Data is driving new business models. Where can it take you?

Data flows from virtually everywhere. Yet even in a world awash with data, only 15% of organizations have the capability to use data and advanced analytics across their organization.¹

Instead, many companies spend 70–80% of their big data and analytics budgets on building “data foundations.”²

What if you could harness that data to transform your business?

Imagine being able to:

- **Integrate innovations** into your systems more quickly by using new open source technologies
- Use data any way you want to **strike a balance** between business flexibility and governance and security
- **Launch new analytics-connected apps** to gain a unique business-building advantage

Take the next step.

**Exploit the power** of your data platform with IBM analytics.

Data as a Service (DaaS) from IBM is an integrated solution that can **redefine your operating model**.

It provides the ability to more rapidly:

- Ingest new data
- Curate integrated information
- And analyze that data

To gain **faster insights** and deploy **new capabilities** at a reduced cost—and with **greater data security**.

DaaS from IBM is all about **simplifying**, **separating** and **practical governance**.

To learn more, [click here](#).