Welcome to the Cognitive Era

Creating Moments That Matter

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IBM

We live in interesting times

Back to the Future

1995+	2010+	2015+	…..
Music	TV	Retail	
Photography	News	Finance	
Video Rental	Travel	Automotive	
…..	Recruitment	Healthcare	
	…..	Education	
		…..	

Waves of Digital Disruption

Uber for Liquor Delivery: Saucey, Drizly, Minibar…
Uber for Cannabis Delivery: Eaze, Canary…
Uber for Errands: TaskRabbit…
Uber for Odd Jobs: GladlyDo
Uber for Hotel Rooms: HotelTonight
Uber for Beauty Services: Swan, Stylebee, StyleSeat, Manicube
Uber for Home Cleaning: Handybook, Homejoy
Uber for Car Repairs: YourMechanic
Uber for Babysitting: Urban Sitter…
Uber for Pizza Delivery: Push for Pizza…
Uber for Medical Equipment: Cohealo
Uber for Quiet Spaces: Breather
Uber for Vet (Home Visit): VetPronto
Uber for Dog Sitters: DogVacay
Uber for in-home Massage: Massage, UnwindMe, Zeel, Soothe
Uber for Doctor House-call: Medicast, Pager
Uber for Doctor (Remote) Consultation: Doctor on Demand, dvisit
Uber for Courier Deliveries: Deliv, Postmates, Shyp

Uber for locksmiths: KeyMe, KeysDuplicated
Uber for Childcare/School Run: KangaDo…
Uber for Dry Cleaning/Laundry: Cleanly, Dashlocker, Washio, Flycleaners
Uber for Hotel Dry Cleaning: Oliom
Uber for Mobile Repairs iCracked
Uber for Removals: Moveline
Uber for Lawnmowing: Lawnstarter, Plowz&Mowz…
Uber for Restaurant Home Delivery: Seamless
Uber for Taxis: Lyft…
Uber for Home Maintenance RatedPeople, HouseCall, RedBeacon
Uber for Home Decoration: PaintZen
Uber for Home Deliveries: Anyvan, Doorman, Instacart, UberRUSH
Uber for Dog Walking: Wortheem Swifto, Urban Leash, Trottr
Uber for Private Jets: BlackJet
Uber for City Parking: ParkingPanda, MonkeyParking, SpotHero…
Uber for Language Tuition: Cambli
Uber for Storage [Valet]: Caddy, MakeSafe, Boxbee
Uber for Bodyguards: Bannerman…

The Uberfication of Everything

70% of Fortune 1000 companies in 2004 do not exist today

Gartner 2014

Innovate or Die

20% of #b2b sales professionals

Will lose their job by 2020

Forrester 2015

Death of a Salesman

How to differentiate in the age of ‘Me’

