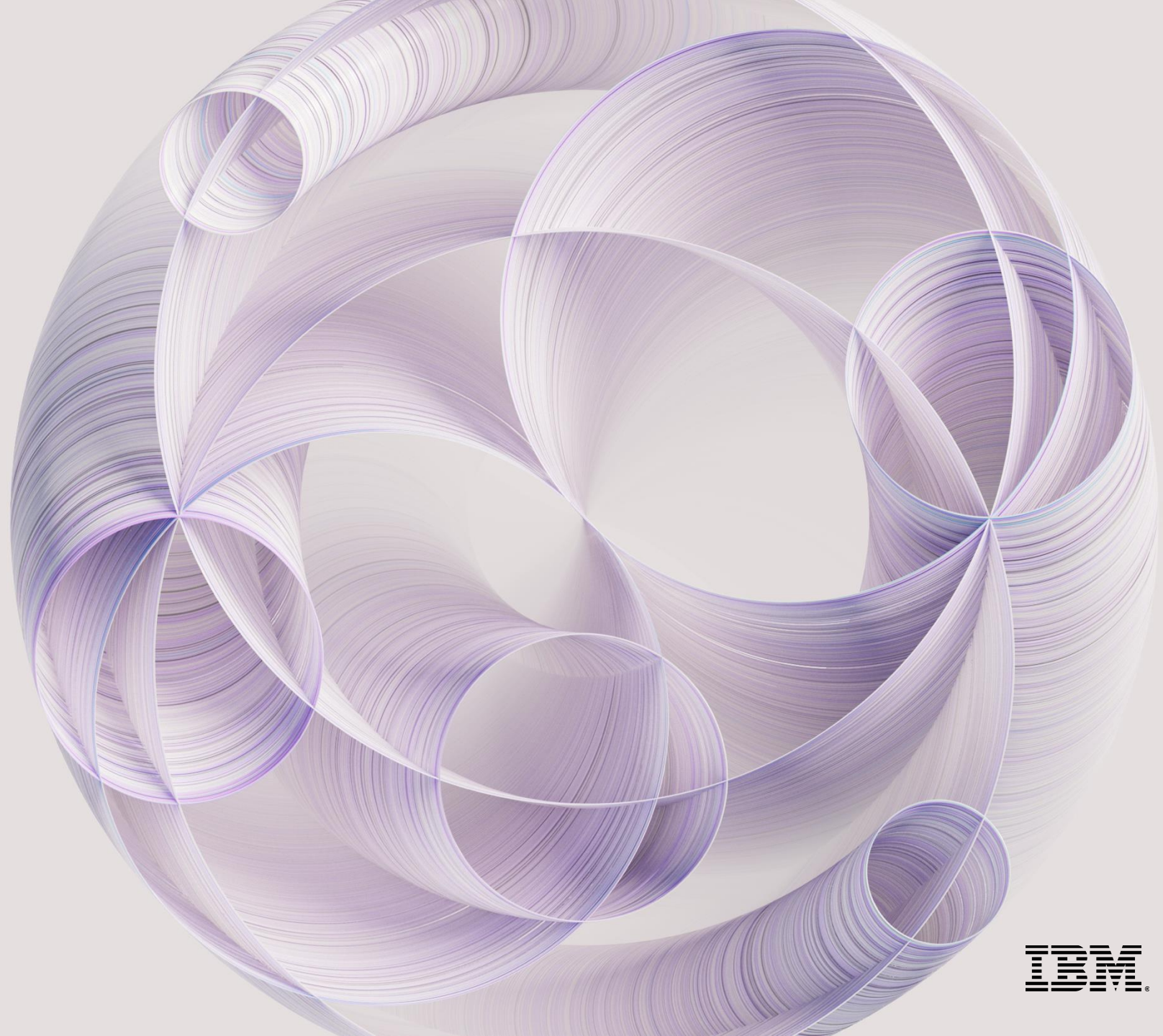
IBM i fagdag

Common Norge

Vidar Svendsen, Oslo 11.09.2024

Putting AI to work with IBM

Vidar Svendsen



AI eller KI?



1950's

Artificial intelligence (AI)

Human intelligence exhibited by machines

1980's

Machine learning

AI systems that learn from historical data

2010's

Deep learning

Machine learning models that mimic human brain function

2020's

Generative AI (Gen AI)

Deep learning models (foundation models) that create original content

The IBM software offering sits on 10+ years experience in trustworthy AI



Deep expertise in AI

Trustworthy AI research since 2013

1,000+ generative AI for business engagements in 2023

#1 in AI-related patents in 2023



Deep expertise in governance

GRC platform since 2010

11 interconnected risk domains supported by a common “backbone”

MRG solution since 2016

AI governance solution since 2022



IBM is “client zero”

AI Ethics board since 2018

Governance of internal AI use cases

Governance of trained generative AI models

Using our own technology



Community involvement

AI legislation

AI technical standards

Academic and industry partnerships

Trust at the core

Without trust,
no adoption

Without adoption,
no usage

Without usage,
no return of investment



Data and Insights belong to their creator

Much more than avoid training models
on their input



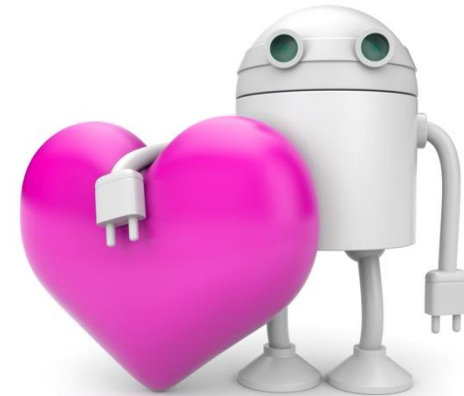
Augmented Intelligence

The purpose of the technology is not
to replace human intelligence, but to
augment human intelligence



The technology must be Explainable and Transparent

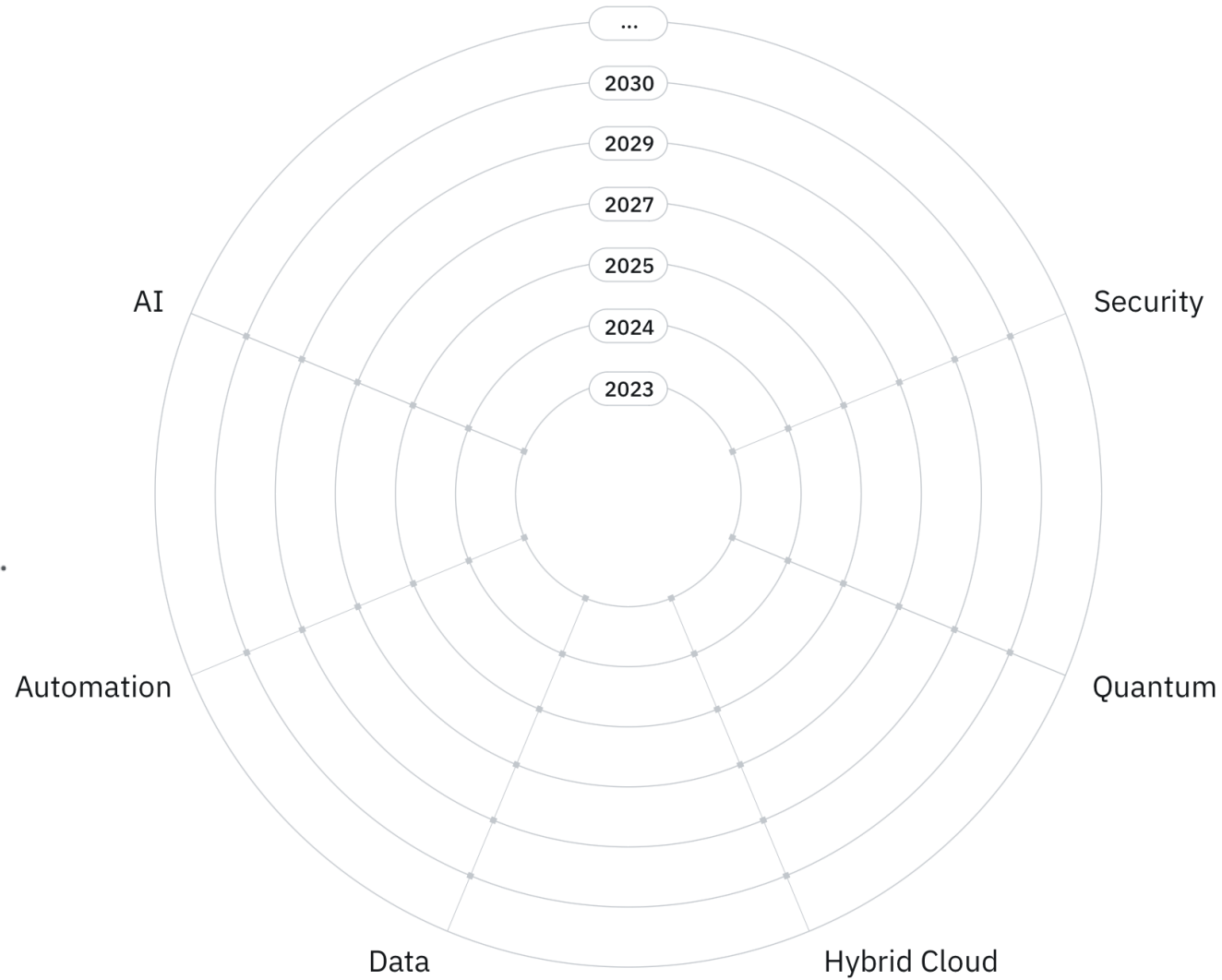
There's a difference



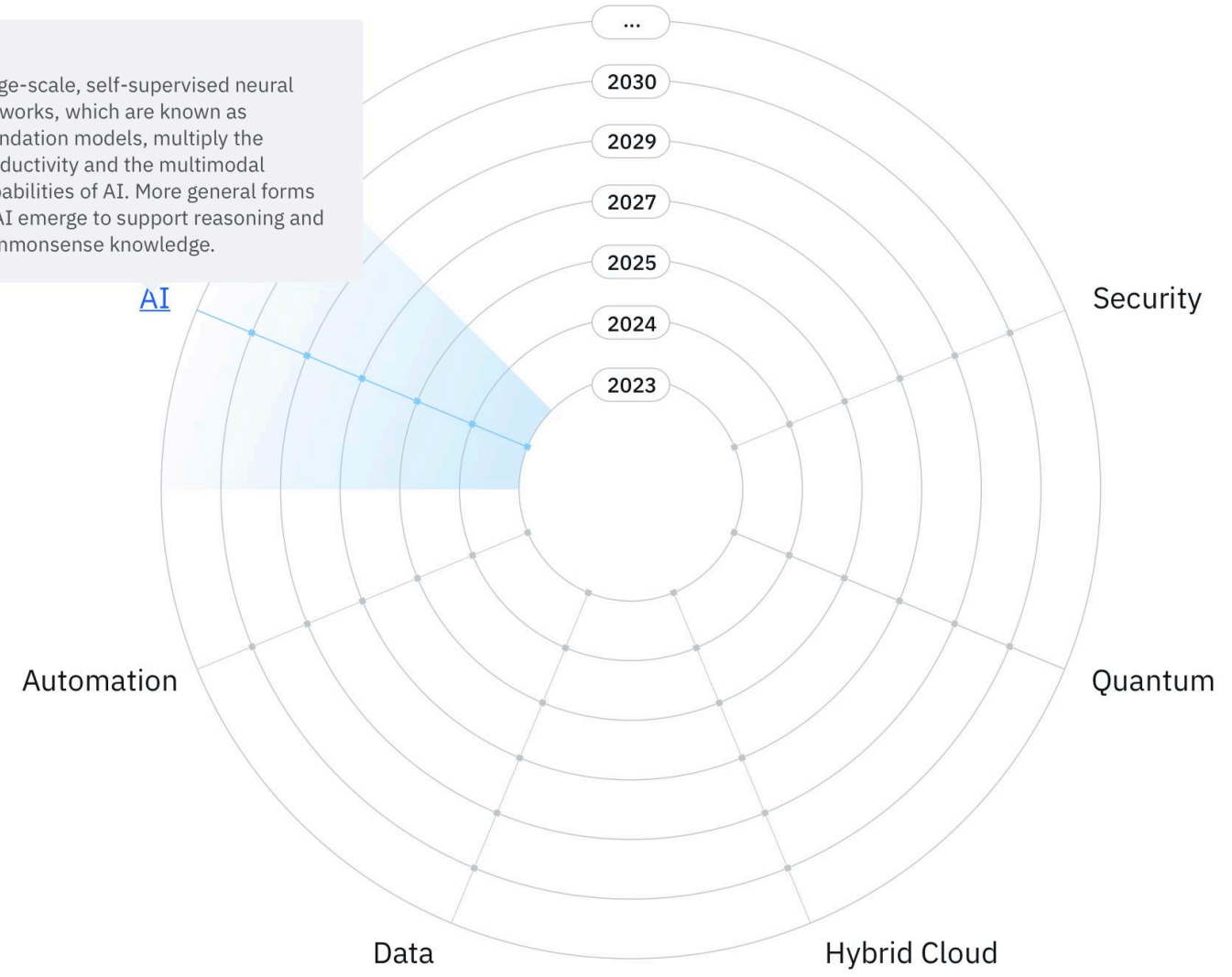
tillit

IBM Technology Atlas

We are writing the next chapter in Computing with six technology roadmaps that will bring a new era of performance and efficiency to information technology and business.



