Tech Data / IBM Discovery Workshop Programme

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Agenda

- Overview of Activity
- Engagement Pathway
- Demo
- Journey to AI workshop
- Call to Action
- Tech Data Services

Activity Content

Aim of the activity is to engage with the relevant stakeholders within the end user:

- Take them through a hands-on demo using a generic use case
- Identify specific use cases relevant to their enterprise
- Bring them together in a separate workshop
- Identify business imperatives based upon use cases identified
- Agree priorities
- Produce set of deliverables
- Agree PoC / next steps

Depending on use case it maybe possible to move straight to workshop

or

There may be a need to revisit the client's requirements with an alternative solution

Communication

- Webinar
- Presentation
- Brochure
- **Identify focus partners**

End User Identification

- Q4 Pipeline
- Existing BP engagement
- **TD / BP agree target clients**

End User Engagement

- Initial contact from BP
- TD support if required
- Identify key stakeholders
- **Attend initial Demo**

Hands On Demo

- Key Stakeholders attend
- Generic use case walkthrough
- Confirm opportunity
- **Identify 1 or 2 priority client use case**

Discovery Workshop

- TD / Partner / IBM hosted
- Key Stakeholders attend
- Work through client use case
- Identify priority areas and qualify by importance
- **Deliverables to client within 72 hours**

Follow up

- Deliverables
- BP follow up within 5 working days
- Areas of discussion identified
- **Call to agree next steps**

Journey to AI engagement

Partner Engagement
- Webinar
- In country BUs
- Industry Consultants
- Opportunity driven
- Cloud Pak Accelerator – Trade Up / Upgrade

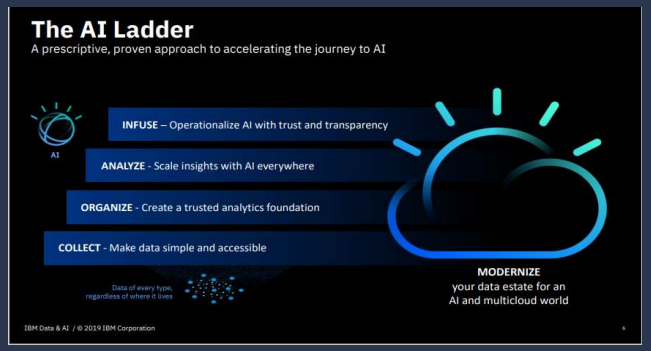
- Objective – Drive partners to engage existing installed base and bring on to demo session

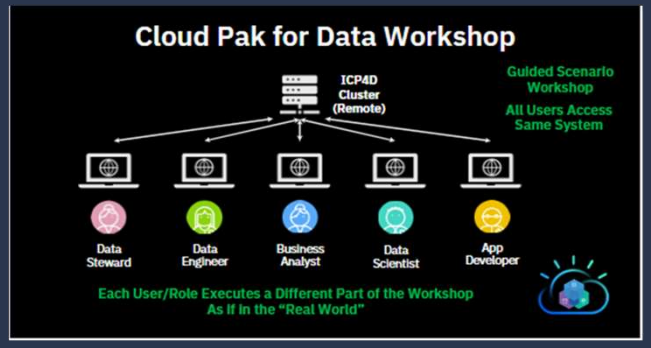
Guided Workshop Persona Demo
- Tech Data / Partner hosted session on TD CP4D system
- End users – adopt personas
- Hands On session
- Use Case driven showing breadth of platform across several personas

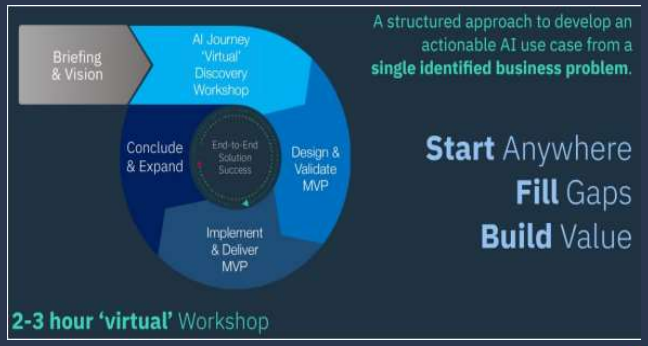
- Objective – identify 1 or 2 end user use cases for AI Workshop

Journey to AI Workshop
- IBM / Tech Data / Partner hosted
- End users use case developed
- Interactive session
- End User decision makers / influencers