Client expectations are higher than ever

Clients expect personal service, not marketing

Design Matters

Experience Matters

Moments Matter

Context Matters

90%

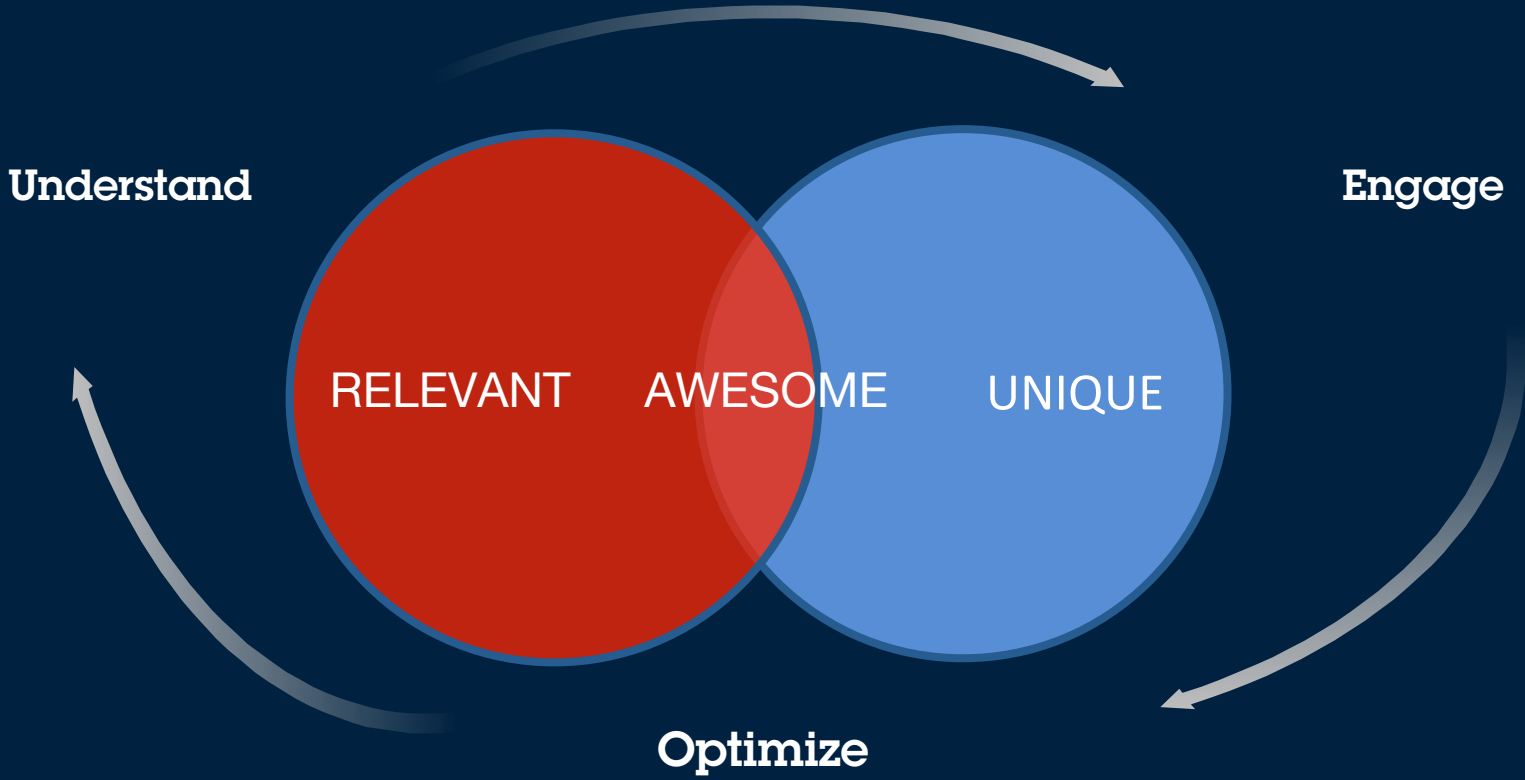
of consumers expect personalisation

32%

claim to be highly effective at engaging individual customers