AI
Large-scale, self-supervised neural networks, which are known as foundation models, multiply the productivity and the multimodal capabilities of AI. More general forms of AI emerge to support reasoning and commonsense knowledge.



2030+

Build adaptable and generalist AI for effective human-machine collaboration.

Our AI models will be composed of modules with different cognitive abilities (e.g., perception, memory, emotion, reasoning, and action), enabling them to exhibit behavioral norms for social interactions and mutual theory of mind.

Why this matters for our clients and the world

By being able to predict, act, plan, and adapt to new situations and environments, these unified neural architectures will enable a broad variety of use cases that require effective human-machine collaboration.

The technologies and innovations that will make this possible

Memory encodings of different sensory perceptions (e.g., visual, olfactory) will make AI weigh rewards and threats, safely interact with the world, and find optimal ways to achieve goals. Algorithms will be combined with hardware to natively support heterogeneity in neurons and neural connections in a similar fashion to biological intelligence.

What's Next in AI *is foundation models at scale*

AI is revolutionizing how business gets done, but popular models can be costly and are often proprietary. At IBM Research, we're designing powerful new foundation models and generative AI systems with trust and transparency at their core. We're working to drastically lower the barrier to entry for AI development, and to do that, we're committed to an open-source approach to enterprise AI.

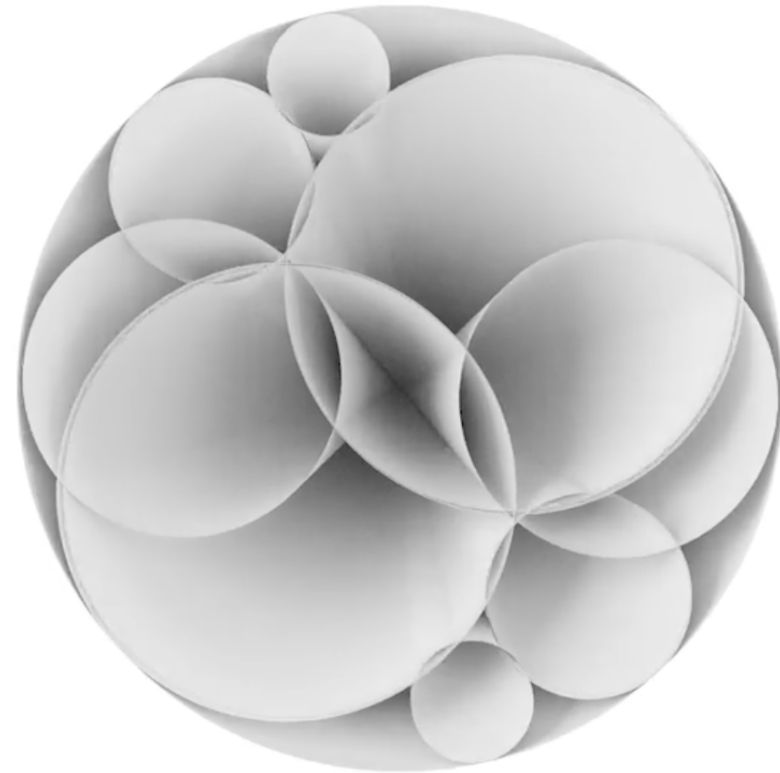
Featured topics:

[Foundation Models](#) →

[Generative AI](#) →

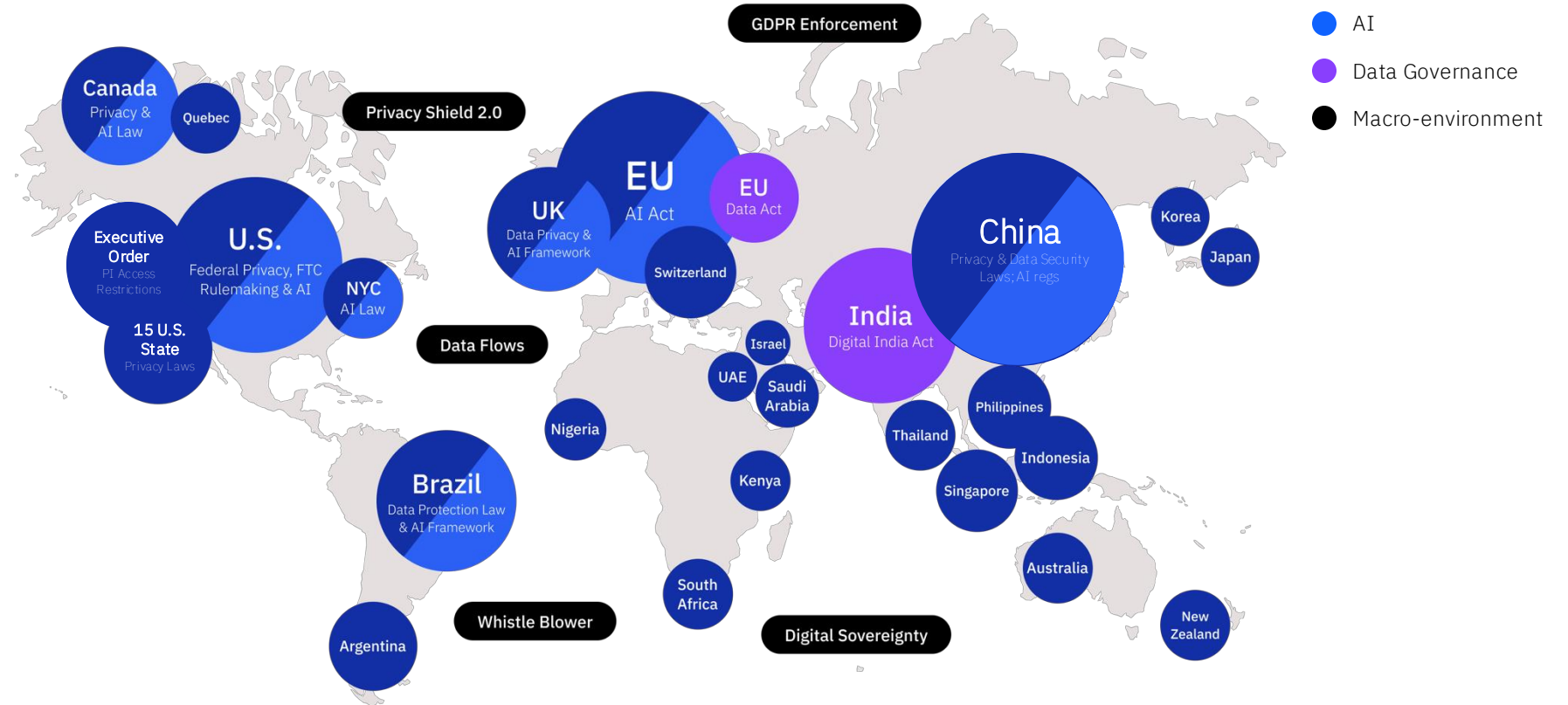
[Trustworthy AI](#) →

[AI Hardware](#) →



research.ibm.com/artificial-intelligence

Privacy, data, and AI regulations and enforcement activities are **increasing**



Privacy laws and regulations

15 US states have passed comprehensive privacy bills, three of them will become effective in 2024.

India's Digital Personal Data Protection Act will become effective in 2024, including fines for non-compliance up to \$30M.

US Executive Order limits bulk transfer of specified types of sensitive data to certain countries.

AI laws and regulations

The EU AI Act was passed in March 2024 and includes fines of up to **7% of a company's annual revenues** for noncompliance.

Canada, Brazil and Korea progress toward adoption of AI laws.

A number of US states have already adopted AI laws, and AI laws are progressing in several others.

US Executive Order directs new standards for AI safety and security.

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Chapter V: General-Purpose AI Models +

Chapter VI: Measures in Support of Innovation +

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Part of **Chapter I: General Provisions**

Article 4: AI literacy

Date of entry into force: 2 February 2025
According to: Article 113(a)
Inherited from: Chapter I

See here for a [full implementation timeline](#).

SUMMARY +

Providers and deployers of AI systems shall take measures to ensure, to their best extent, a sufficient level of AI literacy of their staff and other persons dealing with the operation and use of AI systems on their behalf, taking into account their technical knowledge, experience, education and training and the context the AI systems are to be used in, and considering the persons or groups of persons on whom the AI systems are to be used.

Provider (tilbyder)

A natural or legal person, public authority, agency or other body that **develops** an AI system or a general purpose AI model or that has an AI system or a general purpose AI model developed and places them on the market or puts the system into service under its own name or trademark, whether for payment or free of charge.

Deployer (bruker)

Any natural or legal person, public authority, agency or other body **using** an AI system under its authority except where the AI system is used in the course of a personal non-professional activity.

How are AI systems classified?

Unacceptable Risk

Prohibited because uses pose an unacceptable risk to the safety, security and fundamental rights of people.

High Risk

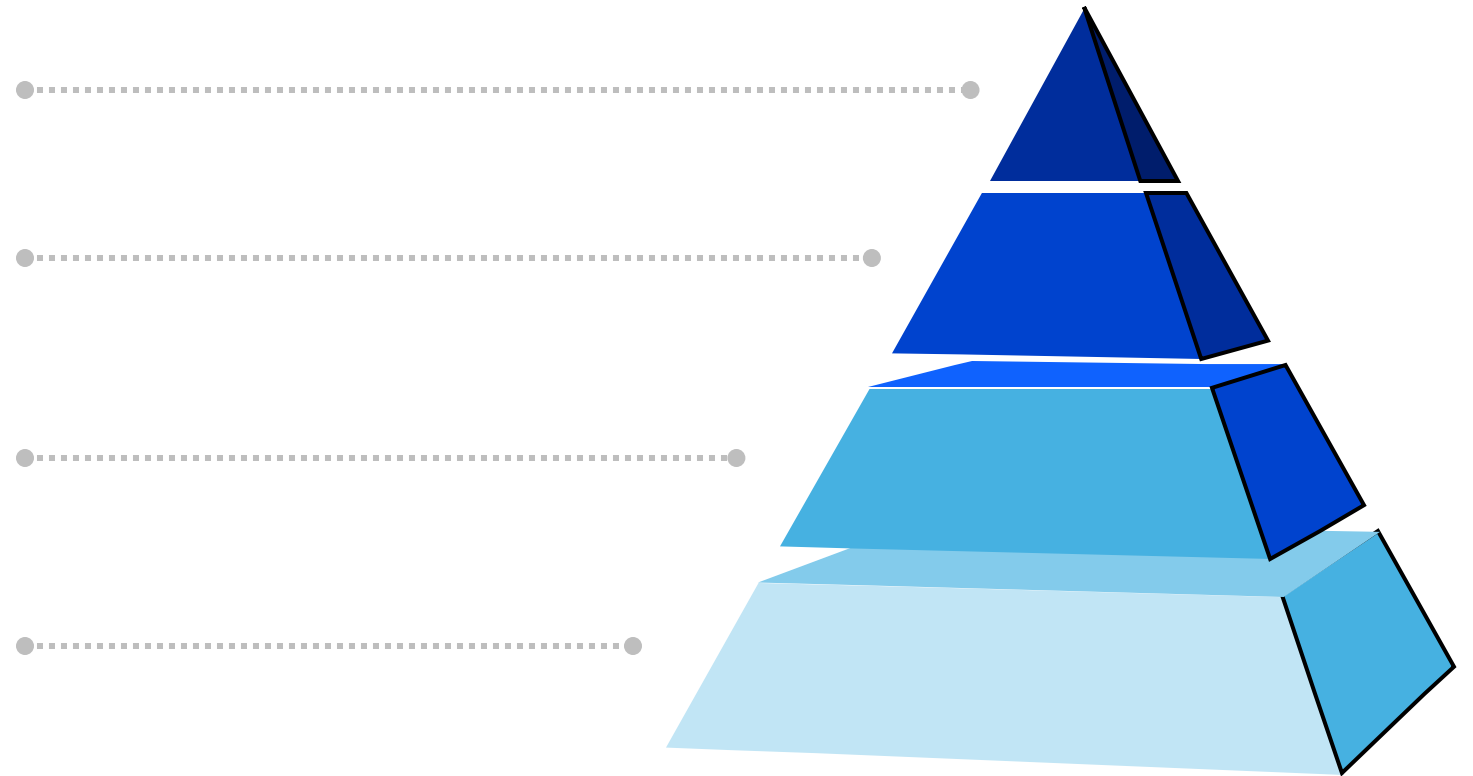
Permitted, subject to compliance with the requirements of the AI Act.