- Objective – position IBM CP4D as required Data Platform







Persona Demo

Chris Garvey
Tech Data

Persona Demos

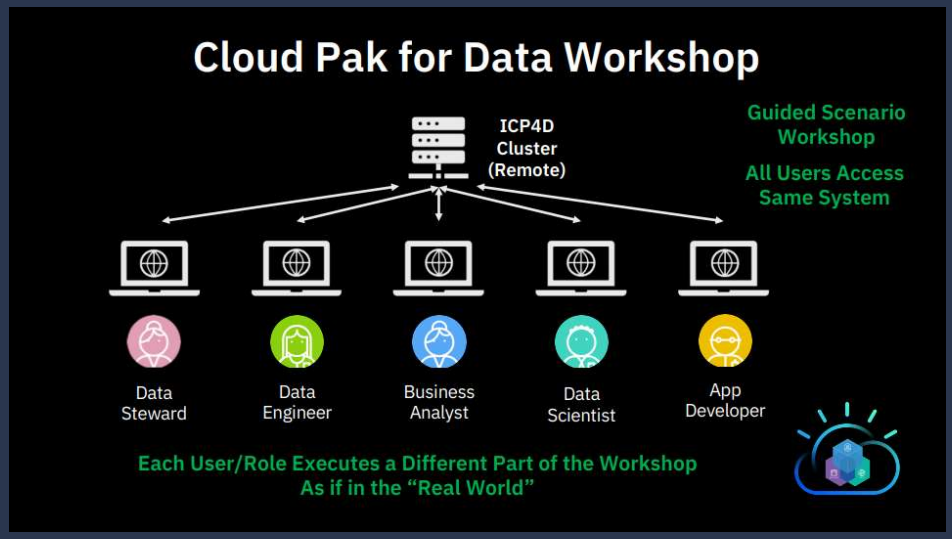
A guided workshop where an end user works through a number of scenarios that are designed to highlight potential use cases within their own organisation.

Adopting a number of roles, such as Business Analyst, Data Engineer, Data Steward, Data Scientist, the client will run through use cases showing the breadth and potential of the IBM Cloud Pak for Data platform.

When the client identifies the most relevant use case it can be used to facilitate the Journey to AI workshop.

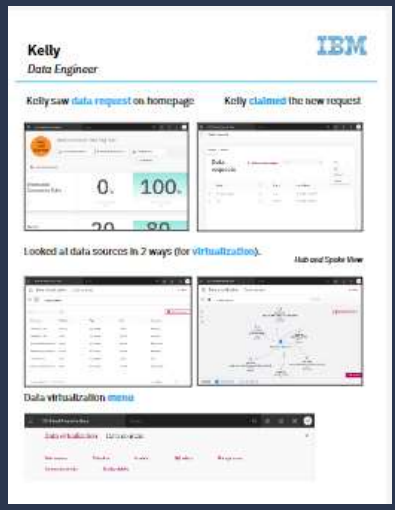
Example Workshop Agenda:

- CP4D Introduction (30 min)
- Assign Roles (15 min)
- CP4D Interface Overview (15 min)
- Perform first scenario (45 – 60 mins)
- Additional Modules – Optional (45 – 60 mins)



Persona Scenarios

- 3 Scenarios – Healthcare
  - Enterprise Search
  - Data Governance \ Virtualisation
  - Data Science \ Exploration
- User Persona's
  - Data Steward
  - Data Engineer
  - Business Analyst
  - Data Scientist
  - Application Developer
  - IT manager
- Workshop Objective
  - Assist end user with identifying relevant, Business use cases for CP4D



