IBM Watson – The Cognitive Future

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Why the world needs Watson

IBM **Watson**

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

2.5B

gigabytes of new data are generated every day, 4/5ths of which is unstructured.

IBM Watson

This proliferation of data is driving demand for real-time insights and evidence-based decision making.

1 in 2

CEOs report not having the information they need when making critical decisions

IBM **Watson**

Advances in natural language processing and machine learning are enabling us to transform expertise and professionals.

12%

Most firms estimate that they only analyze 12% of the data they already have, leaving 88% on the cutting room floor.

What percentage of your company's data is in the form of human language?

a) 0 - 25%

b) 25 - 50%

c) 50 - 75%

d) 75 - 100%

2

How Watson Transforms Expertise

IBM **Watson**

Watson is ushering in a new era of computing

1900
Tabulating Systems

1950
Programmable Era

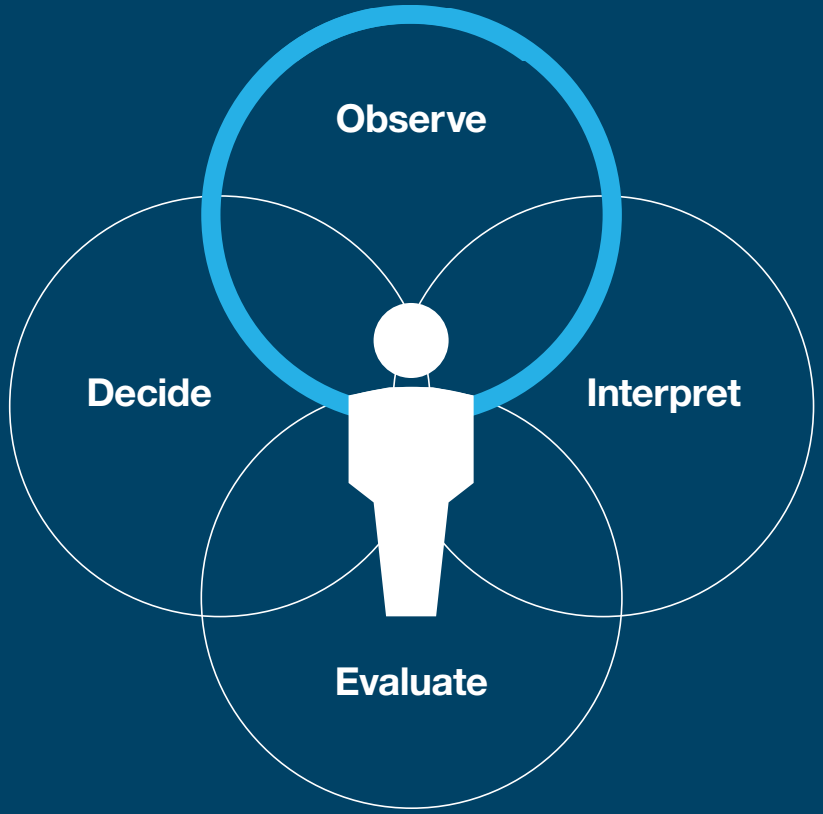
2011
Cognitive Era

IBM Watson

Observe

Every day, our brains process incredible amounts of information without us even realizing we're doing it.

Watson aids the human cognitive process by reading and storing all knowledge across professions, and making insights contained within instantly available.