Transparency Risk

Permitted, subject to specific transparency and disclosure obligations where uses pose a limited risk.

Minimal or No Risk

Permitted, with no additional AI Act requirements where uses pose minimal risk.



Risk-based approach: overview

Classification	Description	Compliance level	Use case examples
Prohibited AI uses	Prohibited because uses pose an unacceptable risk to the safety, security and fundamental rights of people.	Prohibition	Use of AI for social scoring which could lead to detrimental treatment, emotional recognition systems in the workplace, biometric categorization to infer sensitive data, and predictive policing of individuals, among other uses. Some exemptions will apply.
High-risk AI uses	Permitted, subject to compliance with the requirements of the AI Act.	Significant	Use of AI in recruitment, biometric identification surveillance systems, safety components, access to essential private and public services, and safety of critical infrastructure.
'Transparency' Risk AI uses	Permitted, subject to specific transparency and disclosure obligations where uses pose a limited risk.	Limited	Certain AI systems that interact directly with people, and visual or audio "deepfake" content that has been manipulated by an AI system.
Minimal risk AI uses	Permitted, with no additional AI Act requirements where uses pose minimal risk.	Minimal	By default, all other AI systems that do not fall into the above categories.


Elements of AI risk


Accountability


Accuracy


Fairness


Veracity


Transparency


Drift


Trusted data


Energy consumption


Explainability


Adversarial Robustness


IP/PII leakage

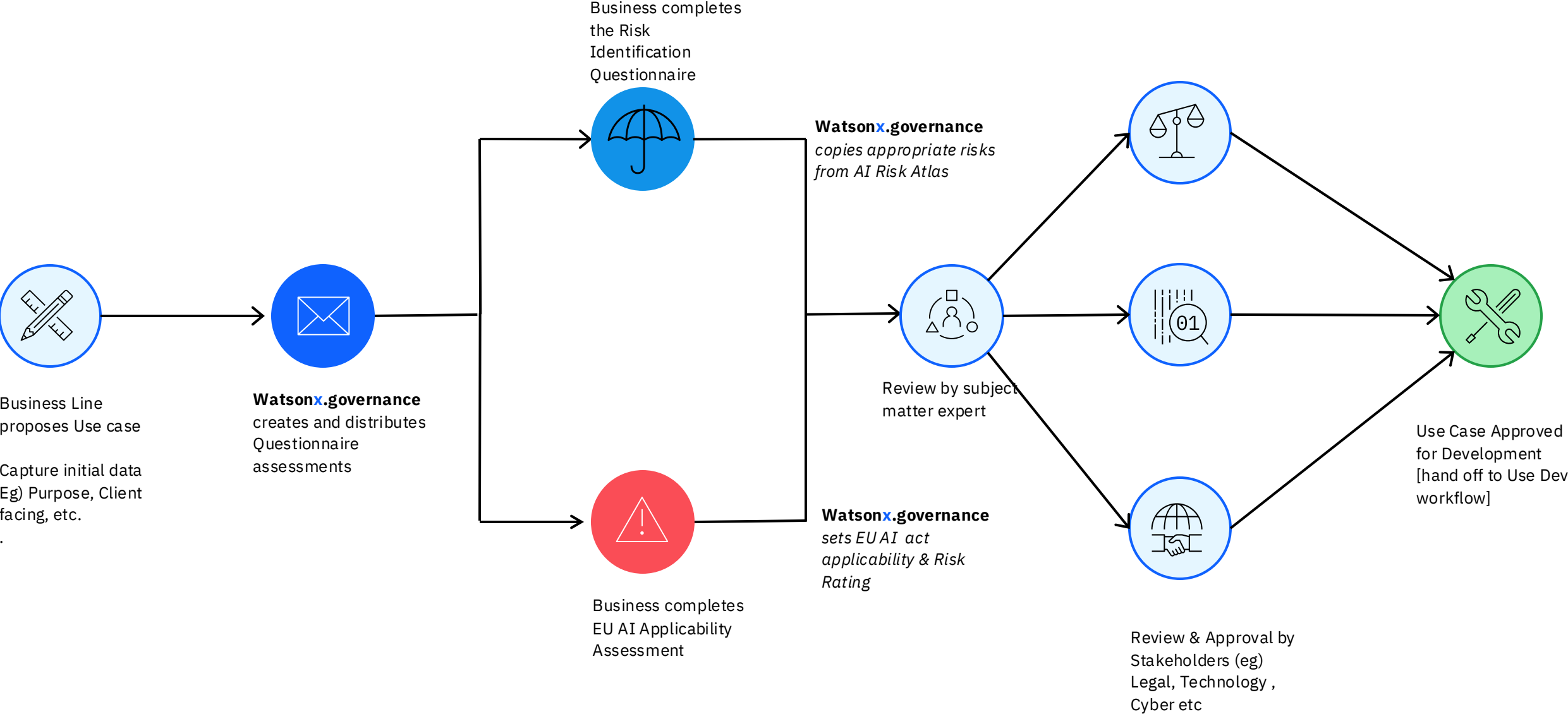
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Regulatory Risk