Example Persona Use Case

Cloud Pak For Data

IBM

Workshop Scenario Example

Workflow – Search, Request, Deliver, Access/Analyze Data

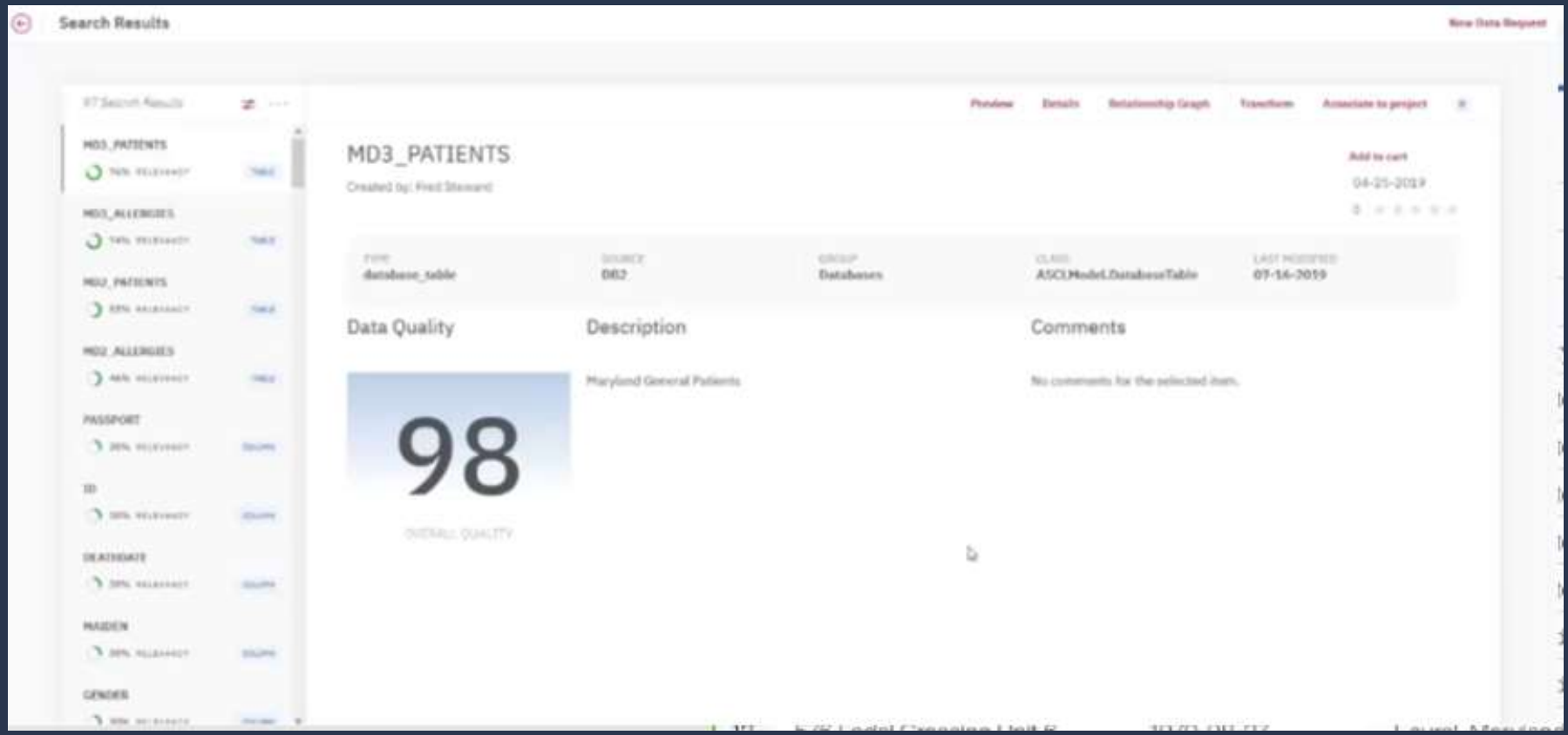
Emily
Business Analyst

Kelly
Data Engineer

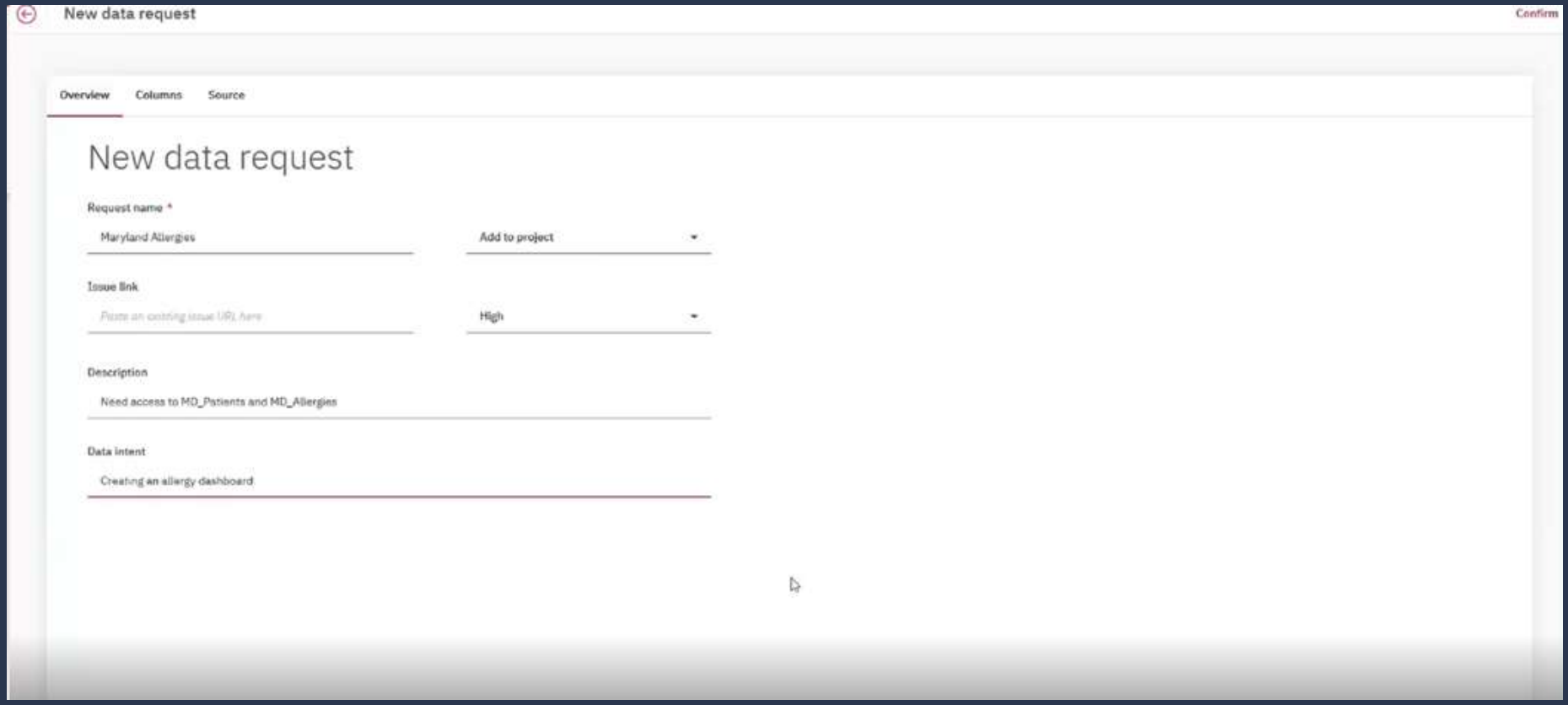
Emily
Business Analyst

- Emily needs to analyze data regarding patient allergies
  - Search for what's available
  - Get access to the data
  - Query/view the data