We need to improve our data driven marketing capabilities

Source: IBM Institute for Business Value and Center for Applied Insights



Creating awesomeness

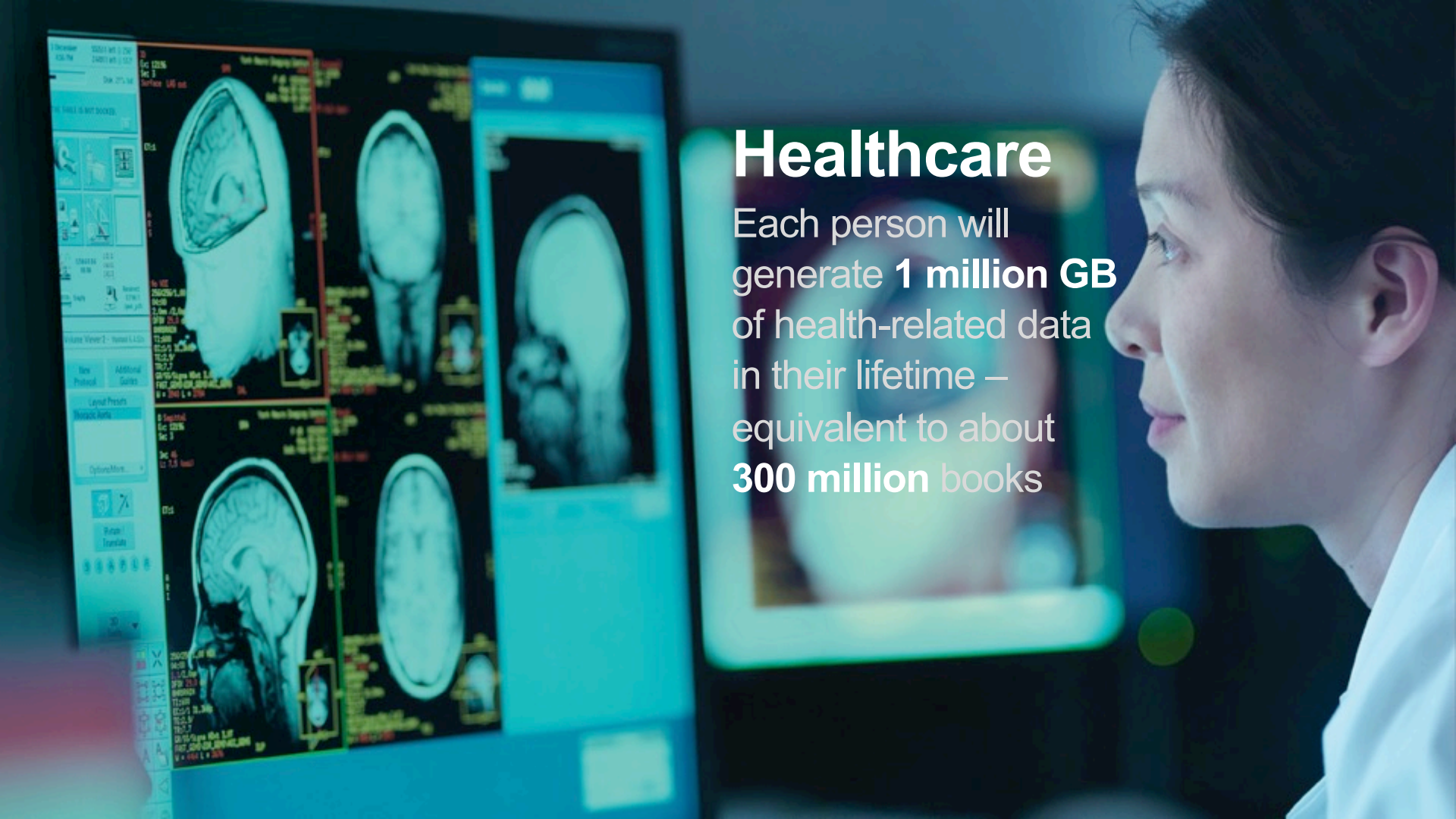
2014WE

Taking our profession from Mad Men to Math Men

The **volume**, **variety** and **velocity** of data is creating an unprecedented opportunity.