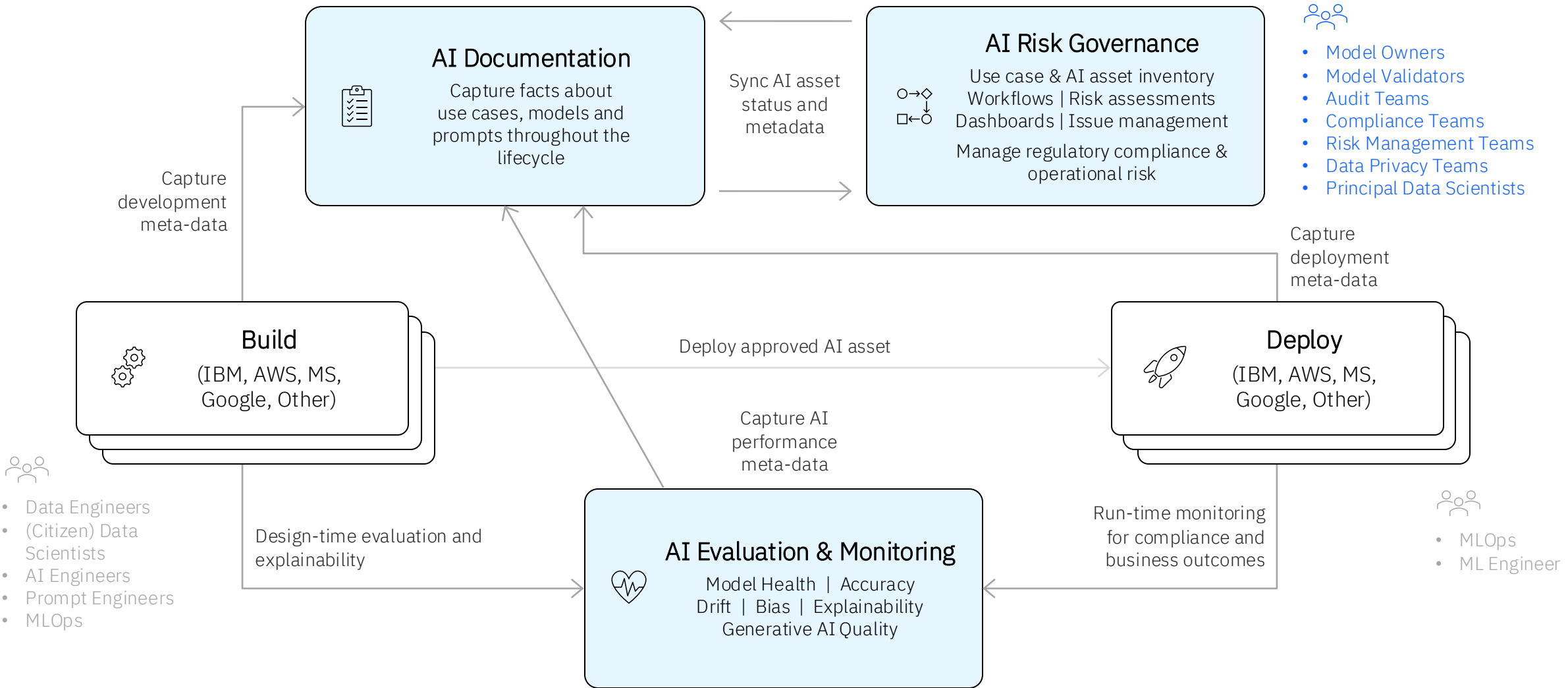

Reputational Risk


Operational Risk

Use Case Capture workflow

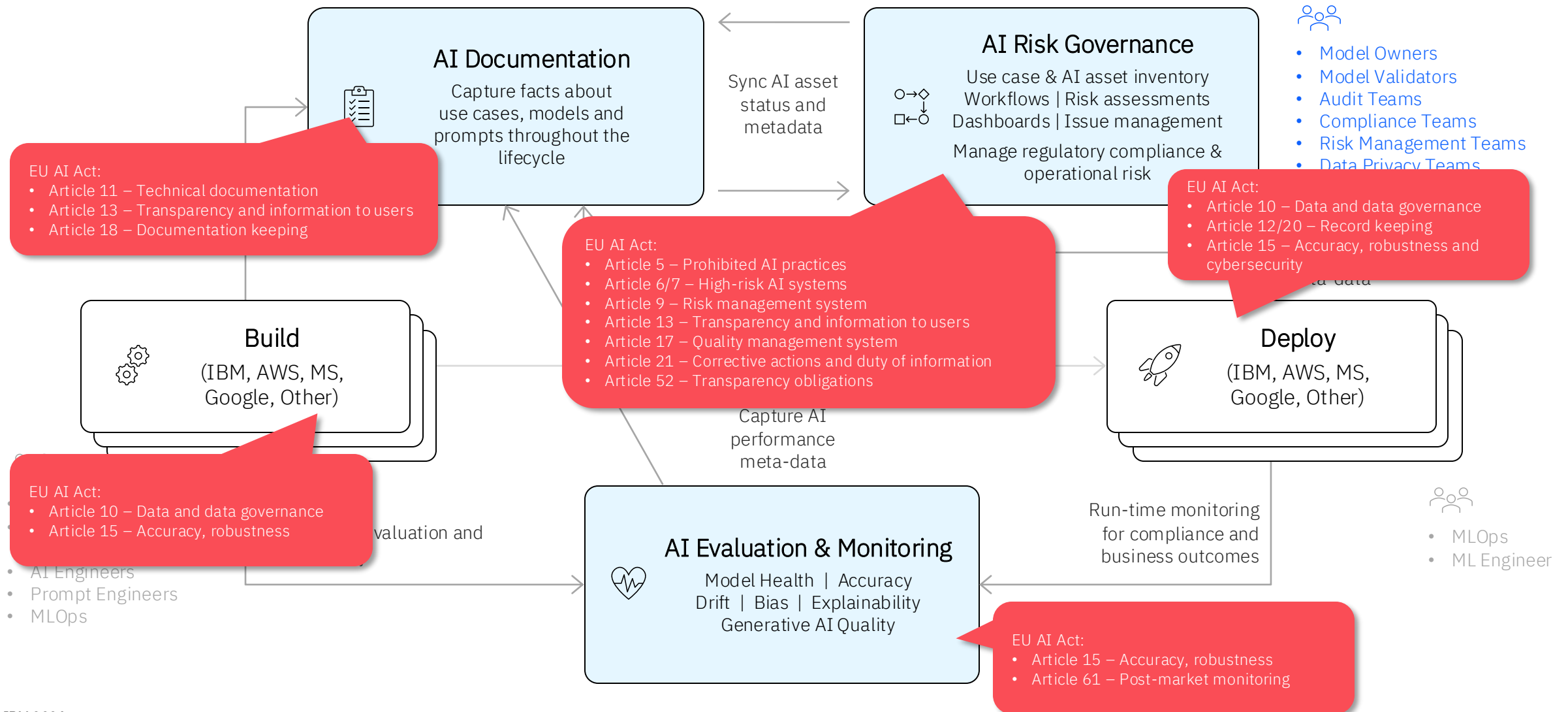


watsonx.governance

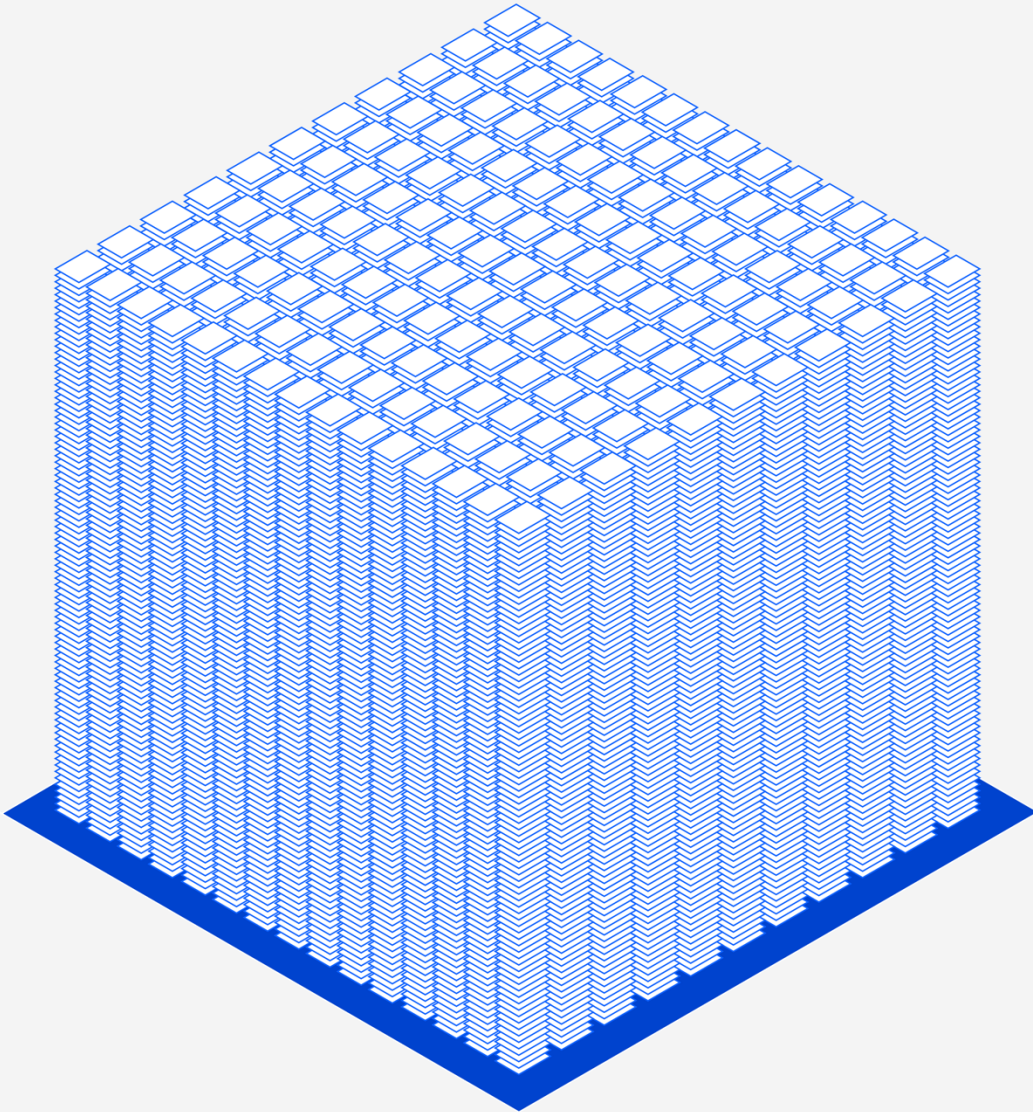


watsonx.governance

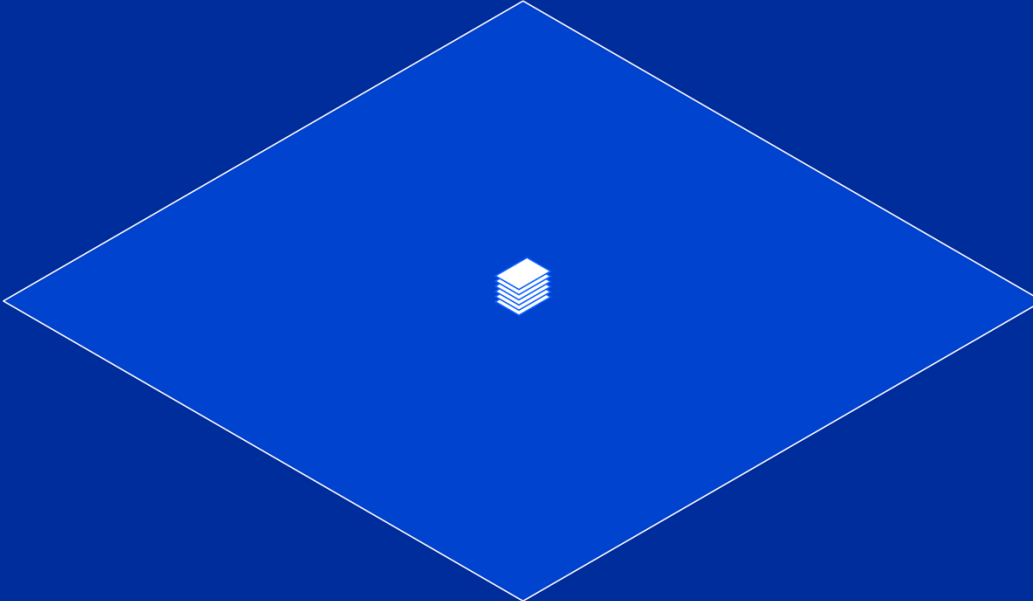
Conceptual mapping of provisions of the EU AI Act



Nearly all available public data is now represented in foundation models

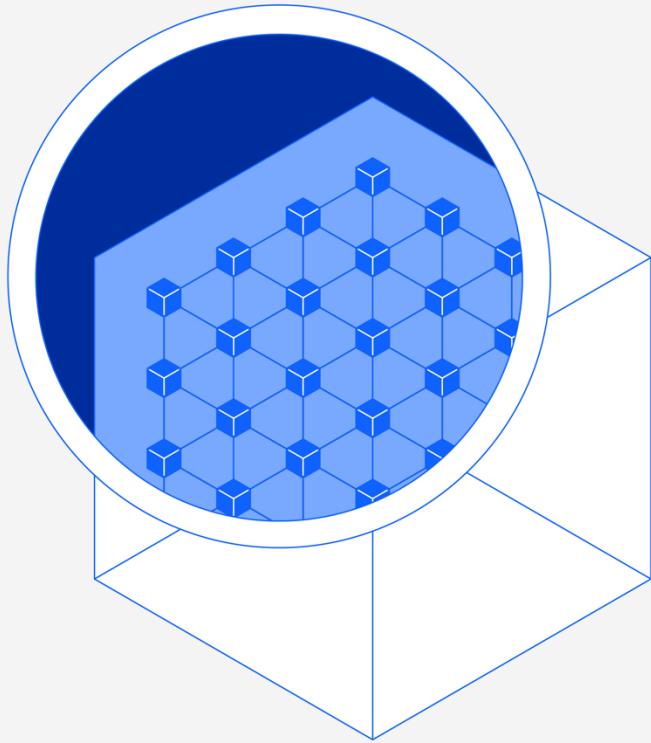


Less than 1% of all enterprise data is represented in foundation models

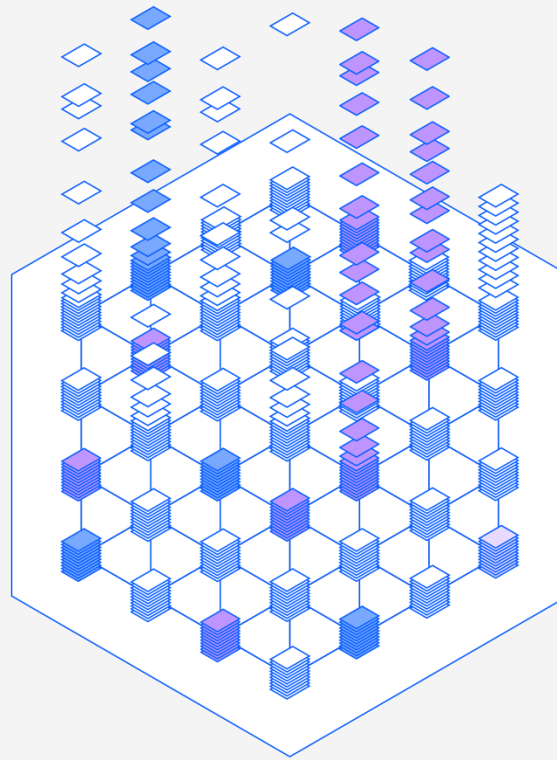


Why you must choose a base model carefully

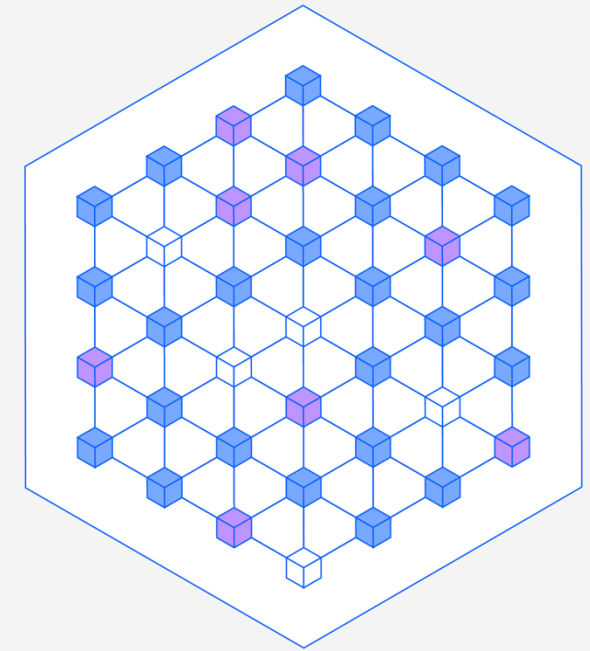
→ The base model should be transparent so that you know what its contents are.



→ Because when adding your data, you need to know with what you're mixing it.



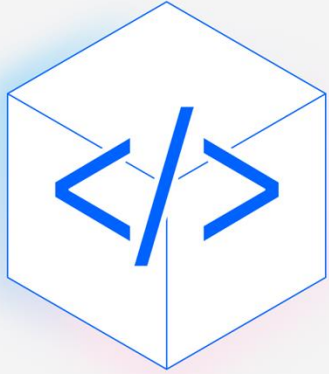
→ The resulting combination is what your enterprise will consume.



A base model must give you

- Performance and transparency
- Broad commercial rights
- Indemnification

18 models all with APACHE2



IBM Granite Code models

Base

Granite-34B-Code-Base
Granite-20B-Code-Base
Granite-8B-Code-Base
Granite-3B-Code-Base

Instruction-tuned

Granite-34B-Code-Instruct
Granite-20B-Code-Instruct
Granite-8B-Code-Instruct
Granite-3B-Code-Instruct



IBM Granite Time Series models

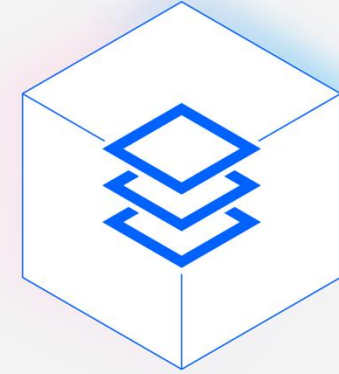
Granite-TimeSeries-TTM
Granite-TimeSeries-PatchTSMixer
Granite-TimeSeries-PatchTST



IBM Granite Language models

English Base
Granite-7B-Base

English Instruction-tuned
Granite-7B-Instruct



IBM Granite Geospatial models

Earth

Granite-EarthObservation-HLS-Biomass
Granite-EarthObservation-HLS-CanopyHeight
Granite-EarthObservation-HLS-Landslide

