Transform raw data into AI-ready data with IBM watsonx.data integration

Scale data delivery with a unified solution for integrating any data, using any style, for any user

Highlights

- Eliminates data integration tool sprawl

- Simplifies pipeline building with AI assistants and multiple authoring experiences

- Optimizes pipeline performance and reduces costs

- Enables high data quality with data observability

Modern workloads for AI require an agile data foundation. But often, understaffed data teams are burdened with too many tools and too many technology shifts. Data practitioners have journeyed from data warehouses to Hadoop, data lakes to cloud data warehouses, and now the lakehouse architecture beckons. Each of these paradigm shifts has disrupted data engineering disciplines, necessitating frequent pipeline rewrites and technical debt, impeding data delivery for critical initiatives.

Moreover, 87% of organizations report using 3 or more data integration tools[1]. This tool fragmentation imposes high administrative overheads and costs to stitch together, maintain and upskill on multiple tools.
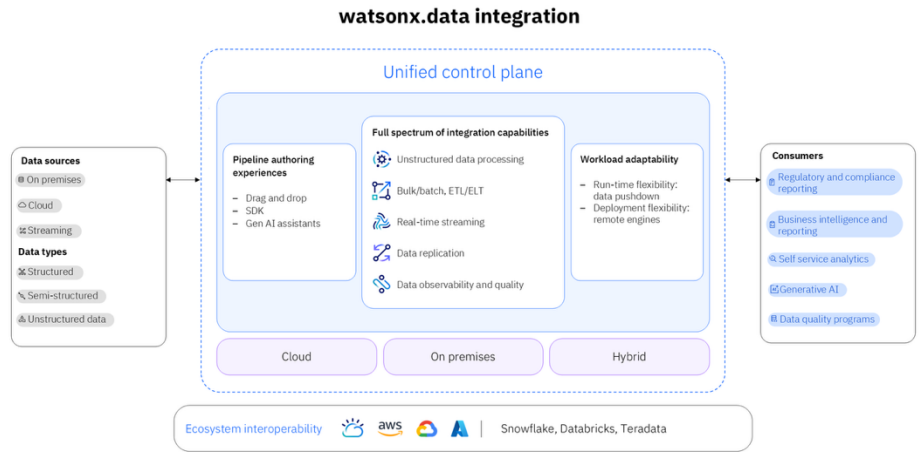
In turn, enterprises are seeking a streamlined data integration approach that doesn't hinder their data engineers and allows them to adopt tooling that leverages their existing skills, is more adaptable to future technological advances, and is more efficient.

IBM® watsonx.data® integration introduces a unified control plane to scale the delivery of AI-ready data. It supports low-code, code-first, and agentic authoring. It orchestrates data movement using reusable pipelines across any integration style—batch ETL/ELT, real-time streaming, replication—for both structured and unstructured data. Embedded data observability capabilities help with continuous monitoring of pipelines for accelerated issue detection and remediation. Designed for flexibility, watsonx.data integration eliminates tool sprawl and future-proofs data infrastructure against shifting data storage paradigms.

95%

IT leaders report integration issues are impeding AI adoption [2]

Point solutions force teams to choose between no-code to code-first approaches and result in data teams being locked in to tools with single integration styles. On the other hand, platform integration tools are not designed to handle performance demands and lack hybrid deployment flexibility. IBM watsonx.data integration provides the only adaptive integration solution that orchestrates data processing where your data resides and remains resilient to shifts in data technology. IBM watsonx.data integration works across all data integration styles, data types, and storage architectures to make pipeline design and optimization intuitive and durable. Now, teams are in control of their data integration, rather than being controlled by data technology decisions.

watsonx.data integration

Watsonx.data integration's unified control plane comprises of three core pillars:

Multiple pipeline authoring experiences: Multimodal authoring entry points for code, low-code, or SQL help reduce tool sprawl, increase productivity, and expand collaboration.

Full spectrum of data integration capabilities: A single solution for real-time data streaming, bulk ETL/ELT, and replication underpinned by data observability.