2.5Bn

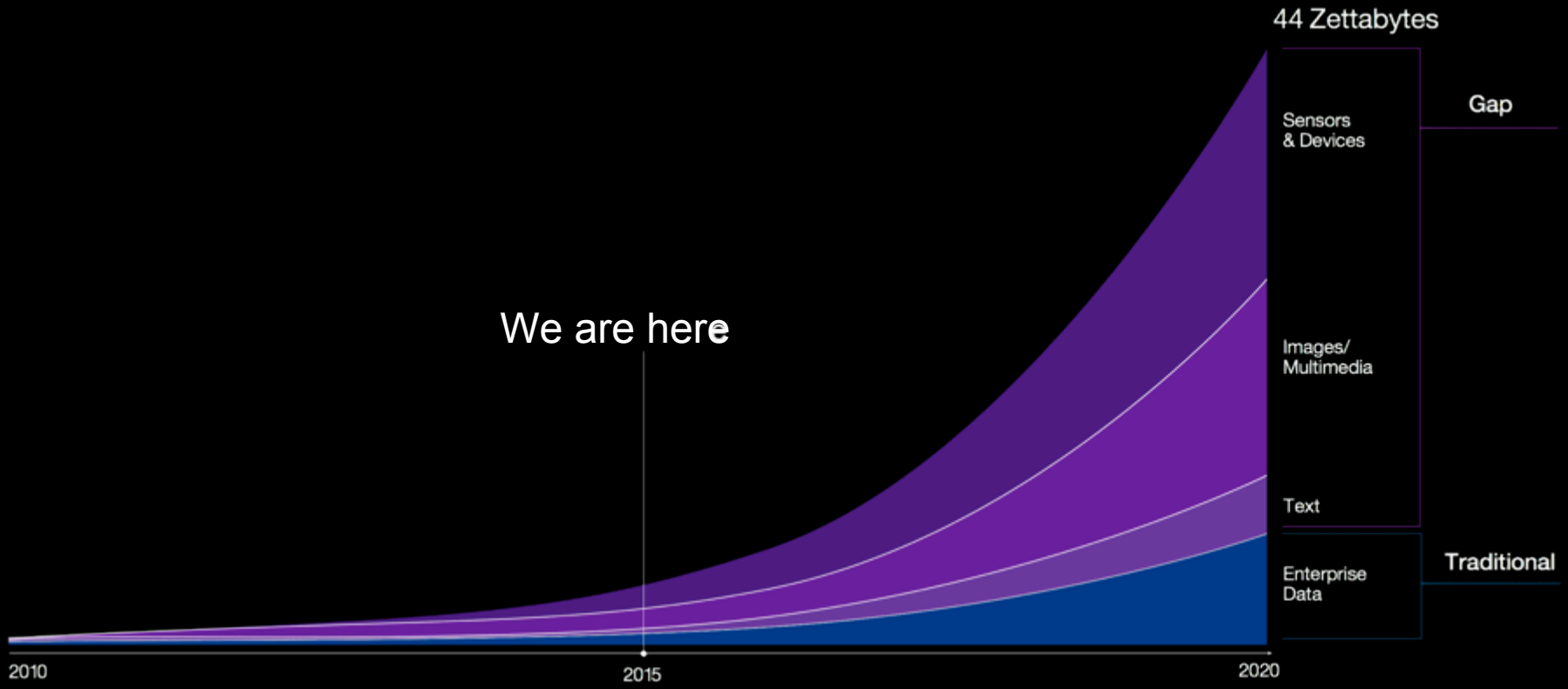
gigabytes of new data are generated every day, of which 80% is unstructured.

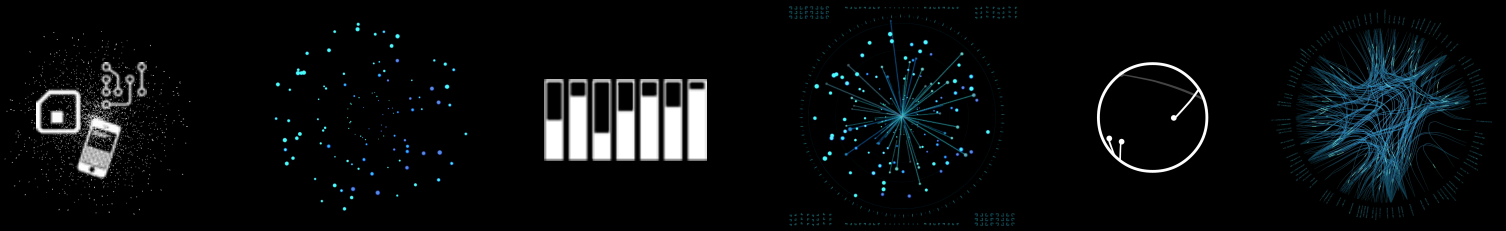

Healthcare
Each person will generate 1 million GB of health-related data in their lifetime – equivalent to about 300 million books

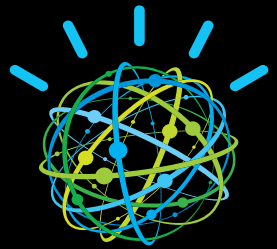
Retail
Consumers post
500 million tweets and
55 million
Facebook updates
each day

Internet of Things

Smart, connected appliances will grow from **less than 1%** of the market today to **more than half** in 2020


44 Zettabytes
Sensors & Devices
Images/ Multimedia
Text
Enterprise Data
Gap
Traditional
We are here
2010
2015
2020


Sensors
Data
Analytics
Information
Cognitive
Knowledge



IBM **Watson**

creating a new partnership between people and computers
that enhances, scales and accelerates human expertise.

