

Cresco International, LLC [7rrjj]

IBM Business Partner · Analytics, AI & Content Intelligence

Who we are: Cresco International is a specialized IBM partner helping mid-to-large enterprises turn raw data into actionable intelligence — from capturing and governing content, to automating workflows with AI, to delivering analytics that drive decisions. We guide clients across the **full data journey**.

OUR DATA JOURNEY — PRODUCTS, AREAS & INDUSTRIES

Phase 1: Capture & Store		Phase 2: Automate	Phase 3: Build AI	Phase 4: Plan & Forecast	Phase 5: Predict & Optimize
Product	Phase	Area / Capability		Target Industries	
FileNet / DataCap	Capture & Store	Enterprise Content Mgmt, Document Capture & Classification		Insurance, Banking, Government, Healthcare, Legal	
Guardium	Capture & Store	Data Security, Database Activity Monitoring, Compliance & Auditing		Banking, Healthcare, Government, Insurance, Retail	
Watson Orchestrate	Automate & Integrate	AI-powered Workflow Automation, Digital Workers		Financial Services, HR & Operations, Retail, Telecom	
Watsonx.ai	Build & Deploy AI	Foundation Models, Generative AI, Prompt Engineering, MLOps		Banking, Healthcare, Manufacturing, Energy, Consulting	
Planning Analytics	Plan & Forecast	FP&A, Budgeting, Demand Planning, Scenario Modeling		Retail, CPG, Logistics, Life Sciences, Public Sector	
Cognos Analytics	Plan & Forecast	Enterprise BI, Self-Service Reporting, Dashboarding		Healthcare, Education, Finance, Government, Utilities	
SPSS	Predict & Optimize	Predictive Analytics, Statistical Modeling, Data Science		Healthcare Research, Academics, Insurance, Social Sciences	
CPLEX	Predict & Optimize	Decision Optimization, Operations Research, Constraint Solving		Supply Chain, Airlines, Energy, Manufacturing, Logistics	

PASS US OPPORTUNITIES WHEN YOU SEE

- **Document / Content chaos** — FileNet, DataCap
- **Data security & compliance** — Guardium
- **Workflow automation asks** — Watson Orchestrate
- **GenAI / LLM projects** — Watsonx.ai
- **FP&A / budgeting pain** — Planning Analytics
- **BI & reporting needs** — Cognos Analytics
- **Statistical modeling** — SPSS
- **Optimization / scheduling** — CPLEX

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