Weather and climate

Granite-WeatherClimate-Precip-Downscaling
Granite-WeatherClimate-WindForecasting

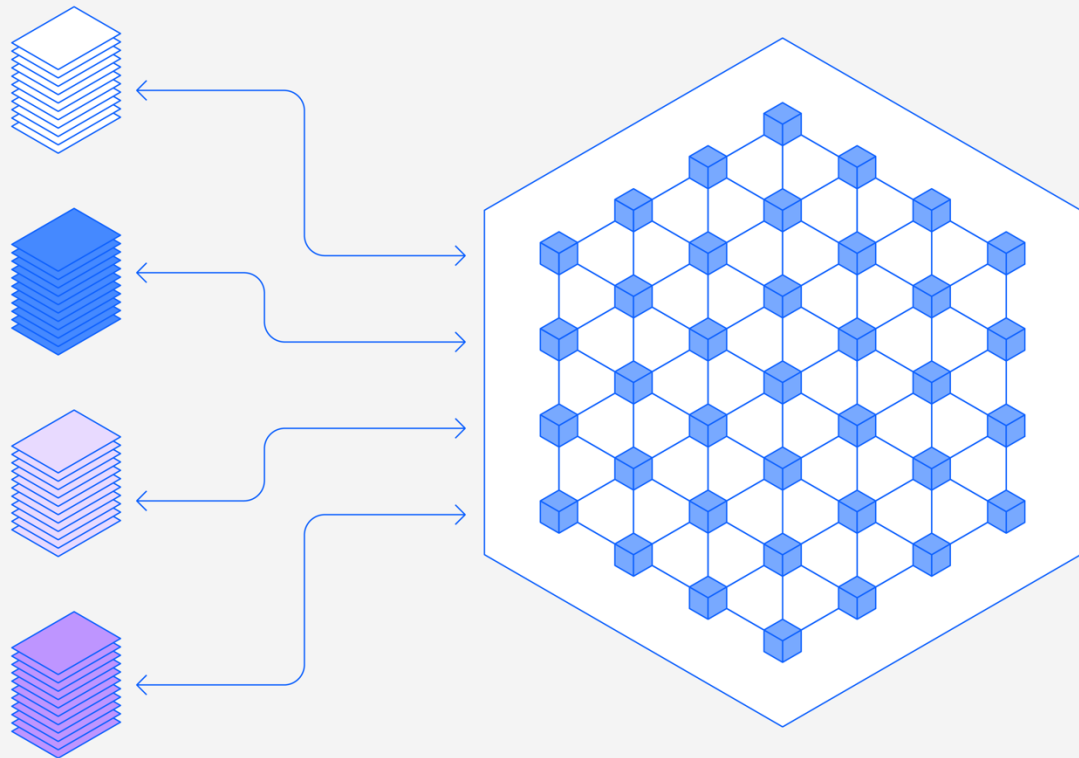
Step 2

Start from a trusted base model

Create a new representation of your data

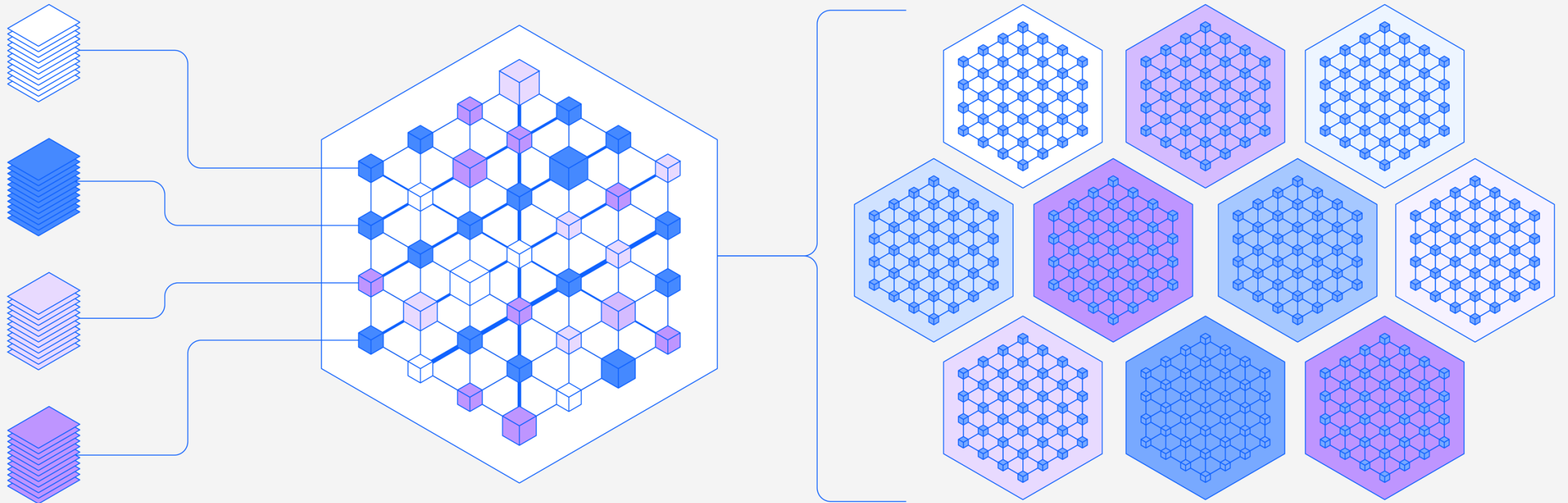
RAG (Retrieval-Augmented Generation)

- Useful application pattern
- Does not represent enterprise data in the model weights
- Does not improve the model itself



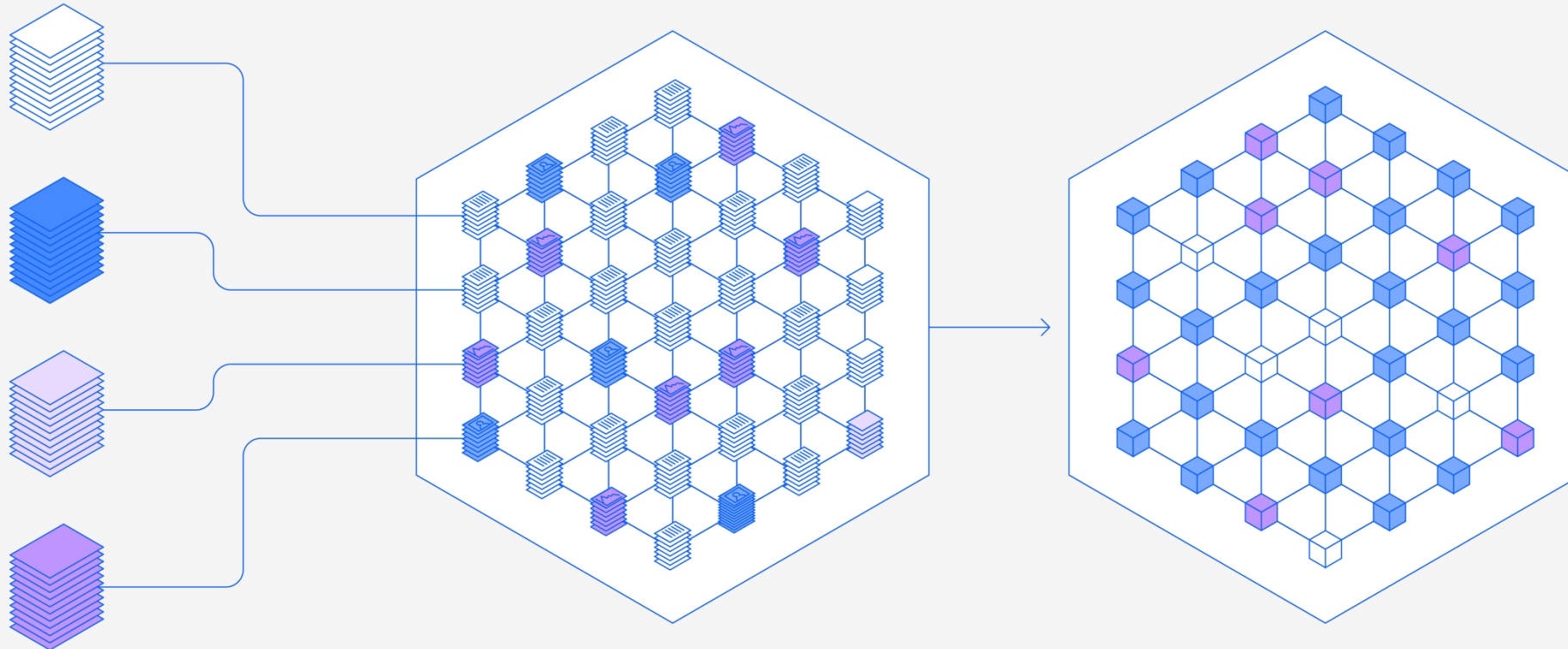
Fine-tuning

- Useful to customize for a specific use case using enterprise data
- Leads to proliferation of models
- Specializes models at the cost of generality



We've invented a new methodology

- Makes LLMs truly open-source with collaborative model development
- Allows LLMs to learn as humans do, using knowledge and skills
- Enables incremental skill teaching



InstructLab



Granite model

Compositional Skills

Writing

Freeform

Labrador (2)

Foundational (2)

Health (1)

Math

Coding

Reasoning (2)

Integrated

Application

Compositional (1)

Skills (5)

Extra

Math

Story

Play

Sci

writing (2)

freeform (7)

Language (5)

French & related languages

Traveller, American & related languages

Spanish, Portuguese, Catalan

Latin & Italian languages

Classical & modern Greek languages

Other languages

Reading

Printmaking & prints

Photography

Digital art, file, video

Performing Arts (1)

Music

poetry (8)

sonnet (1)

question: "Compose a sonnet that portrays the vibrant colors of a fall foliage."
answer: "In autumn's grand and regal tapestry, \nWhere vibrant hues in splendor are unfur..."

haiku (1)

question: "Write a haiku that captures the beauty of a single autumn leaf."
answer: "Crimson leaf drifts, \nDancing on a cool fall breeze, \nNature's art takes flight..."

ballad (1)

question: "Write a ballad about a majestic mountain range and the secrets it holds within."
answer: "(Verse 1) \nIn the heart of mountains, where secrets abide, \nNature's ballad, a ta..."

limerick (1)

question: "Write a limerick that playfully describes a flower's bloom and its effect on a bee."
answer: "A flower so bright in the glade, \nBy insects is never unaided, \nWith colors so gra..."

freeverse (1)

question: "Write a free verse poem that explores the changing colors of autumn leaves."
answer: "In the waning days of summer's reign, \nA subtle shift begins to stir, \nNature d..."

narrative_poetry (1)

question: "Write a narrative poem about a solitary tree that has witnessed centuries of change."
answer: "In the heart of the valley, where time's river flows, \nStands a solitary tree, in..."

epic_poetry (1)

question: "Write an epic poem about a mythical creature that inhabits a vast forest, and tell its story."
answer: "In the heart of a forest, vast and green, \nLived a mythical creature, unseen, \nA..."

ode (1)

question: "Craft an ode to the power of the lightning, and how it can help you to tap into your creativity."
answer: "Ode to the lightning's power and inspiration \nO'oh, lightning! Luminous muse of t..."

prose (4)

formal (1)

question: "Could you help me write a formal email to inquire about the progress of my internship application?"
answer: "Subject: Inquiry Regarding the Status of My Internship Application \nDear [Recip..."

emails (2)

informal (1)

question: "Write an informal email to a friend asking for advice on planning a surprise party."
answer: "Subject: Help Me Plan a Surprise Party \nHey [Friend's Name], \nI hope you..."

articles (1)

question: "Seeking insights for an article on the benefits of restorative justice practice."
answer: "Restorative justice practices have been gaining traction in schools and communiti..."

stories (1)

question: "Create a tale about a character who discovers a realm of their own imagination, and describe the journey."
answer: "In the quiet corners of Emily's creative mind lay a realm of her own making, a wo..."

screenplay (1)

question: "Write a screenplay about a heist gone wrong."
answer: "Title: 'The Final Heist' \nINT. HIGH-TECH VAULT - NIGHT \nA group..."

debate (1)

question: "Debate the merits and drawbacks of implementing a universal basic income between two sides."
answer: "Economist: \nImplementing a universal basic income (UBI) could significantly re..."

technical (6)

user_manual (1)

question: "Write a manual on how to perform a security audit for a small to medium-sized business."
answer: "# Manual: Performing a Security Audit for Small to Medium-Sized Businesses \n#..."

guide (1)

question: "Create a technical guide on implementing a containerization strategy using Docker and Kubernetes."
answer: "# Technical guide: Implementing a Containerization Strategy with Docker and Kubern..."

report (1)

question: "Compose a technical report on the benefits and challenges of implementing microservices architecture in a large enterprise."
answer: "# Technical Report: Microservices Architecture in Software Development \n# Exec..."

specification (1)

question: "Develop a technical specification for a new hardware or software component, including requirements and constraints."
answer: "# Technical Specification: Advanced Data Compression Module \n# 1. Introduction..."

proposal (1)

question: "Write a technical proposal for the development of a mobile app, addressing user requirements and budget constraints."
answer: "# Technical Proposal: Mobile App Development \n# Executive Summary \nThis prop..."

product_description (1)

question: "I'm selling hand-painted wall art. Can you help me write descriptions that show the value and uniqueness of my pieces?"
answer: "Discover the Magic of [Your Brand] Hand-Painted Wall Art - One-of-a-Kind, Durab..."

social_media (4)

instagram (1)

question: "I'm off on a city break with my friends! Can you suggest a witty Instagram caption for a photo of the city skyline at night?"
answer: "Seizing the city life with my squad! 🌃 This weekend, we're trading serenity fo..."

linkedin (1)

question: "Help me draft a LinkedIn recommendation for a colleague or connection that highlights their professional skills and achievements."
answer: "I am delighted to recommend [Name] for any professional opportunity that comes th..."

facebook (1)

question: "Hoping to get some discussion going on Facebook? Help me share a post asking for advice on time management."
answer: "Hey friends! 🗓️ Let's talk about organization and time management hacks! 🗓️ I'm..."

twitter (1)

question: "Draft a 'Motivation Monday' story on Twitter, brainstorming a powerful quote or message to inspire others."
answer: "Embrace the grind and let your passion fuel your purpose! 🚀 This MotivationMo..."

legal (2)

contracts (1)

question: "I require help drafting a business contract for a service I will provide. Can you provide a template or checklist?"
answer: "# Business Contract \nThis Business Contract (\"Contract\") is entered into on [..."

agreement (1)

question: "I need to create a licensing agreement for my intellectual property. Can you help me draft one?"
answer: "# Licensing Agreement \nThis Licensing Agreement (\"Agreement\") is entered into..."

idea_generation (1)

question: "Generate 5 creative ideas for a marketing campaign promoting a new line of eco-friendly products."
answer: "1. 'Green & Growing': Partner with local farmers to source ingredients, highlighting the 'farm-to-table' story. 2. 'Eco-Friendly Unboxing': Create reusable packaging that can be repurposed as a planter or storage container. 3. 'Sustainable Swaps': Offer discounts on eco-friendly alternatives to common household items. 4. 'Green Influencers': Collaborate with eco-conscious influencers to showcase the products in their sustainable lifestyles. 5. 'Community Cleanups': Organize events where customers can enjoy the products while participating in a community cleanup, reinforcing the brand's commitment to the environment."