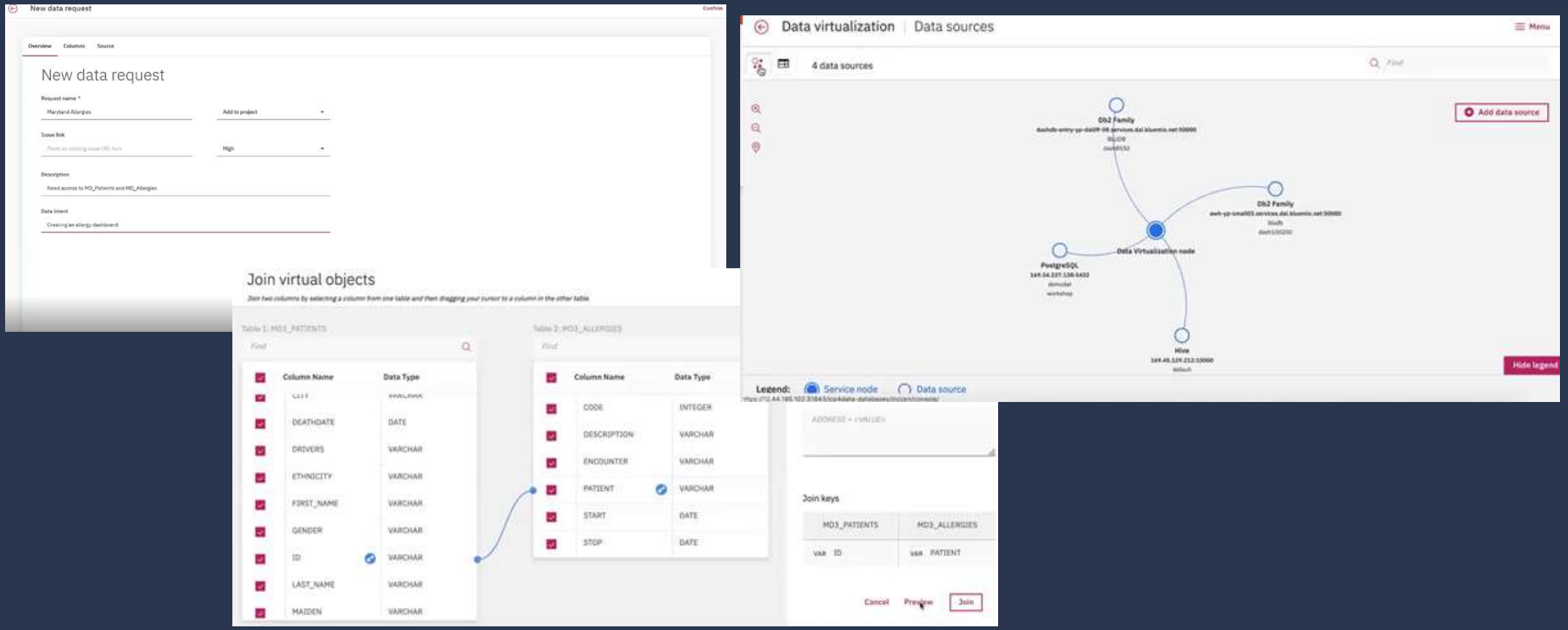
Searching for Data …



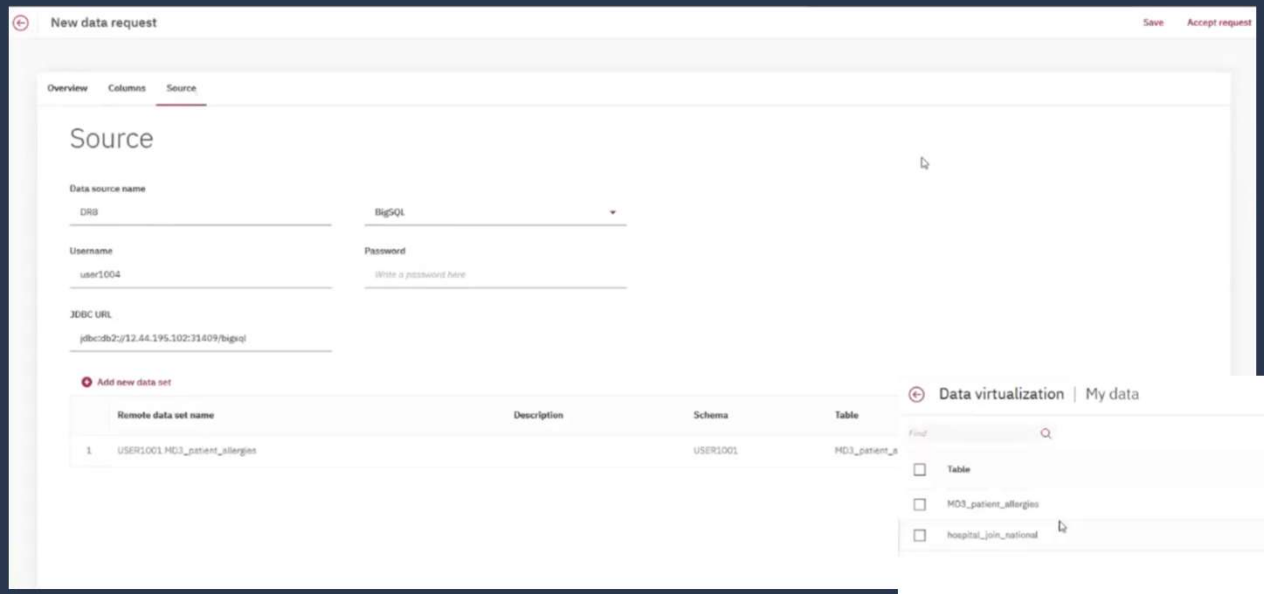
Data Access Request…

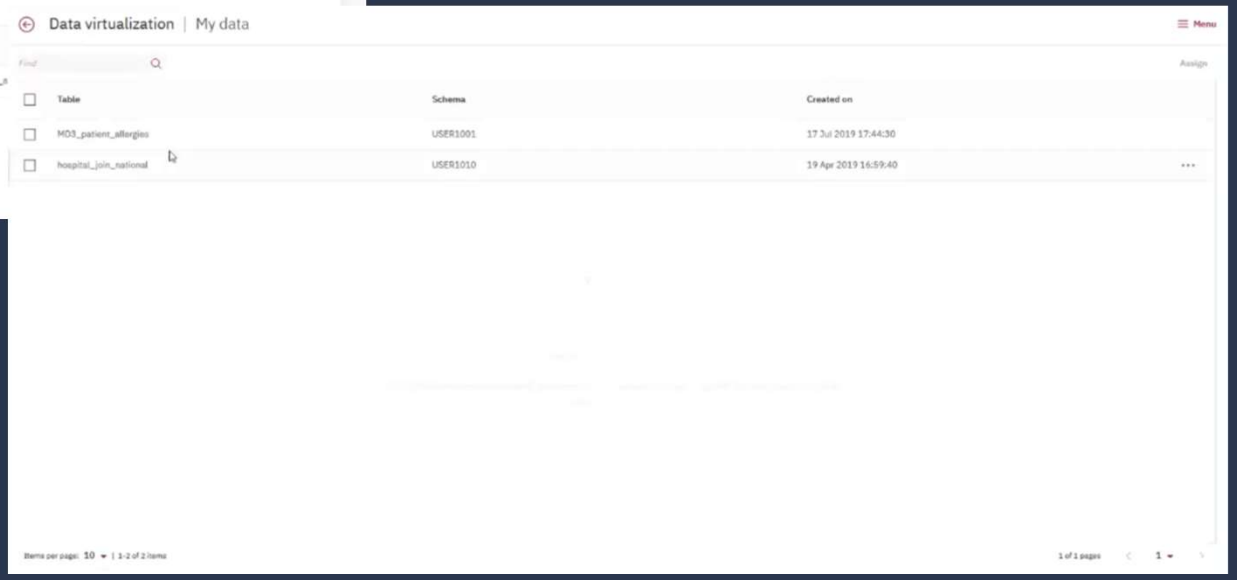


Deliver data to users & Join data quickly using Data Virtualisation…

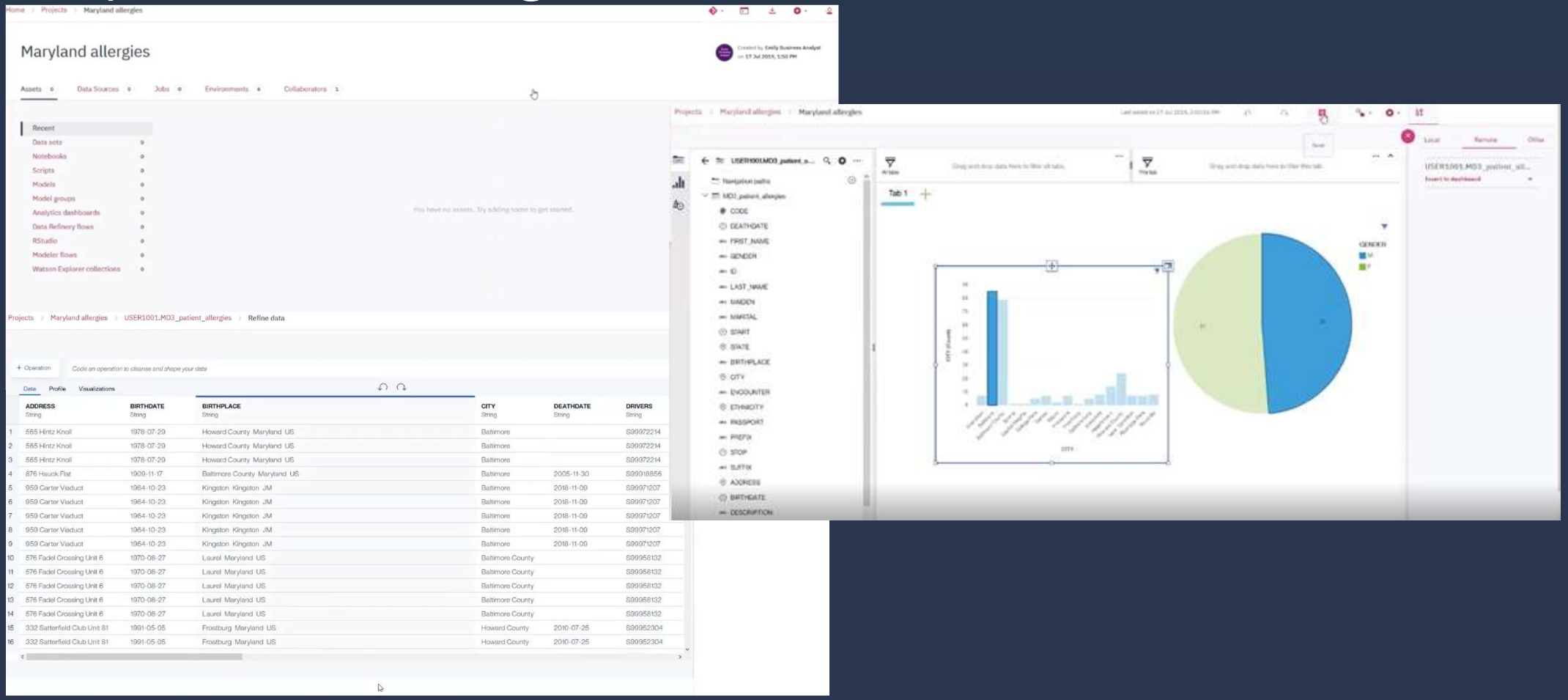


Access the Virtualised table…





Query/View data using a Dashboard…