Composable, workload adaptability: A composable data integration control plane enables the portability of workloads between execution engines, allowing for optimization across various workload characteristics.
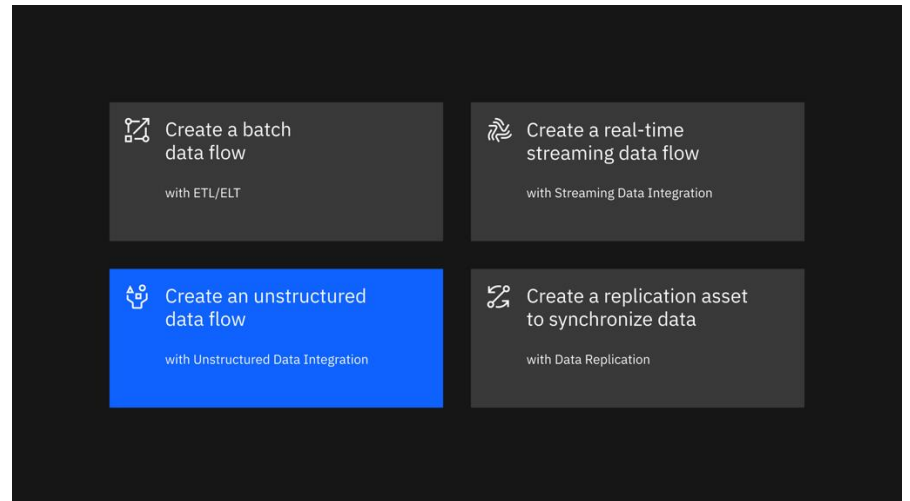
Solution brief

87%

Organizations report using 3 or more data integration tools [1]

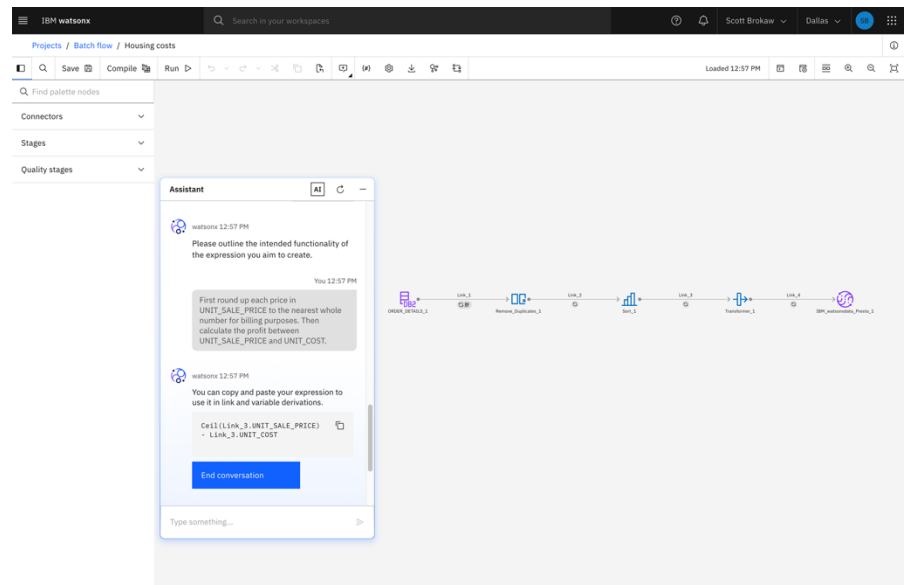# Benefits of watsonx.data integration

Eliminate data integration tool sprawl

Watsonx.data integration features a unified control plane that allows you to integrate both structured and [unstructured data](#) using a mix of styles—including batch, real-time streaming and replication—so you're not wasting time and money toggling between tools.

