

# IBM's Point of View on Generative AI

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## Foundation Models and Generative AI at IBM

As one of the most transformative technologies of our time, AI has the potential to boost productivity and unlock trillions in economic value over the next decade. Generative AI is a step change in the evolution of AI. Powered by foundation models – large neural networks trained on extensive unlabeled data and fine-tuned for a variety of tasks – generative AI enables semantic search, code generation, email routing, customer service, and improved automation for businesses everywhere. This explains why over 80% of enterprises are working with or planning to adopt generative AI.<sup>i</sup>

## Why IBM?

IBM's approach to AI is based on four core and differentiating beliefs:

- **Open** – IBM's AI is based on the best open technologies available
- **Trusted** – IBM's AI is responsible and governed
- **Targeted** – IBM's AI is designed for the enterprise and targeted for business domains
- **Empowering** – IBM's AI is for value creators, not just users

## Access to IBM's AI

You can access IBM's AI through three modes:

- Through watsonx, our cloud-native AI and data platform, offering maximum control and portability.
- Through AI products, such as Watson Orchestrate, Watson Code Assistant, and Watson Assistant, all built on watsonx.
- Through open source platforms such as Red Hat OpenShift AI and seamless integration with our partners' products (SAP, etc.)

## Enter watsonx

To help businesses capitalize on the opportunities of generative AI and foundation models, IBM has launched watsonx - our enterprise-ready AI and data platform. It consists of watsonx.ai, watsonx.data, and watsonx.governance.

- **watsonx.ai** is a next generation enterprise studio for AI builders to train, validate, tune and deploy both traditional machine learning and new generative AI capabilities powered by foundation models through an open and intuitive user interface.

- **watsonx.data** is our data repository, based on a lakehouse architecture and open data formats designed to manage enterprise data for foundation models with trust and confidence.
- **watsonx.governance** is a powerful set of tools to specify and manage enterprise-wide governance processes and control risk.

### **watsonx is open**

Our approach is open. You benefit from IBM models, the best open-source models, and even the models you co-create with us, to create flexible and fit-for-purpose enterprise solutions rather than relying on a single model. We leverage cutting-edge innovations from IBM Research and the open research community to ensure performance, customization, speed, and efficiency.

### **watsonx is trusted**

Enterprises need to protect their proprietary data and IP, deploy in multiple environments, and be supported with tools to mitigate risks. At IBM, we prioritize AI you can trust. Watsonx.governance tracks data, curating methods, and models, enabling AI that can be updated to meet evolving business and regulatory requirements. IBM's Center of Excellence for Generative AI helps clients operationalize the full AI lifecycle and develop ethically responsible generative AI solutions.

### **watsonx is targeted**

Consumer AI is not the same as enterprise AI. watsonx is designed to solve real business problems. At IBM, we focus on those domains that drive quick gains in productivity and time to value for enterprises – augmenting and automating HR, customer service, and code generation. We focus on use cases that are scalable and relevant to every industry, such as:

- Talent: 40% improvement in HR productivity
- Customer care: 70% call center calls contained by conversational AI
- Application modernization and operations: 30% productivity gain in application modernization

### **watsonx is empowering**

Watsonx empowers you to be an AI value creator, not just a user. With watsonx, you are not limited to just prompting someone else's AI model with no control over the model or the data. Watsonx allows you to train, fine-tune and deploy, and govern the data and AI models you bring to the platform and own completely the value they create. This is important as more than 75% of enterprises seek to fine-tune open-source models or build their own for specific needs.

## **Empower your business in the age of AI**

IBM is committed to unleashing the transformative potential of foundation models and generative AI. We provide open, trusted, and targeted value creating AI solutions for businesses. Watsonx, our integrated AI and data platform, embodies these principles, offering a seamless, efficient, and responsible approach to AI deployment across a variety of environments.

With IBM, you're not just an AI user—you're an AI value creator. Whether it's fine-tuning open-sourced models, creating your own, deploying AI on-premises or in the cloud, or gaining transparency into AI decisions, IBM stands ready to empower every business in the age of AI.

Let's embrace the age of AI value creation together.

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<sup>i</sup> Scale Zeitgeist: AI Readiness Report, a survey of more than 1,600 executives and ML practitioners