Journey To AI
Discovery Workshop

Jon Simmons
IBM

AI Journey 'virtual' Discovery Workshop

Data & AI

You are a 'Data Company'

Jon Simmons

Cloud & Cognitive Software, Data Platform Solution Engineer

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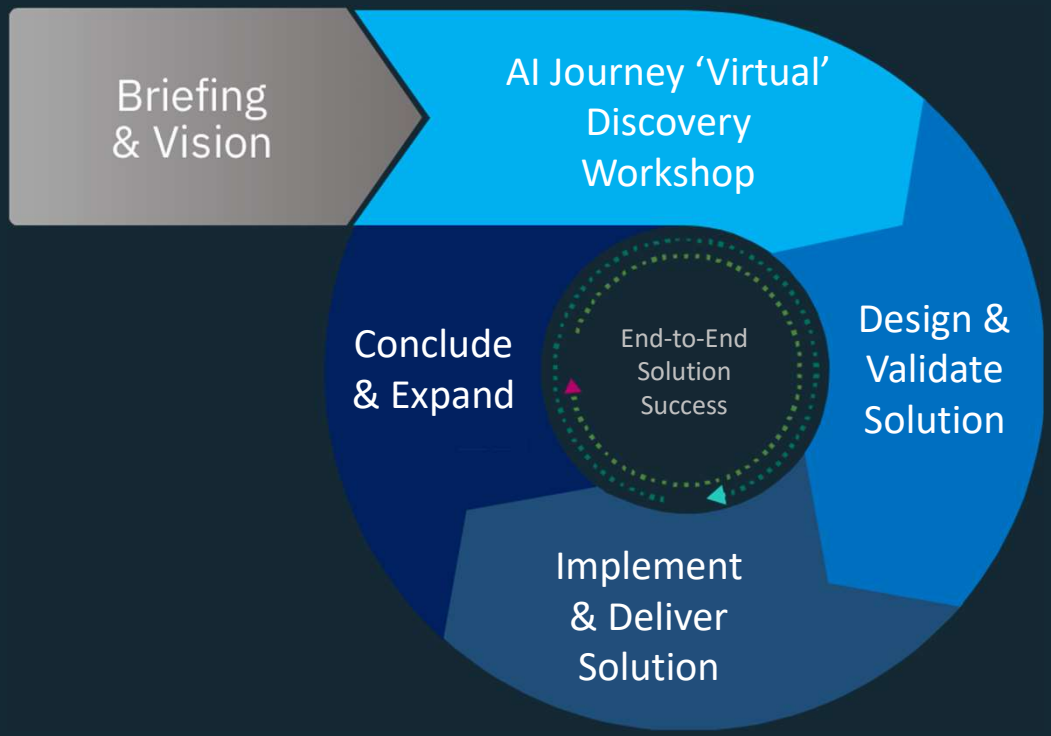
October, 2020

The AI Journey “virtual” Discovery Workshop

The AI Journey Method

The **AI Journey ‘Virtual’ Discovery Workshop** provides the initial steps in **strategy** and **implementation** to **transform your business** into a cognitive enterprise and **unlocks the full potential of your data** and AI services.



Artificial intelligence continues to scale within industries and business.