Jeopardy was all about answers

IBM Research Project

2006

INNOVATION

Jeopardy! Grand challenge

FEB 2011

DEMONSTRATION

Watson for Healthcare

AUG 2011

COMMERCALIZATION

Watson for Financial Services

MAR 2012

EXPANSION

Watson Industry Solutions

2012 →

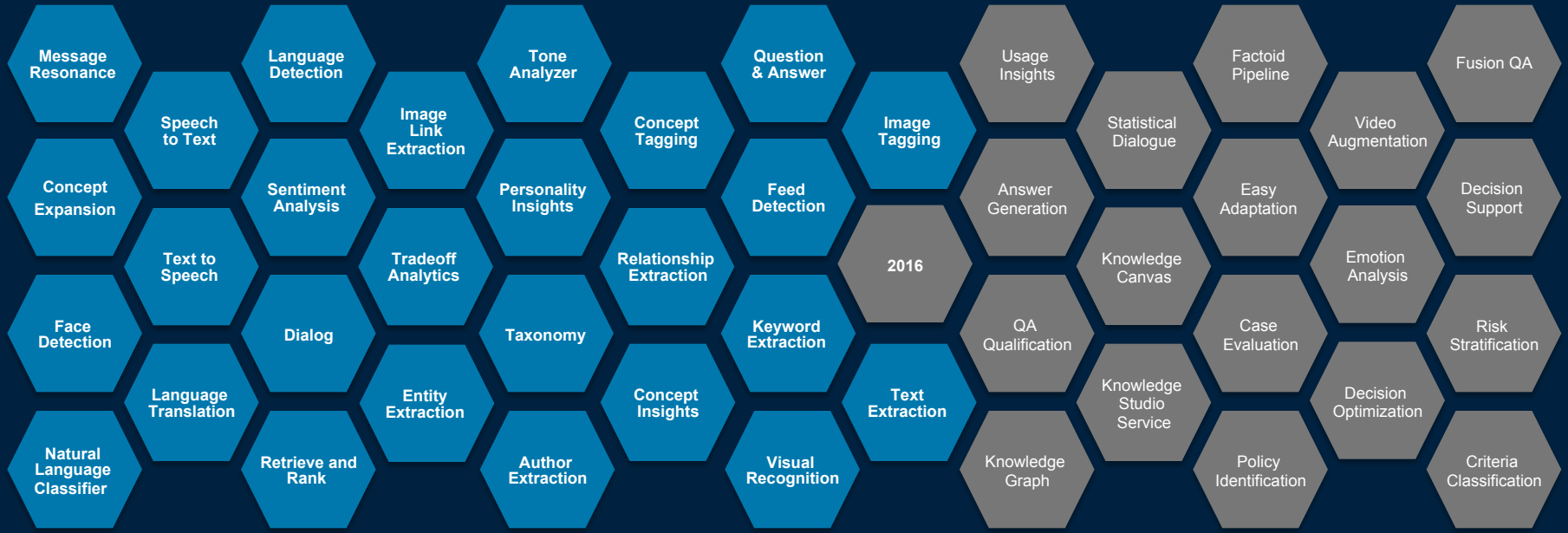
ACCELERATION

Putting Watson to outthink the world's most pressing issues

Core Technologies

Author Extraction
Colloquialism Processing
Concept Expansion
Convolutional Neural Networks
Deep Learning
Dialog
Entity Extraction
Entity Resolution
Feature Engineering
Feature Weighting
Html Analysis
Image Processing
Information Theory
Keyword Extraction
Language Identification
Language Modeling
Learn To Rank
Linguistic Analysis
Linguistic Query
Machine Learning
Machine Translation
Message Resonance
Multi-Dimensional Clustering
Multilingual Training
Natural Language Processing
Neural Networks
Ontology Analysis
Pareto Analysis
Passage Answering
Phoneme Aggregation
Question Analysis
Relationship Extraction
Rules Processing
Scalable Searching
Similarity Analytics
Statistical Language
Statistical Language Parsing
Statistical Language Processing
Syllable Analysis
Text Extraction
Tradeoff Analysis
Visual Analysis
Visual Rendering
Visualization
Voice Synthesis And Customization