Granite model

Compositional Skills

Writing

Freeform

Prose

Email

Labrador (2)

Foundational (2)

Skills (5)

Writing (2)

Freeform (7)

Prose (4)

Emails (2)

Articles (1)

Stories (1)

Screenplay (1)

Debate (1)

Technical (4)

Social Media (4)

Legal (2)

Language (9)

French & related languages

Provençal, Romanian & related languages

Spanish, Portuguese, Galician

Latin & Italian languages

Classical & modern Greek languages

Other languages

Reading

Printmaking & prints

Music

Performing Arts (4)

Poetry (8)

Sonnet (1)

Sestina (5)

Ballad (3)

Freeverse (3)

Narrative poetry (3)

epic poetry (1)

Wife (3)

formal (1)

informal (1)

articles (1)

stories (1)

screenplay (1)

debate (1)

user manual (1)

guide (1)

report (1)

specification (1)

proposal (1)

product description (1)

instagram (1)

linkedin (1)

facebook (1)

twitter (1)

contracts (1)

agreement (1)

idea generation (1)

question: "Compose a sonnet that portrays the vibrant colors of a fall foliage."
answer: "In autumn's grand and regal tapestry, where vibrant hues in splendor are unfur,

question: "Write a sestina that captures the beauty of a single autumn leaf."
answer: "A lone leaf drifts, vibrant on a cool fall breeze, where art takes flight,

question: "Write a ballad about a majestic mountain range and the secrets it holds within."
answer: "Upon the heart of mountains, where secrets hide, where a ballad, a tale,

question: "Write a limerick that playfully describes a flower's bloom and its effect on you."
answer: "A flower so bright in the glade, its colors so true, its petals so soft,

question: "Write a free verse poem that explores the changing colors of autumn leaves."
answer: "In the waning days of summer's reign, as subtle shifts begin to show,

question: "Write a narrative poem about a solitary tree that has witnessed centuries of change."
answer: "In the heart of the valley, where time's river flows, stands a solitary tree, its

question: "Write an epic poem about a mythical creature that inhabits a vast forest, and its adventures."
answer: "In the heart of a forest, vast and green, lived a mythical creature, unseen and

question: "Craft an ode to the power of the lightning, and how it can help you to tap into your own potential."
answer: "Oh to the lightning's power and inspirational glow, lightning strikes from above,

question: "Could you help me write a formal email to inquire about the progress of my internship application?"
answer: "Subject: Inquiry Regarding the Status of My Internship Application Dear Recipient,

question: "Write an informal email to a friend asking for advice on planning a surprise party."
answer: "Subject: Help Me Plan a Surprise Party Hey [Friend's Name], I hope you're

question: "Seeking insights for an article on the benefits of restorative justice practices."
answer: "Restorative justice practices have been gaining traction in schools and communities,

question: "Create a tale about a character who discovers a realm of their own imagination."
answer: "In the quiet corners of Emily's creative mind lay a realm of her own making, a world

question: "Write a screenplay about a heist gone wrong."
answer: "Title: 'The Final Heist' Genre: HIGH-TECH THRILLER - HIGH-TECH VAULT - HIGH-TECH group -

question: "Debate the merits and drawbacks of implementing a universal basic income program."
answer: "Economist Lin: 'Implementing a universal basic income (UBI) could significantly reduce

question: "Write a manual on how to perform a security audit for a small to medium-sized business."
answer: "Manual: Performing a Security Audit for Small to Medium-Sized Businesses Introduction,

question: "Create a technical guide on implementing a containerization strategy using Docker and Kubernetes."
answer: "Technical Guide: Implementing a Containerization Strategy with Docker and Kubernetes

question: "Generate a technical report on the benefits and challenges of implementing microservices architecture."
answer: "Technical Report: Microservices Architecture in Software Development Overview, Introduction,

question: "Develop a technical specification for a new hardware or software component, including requirements and constraints."
answer: "Technical Specification: Advanced Data Compression Module Introduction,

question: "Write a technical proposal for the development of a mobile app, addressing user requirements and business goals."
answer: "Technical Proposal: Mobile App Development for Executive Summary Introduction,

question: "I'm selling hand-painted wall art. Can you help me write descriptions that show the value and uniqueness of my work?"
answer: "Discover the Magic of Your Brand's Hand-Painted Wall Art - One-of-a-Kind, Durable,

question: "I'm off on a city break with my friends. Can you suggest a witty Instagram caption to post about the city life with my social media friends?"
answer: "This weekend, we're trading serenity for city life with my social media friends!

question: "Help me draft a LinkedIn recommendation for a colleague or connection that highlights their skills and experience."
answer: "I'm delighted to recommend [Name] for any professional opportunity that comes their way!

question: "I'm hoping to get some discussion going on Facebook. Help me share a post asking my friends for advice on organizing a team event."
answer: "Hey friends! Let's talk about organization and time management hacks! I'm looking for your input!

question: "I just had a 'Millionaire Monday' story on Twitter. Help me craft a powerful quote or tweet to celebrate the win."
answer: "Embrace the grind and let your passion fuel your success! 🚀 This Motivation Monday,

question: "I require help drafting a business contract for a service I will provide. Can you assist me in creating a clear and professional agreement?"
answer: "Business Contract: This Business Contract (Contract) is entered into on [Date] by [Party Name]

question: "I need to create a licensing agreement for my intellectual property. Can you help me draft a clear and enforceable agreement?"
answer: "Licensing Agreement: This Licensing Agreement (Agreement) is entered into on [Date] by [Party Name]

question: "Generate 5 creative ideas for a marketing campaign promoting a new line of eco-friendly products."
answer: "Eco-Friendly Marketing Campaign Ideas: 1. 'Green Revolution' - A social media campaign featuring user-generated content showcasing the benefits of eco-friendly living.

Granite model

Compositional Skills

Writing

Freeform

Prose

Email

Informal

Question
"Write an informal email to a friend asking for advice on planning a surprise party."

Answer
"Subject: Help Me Plan a Surprise Party
\n\nHey [Friend's Name],\n\nI hope you're having a fantastic day!...."

Labrador (2)

Foundational (2)

Skills (1)

Math

Coding

Reasoning (2)

Integrated

Graded

Compositional (1)

Skills (5)

Math

Coding

Reasoning (2)

Integrated

Graded

writing (2)

freeform (7)

prose (6)

emails (2)

informal (1)

technical (4)

social media (4)

legal (2)

marketing (1)

articles (1)

stories (1)

screenplay (1)

blogs (1)

user manual (1)

guide (1)

report (1)

specification (1)

proposal (1)

product description (1)

instagram (1)

linkedin (1)

facebook (1)

twitter (1)

contracts (1)

agreements (1)

marketing (1)

Language (4)

- French & related languages
- Italian, Spanish & related languages
- Spanish, Portuguese, Italian
- Latin & related languages
- Classical & modern Greek languages
- Other languages

Reading

Proofreading & editing

Music

poetry (8)

novelized (1)

appreciative poetry (1)

art poetry (1)

verse (1)

formal (1)

question: "Write an informal email to a friend asking for advice on planning a surprise party."

answer: "Subject: Help Me Plan a Surprise Party \n\nHey [Friend's Name],\n\nI hope you're having a fantastic day!...."

question: "Seeking insights for an article on the benefits of restorative justice practice."

answer: "Restorative justice practices have been gaining traction in schools and communities."

question: "Craft a tale about a character who discovers a realm of their own imagination."

answer: "In the quiet corners of sleep's creative mind lay a realm of her own making, a w...

question: "Write a screenplay about a twist game show."

answer: "Twist: 'The Final Twist' - A twisted game show - game-winning prize -

question: "Debate the merits and drawbacks of implementing a universal basic income between..."

answer: "Economic talk: Implementing a universal basic income (UBI) could significantly re...

question: "Write a manual on how to perform a security audit for a small to medium-sized b..."

answer: "Manual: Performing a Security Audit for Small to Medium-Sized Businesses"

question: "Create a technical guide on implementing a containerization strategy using Docker..."

answer: "Technical Guide: Implementing a Containerization Strategy with Docker and Kubern...

question: "Generate a technical report on the benefits and challenges of implementing micro..."

answer: "Technical Report: Microservices Architecture in Software Development/VMware Educ...

question: "Develop a technical specification for a new feature or software component, inclu..."

answer: "Technical Specification: Advanced Data Compression Module/Version 3. Introduction.

question: "Write a technical proposal for the development of a mobile app, addressing user..."

answer: "Technical Proposal: Mobile App Development/Enhancing User Experience/Details and...

question: "I'm selling hand-painted wall art. Can you help me write descriptions that show..."

answer: "Discover the Magic of [Your Brand] Hand-Painted Wall Art - One-of-a-Kind, Dura...

question: "I'm off on a city break with my friends! Can you suggest a witty Instagram cap..."

answer: "Helping the city slick with my social 🌆 This weekend, we're trading concrete fo...

question: "help me draft a LinkedIn recommendation for a colleague or connection that high..."

answer: "I'm delighted to recommend [Name] for any professional opportunity that comes th...

question: "hoping to get some discussion going on Facebook? help me share a post asking yo..."

answer: "Hey friends! 🌟 Let's talk about organization and time management hacks! 📅 I'd...

question: "Draft a 'Relaxation Monday' story on Twitter, brainstorming a powerful quote or..."

answer: "Embrace the grand and let your passion fuel your purpose & # This RelaxationMo...

question: "I require help drafting a business contract for a service I will provide. Can y..."

answer: "Business contract/Write Business Contract (Contract) is entered into. I...

question: "I need to create a licensing agreement for my intellectual property. Can you he..."

answer: "Licensing agreement/Write Licensing Agreement (Agreement) is entered into.

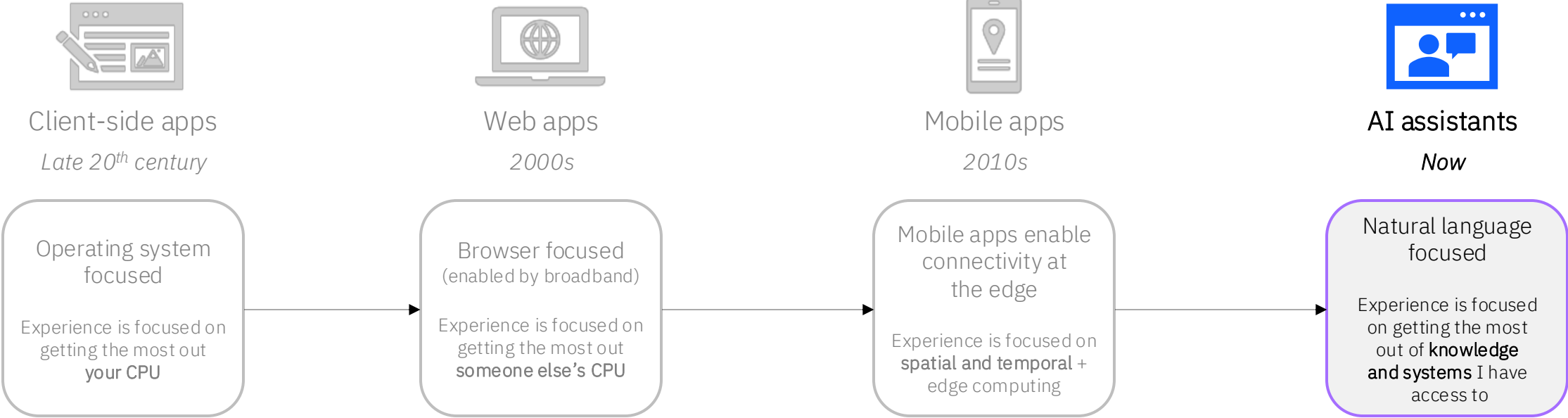
question: "Generate 5 creative ideas for a marketing campaign promoting a new line of eco..."