Machine learning and AI will **profoundly shape every industry**. Your competitors are already using it today.

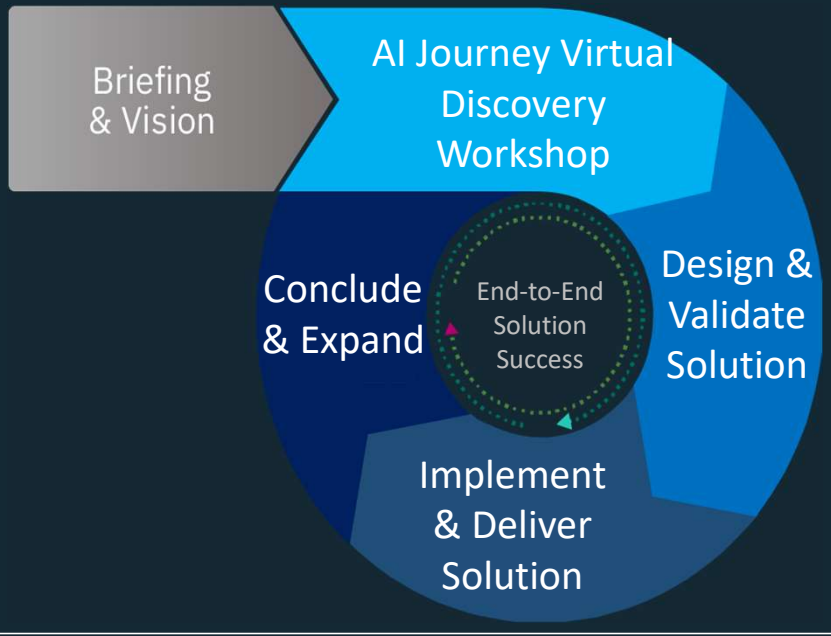
Your business may be primed for AI. However, to be **successful**, you need **AI built for business**.

Where do you start ???

AI Journey "virtual" Discovery Workshop

The AI Journey Method

AI Journey 'Virtual' Discovery Workshop



2-3 hour 'virtual' discovery workshop, free of charge. (Uses virtual Mural tool and templates)

Deliverables

✓Business use case ideation

✓A future state solution to implement the business use case

✓ High-level roadmap for MVP with progression steps (draft plan) including:

a) Dates
b) Outcomes
c) Resource plan

Take a step today…….
https://www.ibm.com/uk-en/analytics/journey-to-ai

Executive Briefing

Before the workshop…. set the scene…

Before the workshop brief the client business sponsor and key stakeholders. Explain the objectives and how the workshop will work.

Specifically cover: -

i. The 'vision' of what we are trying to achieve.
ii. The 'people' who will be involved in the workshop and 'wider influence-rs' if possible.
iii. The 'challenges'faced in the subject area or in their business.
iv. The 'impact' of solving the issue or doing nothing - CRA