Source: Watson Qualitative IDIs, Watson Brand—Business Survey, July 2015



Core Technologies

Author Extraction
Colloquialism Processing
Concept Expansion
Convolutional Neural Networks
Deep Learning
Dialog
Entity Extraction
Entity Resolution
Feature Engineering
Feature Weighting
Html Analysis
Image Processing
Information Theory
Keyword Extraction
Language Identification
Language Modeling
Learn To Rank
Linguistic Analysis
Linguistic Query
Machine Learning
Machine Translation
Message Resonance
Multi-Dimensional Clustering
Multilingual Training
Natural Language Processing
Neural Networks
Ontology Analysis
Pareto Analysis
Passage Answering
Phoneme Aggregation
Question Analysis
Relationship Extraction
Rules Processing
Scalable Searching
Similarity Analytics
Statistical Language
Statistical Language Parsing
Statistical Language Processing
Syllable Analysis
Text Extraction
Tradeoff Analysis
Visual Analysis
Visual Rendering
Visualization
Voice Synthesis And Customization

Source: Watson Qualitative IDIs, Watson Brand—Business Survey, July 2015

Watson backs-up medical decisions and battles cancer

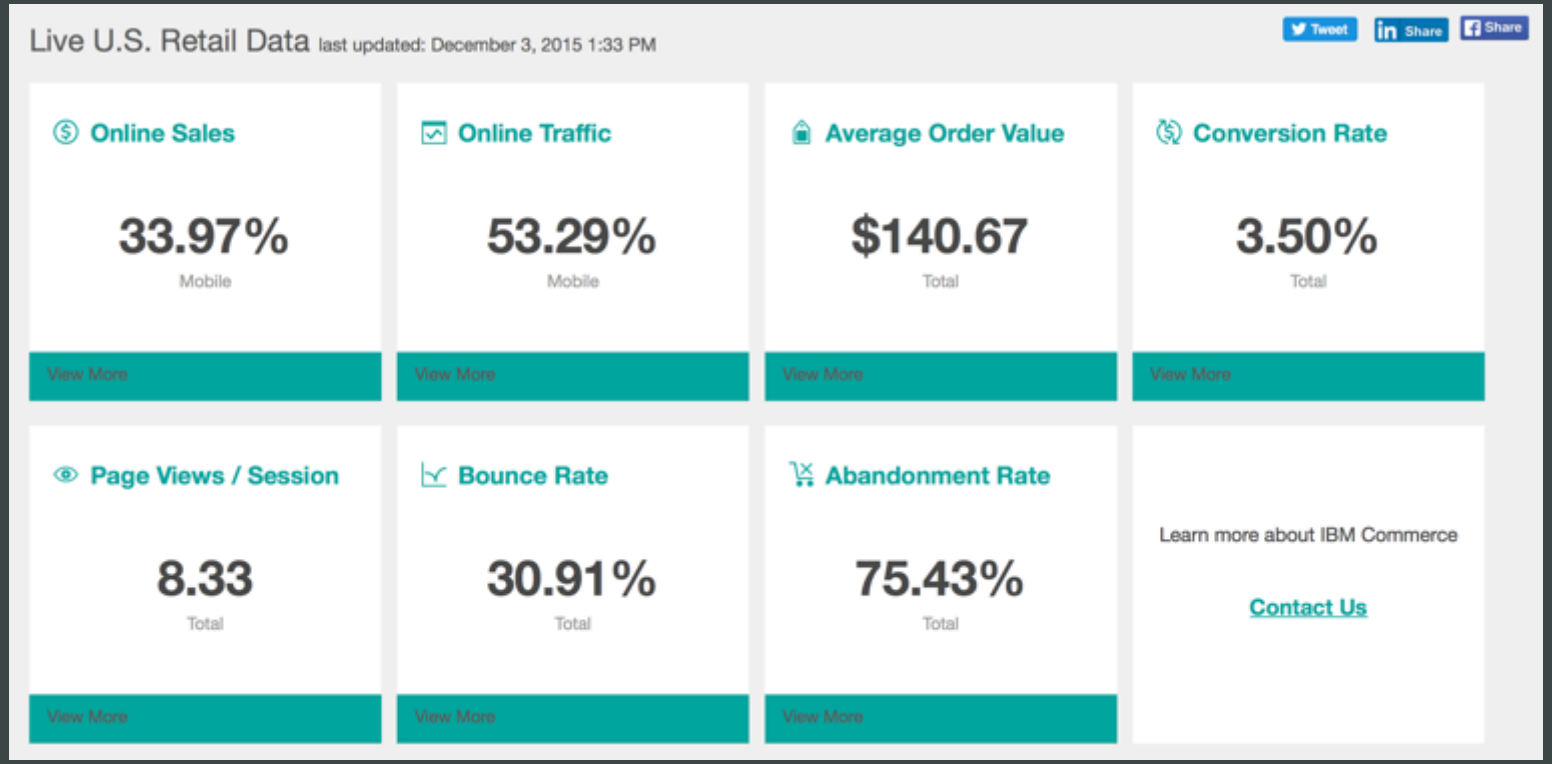
Watson can help you cook

Watson supports the development, learning and growth of kids

Watson and Marketing

Personalize
Relevance
Predict
Performance

OUTTHINK



Understand your business performance

Jean Cornet

You are heartfelt, rational and restrained.

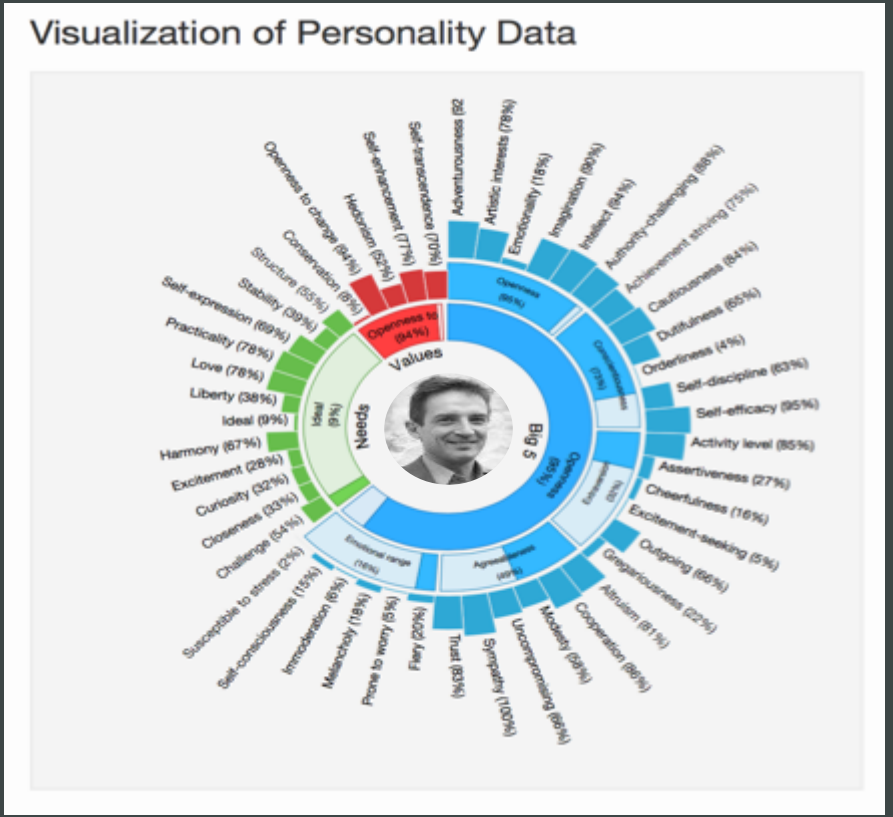
You are empathetic: you feel what others feel and are compassionate towards them.