Accelerating
how enterprises
work with AI

Simplifying
data access
to customize AI

Helping
enterprises
govern AI

AI assistants are the experience layer for generative AI



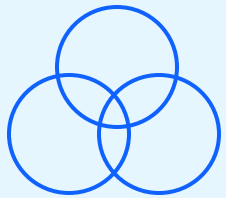
Adoption patterns

Enterprises adopting AI assistants for different lines of business to boost productivity

ISVs building AI assistants with embedded FMs to unlock more value from the software

watsonx assistants

Purpose-built to increase productivity



Tailored
Automated
Integrated

watsonx Orchestrate

Harness the power of AI and automation to free up individuals from tedious tasks

watsonx Assistant

Build better virtual agents, to deliver consistent and intelligent customer care

watsonx Code Assistant

Accelerate development, application modernization, and assist with IT operations

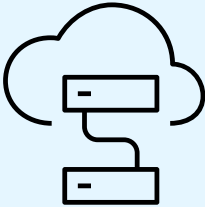
watsonx Assistant for Z

Use generative AI to transform engagement and interaction with the mainframe

watsonx BI Assistant

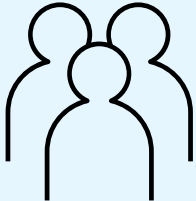
Get AI-powered insights in seconds from your personal business analyst and advisor

IBM AI can be consumed as a platform, assistants, or in products



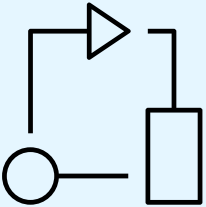
AI and data platform

Build and run on IBM's enterprise-grade, cloud-native, AI and data platform, watsonx, that helps clients simplify how they build and apply foundation models and generative AI.



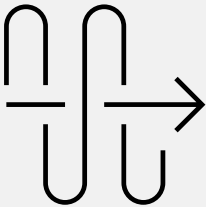
AI assistants

Empower individuals in your organization with AI assistants built on watsonx to do work without expert knowledge across a variety of business processes and applications.



AI products

Consume the benefits of generative AI and foundation models in IBM products embedded with watsonx, to make to you and your employees more responsive, productive and resilient.



Partners' products

Consume the benefits of generative AI and foundation models in our partners' software products embedded with watsonx (e.g., SAP) where IBM helps them deliver incremental innovation faster.

The value of the ecosystem

IBM works with strategic partners to help clients scale AI



Marketing transformation

- Driving productivity gains and personalized experiences at scale
- Optimizing content supply chains with Adobe AI technologies
- Embed watsonx into core Adobe Cloud platforms



Hybrid cloud and AI

- Watsonx available on AWS as SaaS solution and AWS Marketplace watsonx.ai and watsonx.governance available by 2024
- Expertise in Amazon, SageMaker, CodeWhisperer, and Amazon Bedrock
- AWS to bring generative AI solutions and dedicated expertise to clients³



Customer transformation

- Unlocking the power of complementary AI and generative AI technologies
- Extend the value of Salesforce platform with watsonx
- Transforming customer, partner and employee experiences using generative AI²



Hybrid cloud and AI

- Watsonx plans underway, today can be sold in a container to run on Azure
- Microsoft Generative AI Center of Excellence
- IBM Consulting Azure OpenAI Service available on Azure Marketplace - fully managed AI service to help with strategy, hackathon & implementation⁴



Consumer experience

- Samsung SDS America partners with IBM to introduce groundbreaking new solutions like SDS Zero Touch Mobility. IBM's launch of watsonx has inspired Samsung to explore the immense potential of watson.ai and its generative AI capabilities⁵



Core operations, industry solutions

- Launching new watsonx solutions to include the recently announced SAP generative AI assistant, SAP Joule
- Building on recent work embedding Watson AI into SAP reaching 37,000+ SAP clients¹

The value of the ecosystem

Leverage validated integrations of your existing technology investments and extend capabilities through the watsonx platform



Enables companies to quickly and responsibly scale AI workloads using a comprehensive stack of generative AI.



With IBM watsonx.data data store, you can optimize Cirata as a data warehouse with a shared metadata layer across all clouds and on-premises.



Seamlessly integrates with watsonx.data, enabling clients to access and share a single copy of data without duplication or the need for ETL.



Vector Search offers an integrated solution with IBM watsonx for contextual data, data pipelines, and memory storage in a user-friendly cloud platform.



By using IBM Watson Discovery, powered by Elasticsearch, clients can use semantic search and generative AI to provide real-time conversational answers based on proprietary data.



Watsonx and Hugging Face help enterprises build, deploy, and customize foundation models across multiple domains and support a range of NLP tasks.



Optimize the watsonx.data stack and achieve breakthrough performance through our joint technological contributions to the Presto open-source community.



MongoDB Vector Search and IBM watsonx.ai AI studio unlock the most powerful combination of traditional and generative AI for developers.



Meta provides state-of-the-art Llama models on watsonx, as well as collaborating on key open-source AI technologies such as PyTorch, Presto, and Velox.



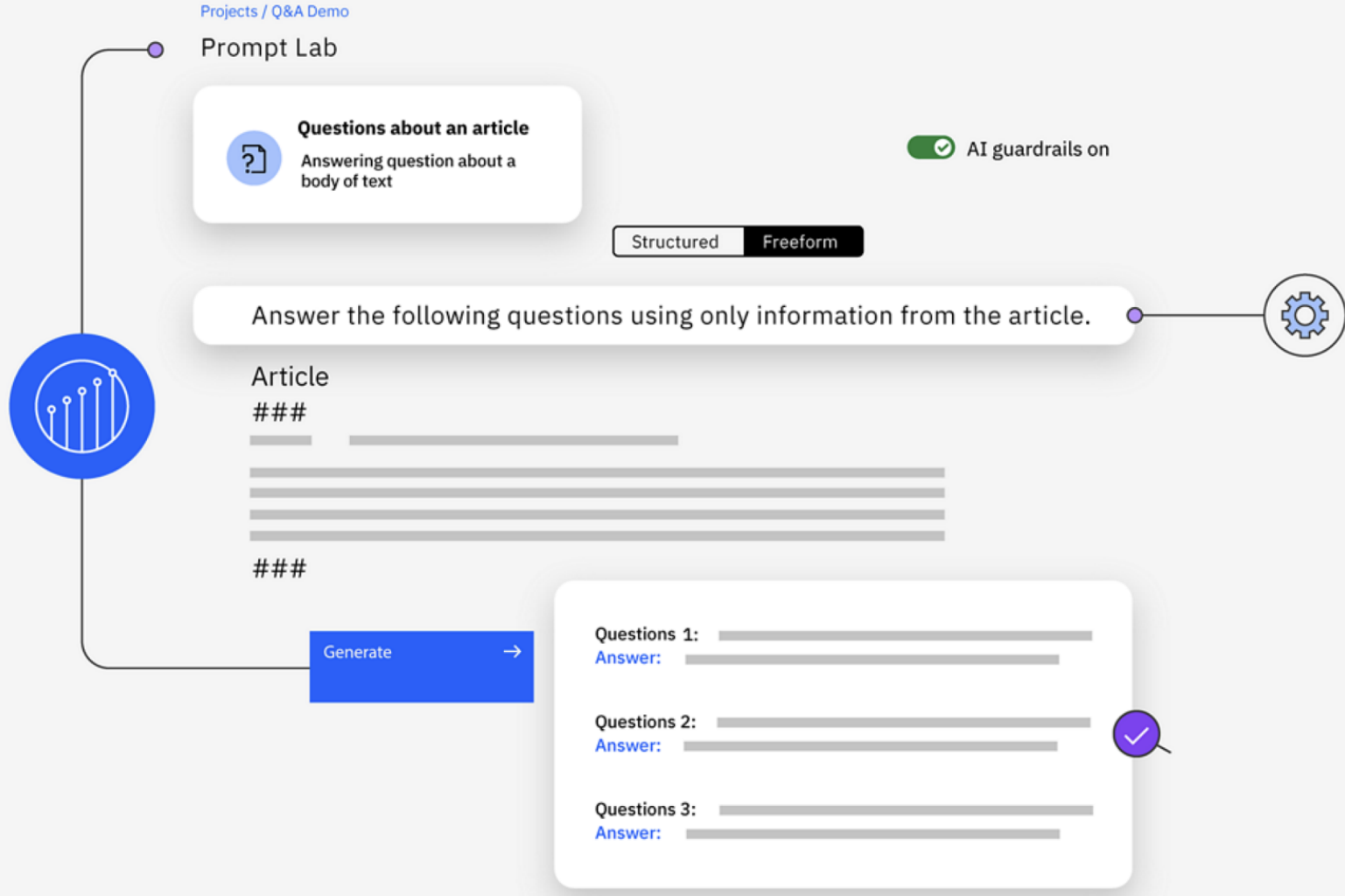
Offers features such as semantic search, fast data ingestion, low-latency response times for serving foundation models, traditional ML & handling highly concurrent queries.



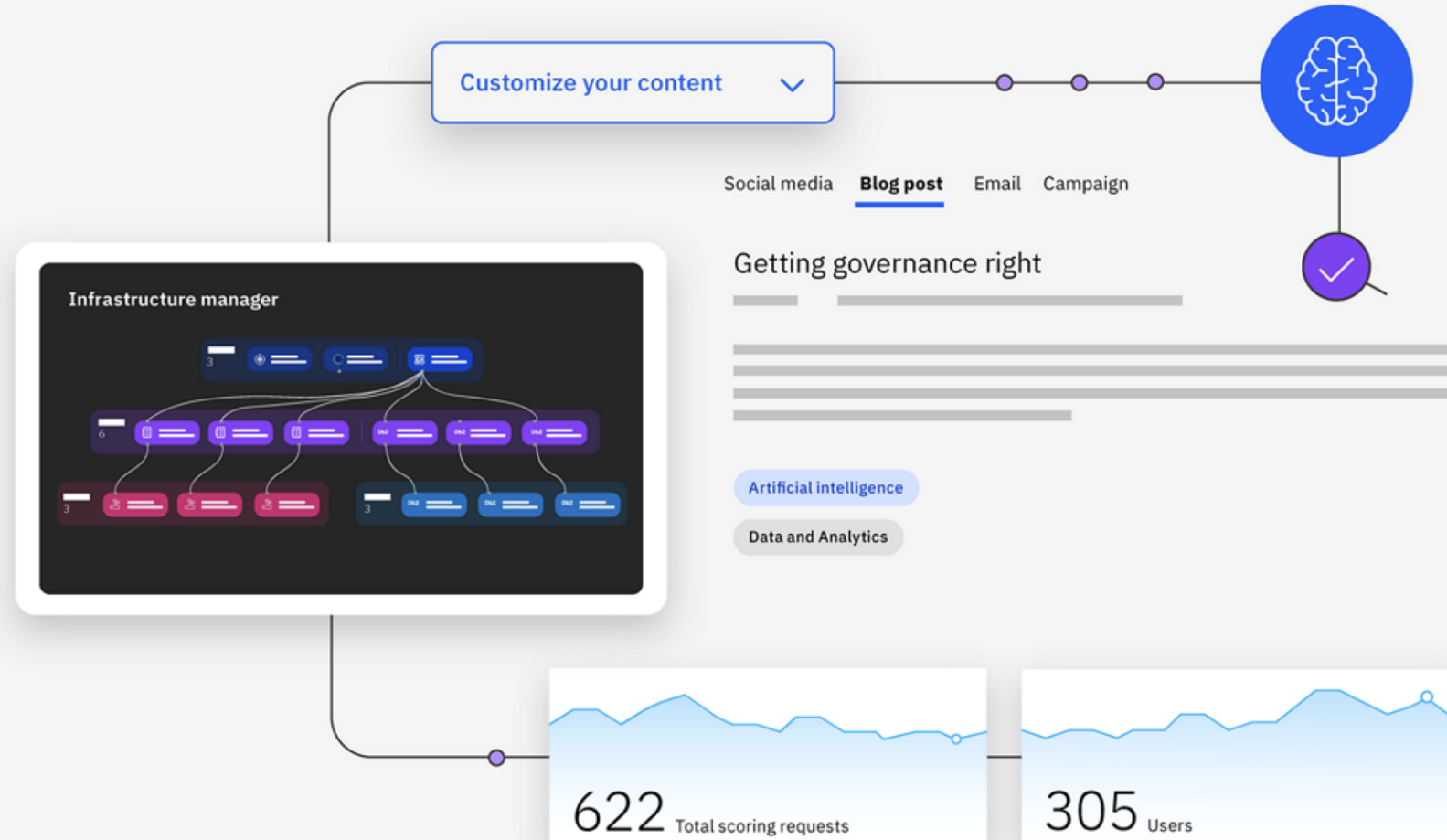
Enables clients to use IBM watsonx AI capabilities, regardless of where their operations are located while maintaining full control and compliance over their data.

