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# How One Bank Deploys and Scales with Speed



**Associated Bank, a diversified bank holding company, teamed up with IBM to continue their tradition of providing top-quality financial services to their clients. The company adopted IBM Cloud Pak for Data System to rapidly deploy and scale AI.**

Headquartered in Wisconsin, Associated Bank's initial projects included a new Customer 360 system for improving client experiences and a new governed data dashboard for value-added analytics results.

### ***In Their Words***

Hear what a member of Associated Bank's leadership had to say about working with IBM.

“One of the great things about the Cloud Pak for Data System is the speed with which we'll be able to launch and scale our analytics platform,” said Steve Lueck, Vice President, Data Management at Associated Bank. “The integrated stack contains what we need to improve data quality, catalog our data assets, enable data collaboration, and build/operationalize data sciences. We're able to move quickly with design, test, build and deployment of new models and analytical applications.”

### ***Key Banking Benefit***

Cloud Pak for Data System provides the Bank a single interface platform for end-to-end enterprise analytics that immediately leverages their many existing data sources.