Suggested Attendees

Data & AI Facilitator
Data & AI Architect
Relevant SMEs

Business Sponsor/ Key Stakeholders
Technical Sponsor

Relevant SMEs

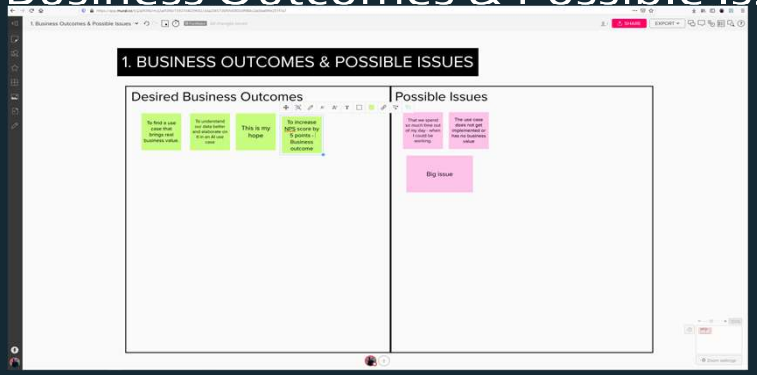
CDO Office Team/Program Team

AI Journey “virtual” Discovery Workshop

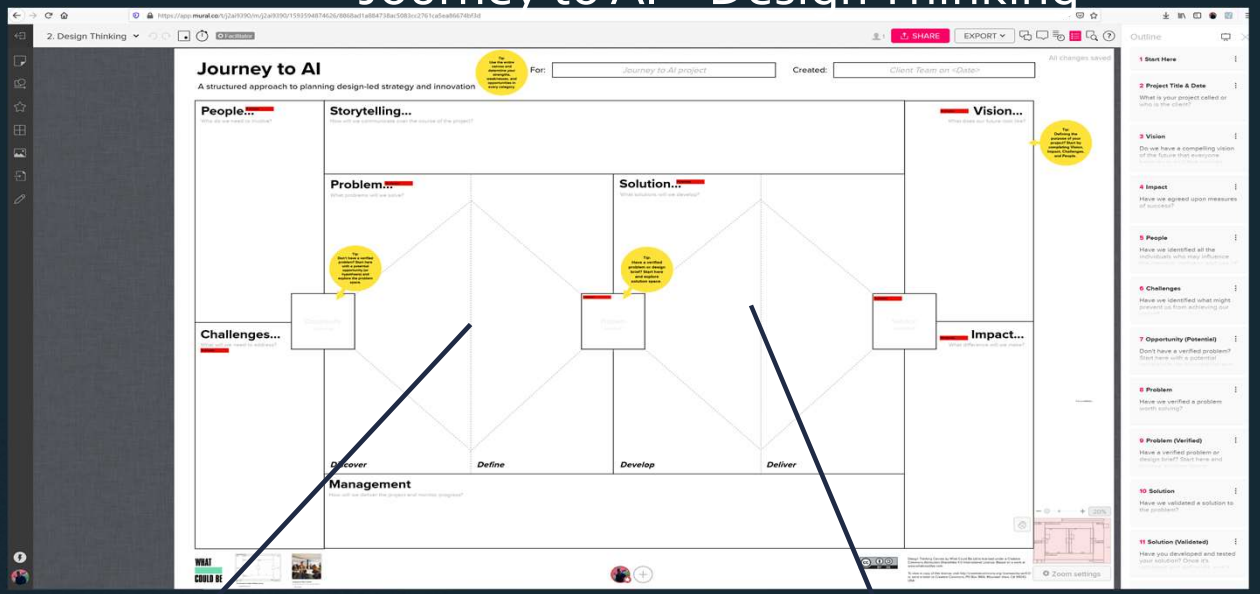
AI Journey Method

Mural Templates

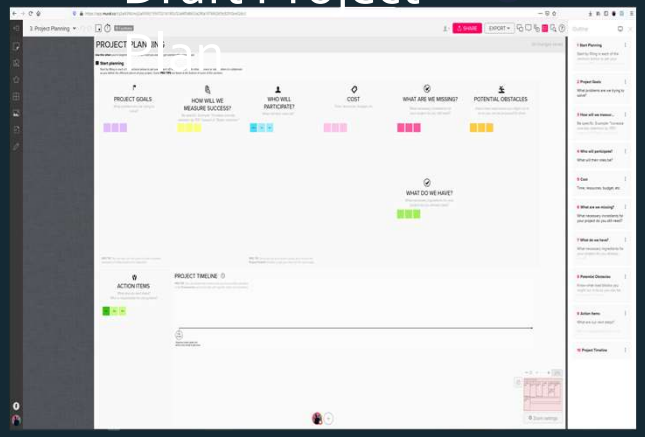
Business Outcomes & Possible Issues



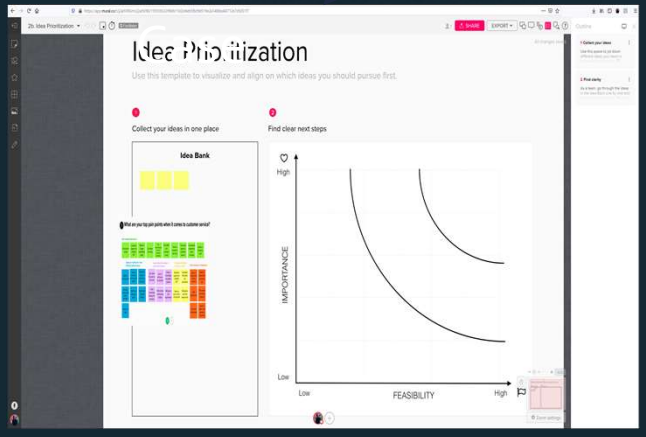
Journey to AI – Design Thinking



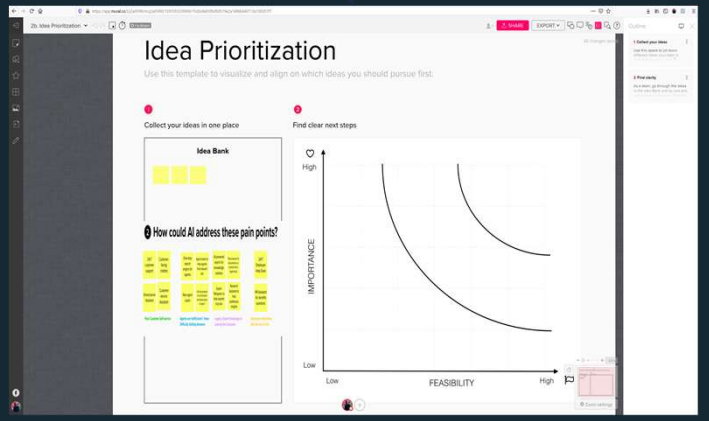
Draft Project



Business Use



Solution - MVP



Tech Data Services

Paul Archer
Tech Data

Tech Data Services

Tech Data Services

Preconfigured services offering available at point of sale

Included:

- System Engineering
- Monitoring / Maintenance
- Network
- Database
- Application

More details to follow in the next few weeks

Questions...?

Next webinar in series, Wednesday 18th November at 2pm UK time / 3pm CET

IBM Cloud Pak for Data™: Industry Accelerator demos, Deep Dive

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Visit the Tech Data Cloud Pak for Data site:
https://eu.techdata.com/ibm-cloud-pak-for-data-system