use cases

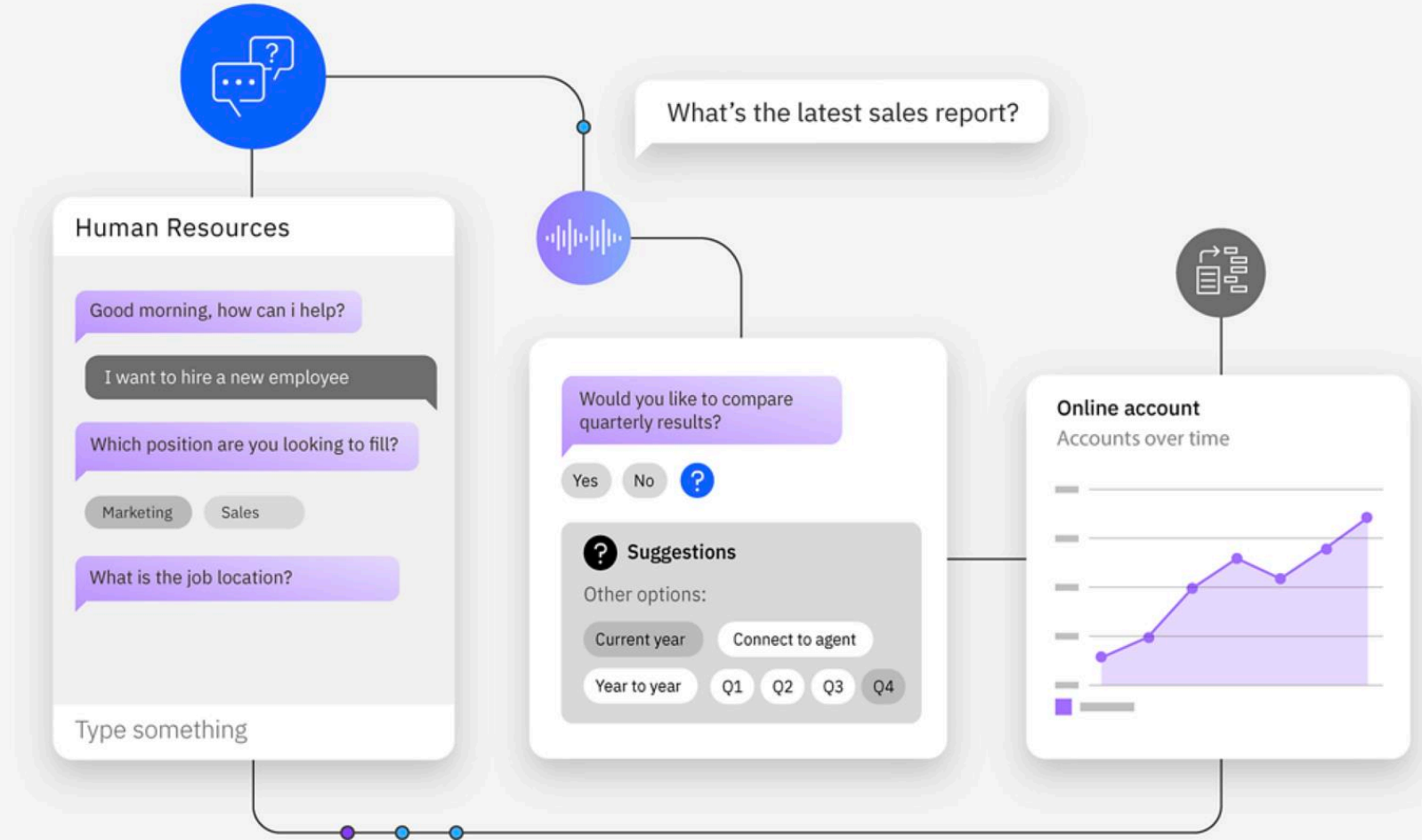
Boost employee productivity with RAG



Create content quickly with generative AI



Get chatbots up and running quickly



Enable developers to code efficiently

COBOL

```
1 STRING
2     ORG-ID DEPT-NUMBER
3     DELIMITED BY SIZE
4     INTO DEPT-ID
5 END-STRING
6
7 EXEC SQL
8     UPDATE DEPT
9     SET MGRNO = 5
10    WHERE DEPTNO = DEPT-ID
11 END-EXEC.
12
13 MOVE SQLERRD(3) TO CHANGED-DEPTS.
```

Generated Java

```
1 PreparedStatement stmt = conn.prepareStatement(
2     "UPDATE DEPT SET MGRNO = 5 WHERE DEPTNO = ?"
3 );
4 stmt.setString(1, orgId + deptNumber);
5 int changedDepts = stmt.executeUpdate();
```

Tune your code

What can I learn from the error rate?

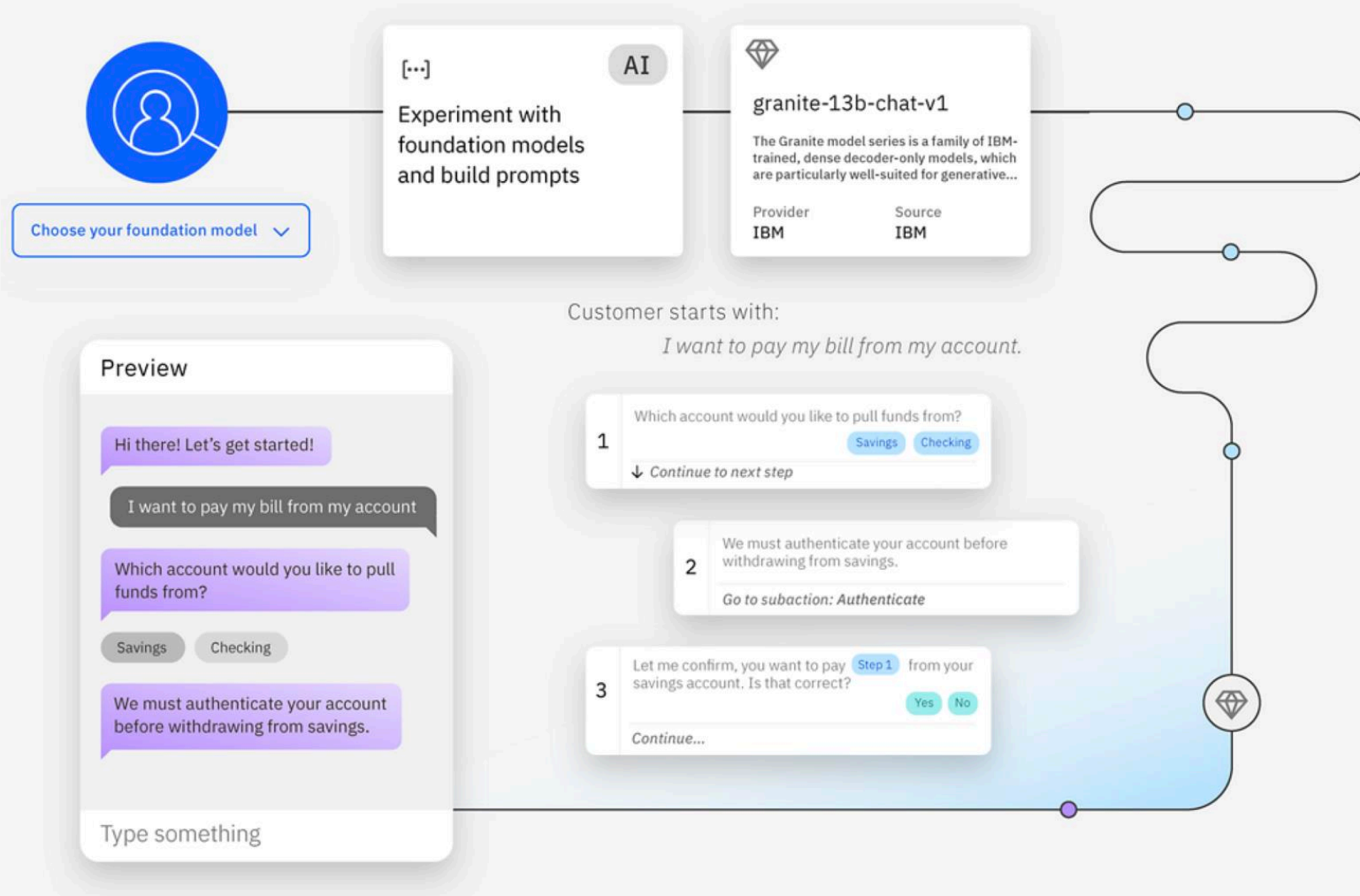


</> Tailor made code for your needs

```
File Edit Selection View Go Run Terminal Help
1 - name: Add new user
2   ibm.ibm_zos_core.zos_tso_command:
3     commands: "{{ lookup('template', '../templates/
4       add-user.j2') }}"
5
6 - name: Permit access to resources
7   ibm.ibm_zos_core.zos_tso_command:
8     commands: "{{ lookup('template', '../templates/
9       update-resource-access.j2') }}"
10  with_items: "{{ resources_to_permit }}"
11  when: resources_to_permit is defined and
12       resources_to_permit | length > 0
```



Reinvent customer experiences with your data



Unlock insights and uncover trends hidden in your data

watsonx

Hey, how can I help you?

I want to see if customer attrition can be explained by economic data

Alright, I think you are interested in customer attrition. Let's see if we find data in the lakehouse.

Show me the details of table CSTINSIGHT-INDIVID_cst_Churn fact

Alright, here you can take a look at data in this table

Individual customer churn fact

Insight

19 Columns

1k Rows

Schema-based Join

CST_RSDNC_AREA_ID GEO_AREA_ID

Details

Rows table 1	Unique keys	Rows table 2
1,175	1,296	1,296
Containment table 1	Jaccard Similarity	Containment table 2
100%	0.23%	0.23%

Join tables Compare tables

Showing 7 Join results

- Individual customer profile
- Geographic area
- Scenario
- Organization
- Calendar date
- Agreement
- Product

de som lykkes

“best-in class AI performers build capabilities across six key areas, in a holistic, integrated way—with trust at the core”



DJINN



itromso.no

https://www.itromso.no › nyheter › kan-vinne-journalis... ⋮

Kan vinne «Journalistenes Oscar

6. mars 2024 — Ved hjelp av kunstig intelligens har Giske og kollegene hans, i samarbeid med IBM og bergensbedriften Visito, lært opp **DJINN** til å finne viktig ...



Den norske dataforening

https://www.dataforeningen.no › ny-ai-drevet-losning-r... ⋮

Ny AI-drevet løsning revolusjonerer journalistikken i Norge

13. mai 2024 — I dag er «**Djinn**» ikke bare et verktøy for **iTromsø**, men en integrert del av den daglige journalistikken i 34 aviser over hele Norge.



visito.no

https://visito.no › aktuelt › fra-ide-til-produksjon-djinn-... ⋮

Fra idé til produksjon: Djinn med iTromsø - Visito

14. juni 2024 — «**Djinn**» (Data journalism interface for newsgathering and notifications) startet som idé hos Mediehuset **iTromsø**, da ved navnet «Byggebot».



INMA: International News Media Association

https://www.inma.org › Djinn-D... · Oversett denne siden ⋮

Djinn — Data Journalism Interface for Newsgathering and ...

Artificial Intelligence: **iTromsø** started out wanting to utilize machine learning and AI technology to help our journalists reduce the amount of time spent ...



Kampanje.com

https://kampanje.com › premium › januar-2024 › innsikt ⋮

Norsk lokalavis vekker oppsikt på tech-messe i Barcelona

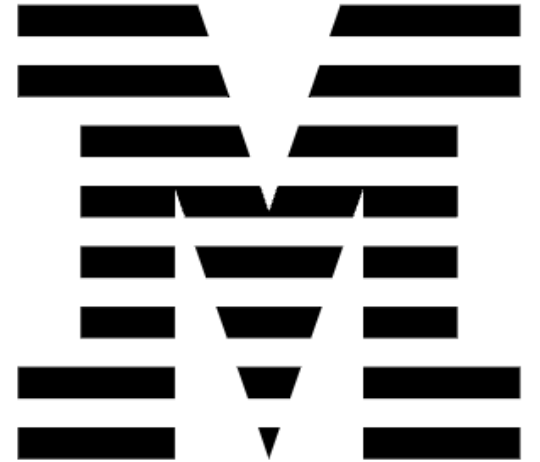
24. jan. 2024 — **Djinn** er ifølge avisen en KI-bot som anvender veiledet maskinlæring og andre KI-systemer, der journalister trener algoritme til å finne nyheter ...

Atea lanserar AI-drivna maskeringstjänster för offentlig sektor

Atea kommer tillsammans med Lidingö stad, Kungsbacka kommun och Skaraborgs kommunalförbund ta fram en innovativ maskeringstjänst inom ramen för projektet Rätt till insyn. Maskeringstjänsten kommer fundamentalt förändra hur kommuner och offentliga aktörer hanterar allmänna handlingar i linje med Offentlighetsprincipen.



Simon Norman är innovationsansvarig för Application Engineering på Atea.



Vidar Svendsen

[linkedin.com/in/vsvendsen/](https://www.linkedin.com/in/vsvendsen/)