You are calm under pressure: you handle unexpected events calmly and effectively.

Your choices are driven by a desire for connectedness.

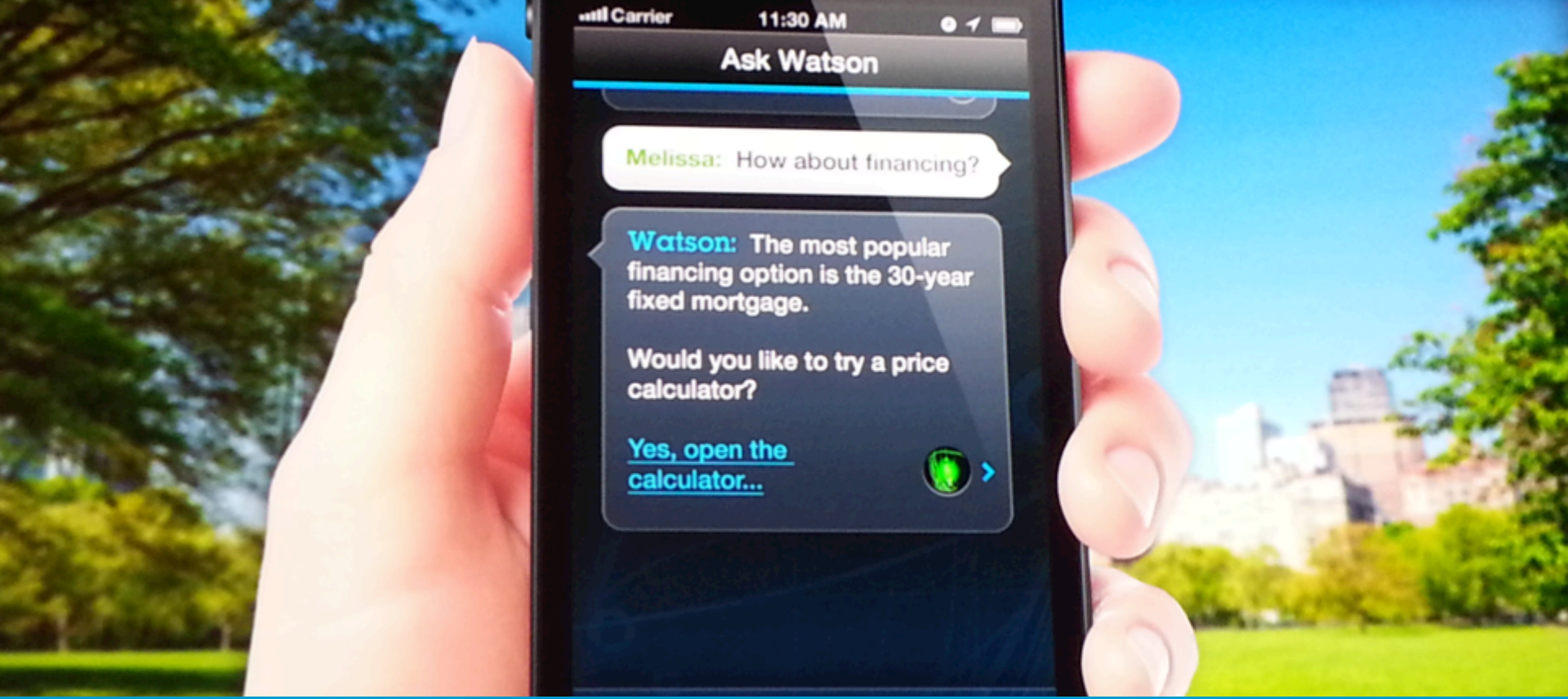
You consider independence to guide a large part of what you do: you like to set your own goals to decide how to best achieve them.

You are relatively unconcerned with tradition: you care more about making your own path than following what others have done.



Understand your audience

Source: MARKETERS, MARKET YOUR WORK & A STORY ON CREATIVITY AND THE GUTS IT TAKES



Create Moments That Matter

The Future is (Y)ours

BE A KING – (not a cub)

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