Design pipelines with AI-powered simplicity

Turn any team member into a data pro with an AI-powered assistant that simplifies pipeline creation and maintenance. Plus, flexible pipeline design options provide a user-friendly authoring experience for any skill level: no-code, low-code, or code-first.
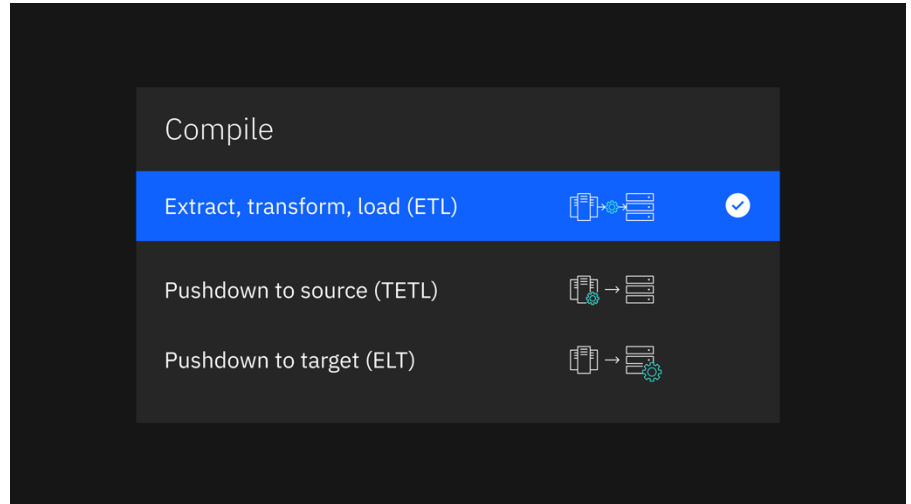
Solution brief

67%

data practitioners report spending at least half of their time on maintaining existing systems and pipelines [3]
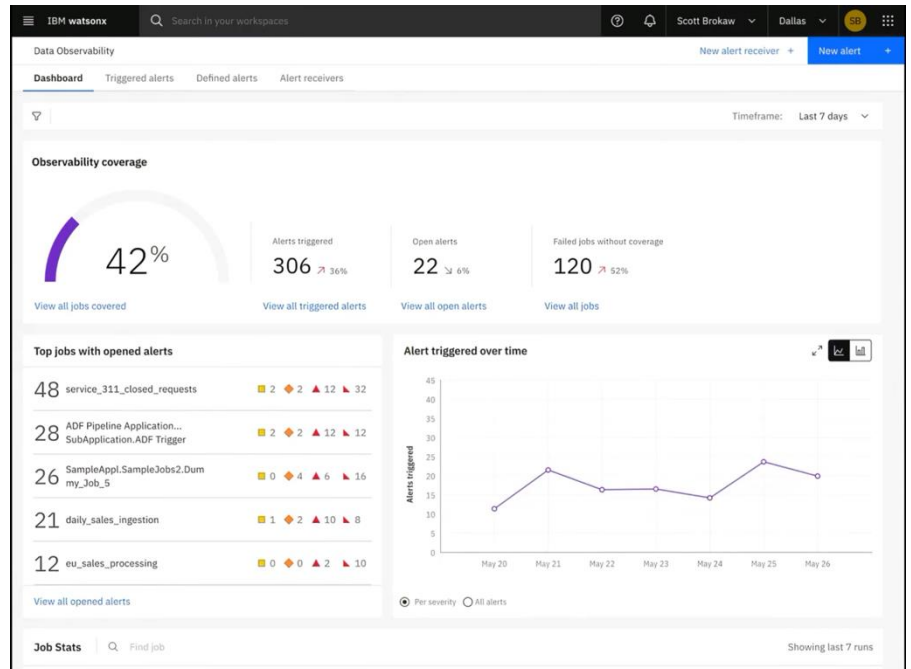
Optimize pipeline performance and reduce costs.

Get more performance with less cost. With a range of processing options—from remote engines to ELT pushdown capabilities—watsonx.data integration delivers the flexibility to choose where and how your pipelines run.

Provide continuous data quality and observability

With always-on pipeline monitoring, teams can quickly identify and resolve data issues before they impact end users. Data observability capabilities in watsonx.data integration automatically collect metadata to build historical baselines, detect anomalies, and triage alerts to remediate data quality issues.

Solution brief

Scale the delivery of AI-ready data , while scaling down tool sprawl and technical debt with watsonx.data integration. Unlock skill-agnostic pipeline development, full-spectrum of integration capabilities and intelligent optimization for cost and performance. Future-proof your data integration strategy and empower your data teams to focus on what matters.

For more information
To learn more about watsonx.data integration, visit https://www.ibm.com/products/watsonx-data-integration.

You can also book a meeting with an IBM expert or start a free trial.

1. The State of Data + AI Integration 2024-2025, Nexla, April 2024
2. 2025 Connectivity Benchmark Report, MuleSoft, January 2025
3. DataAware™ Pulse Survey, Ascend.io, January 2025