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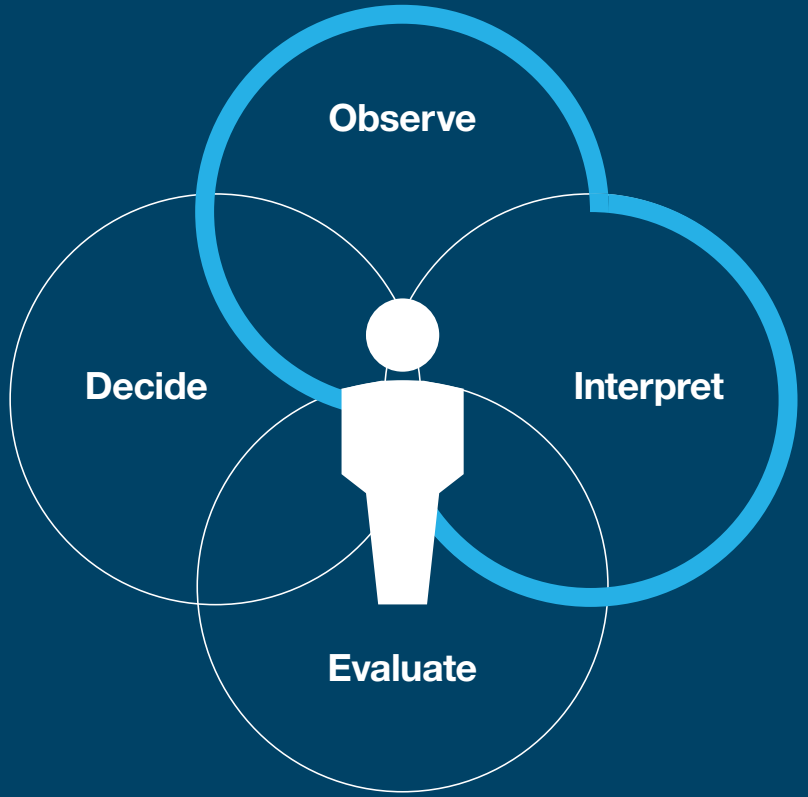
Interpret

We interpret the data available to us to make connections and frame our choices

Watson supports this process by interpreting explicit and implicit relationships and visualizing unexpected patterns within data



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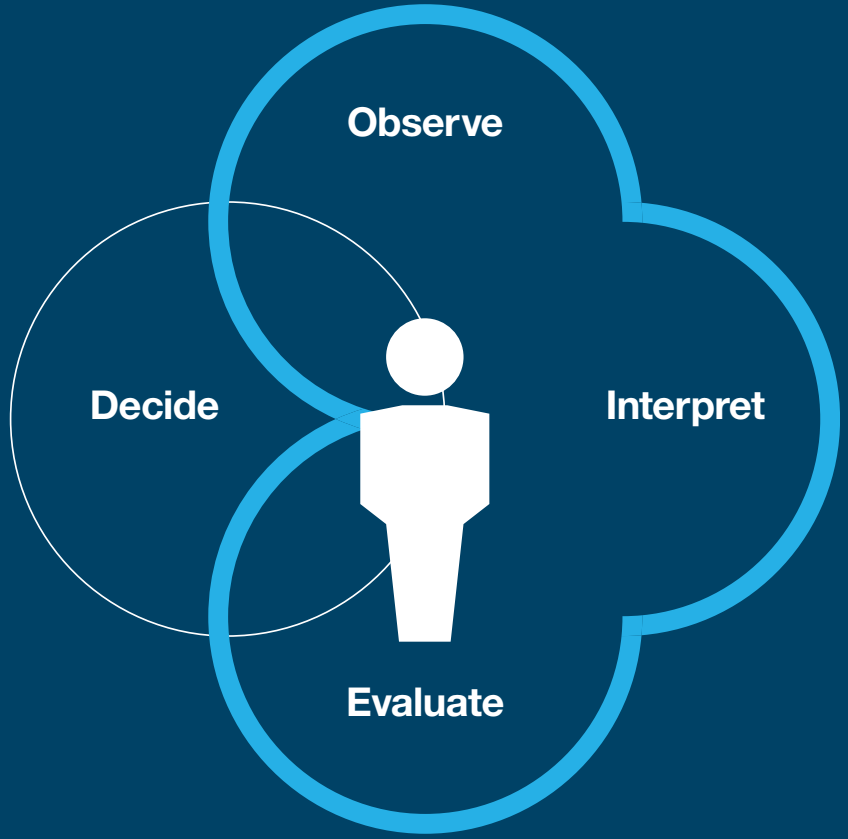
Evaluate

We evaluate connections across knowledge and data to draw conclusions and develop our opinions

Watson supports this process by testing options against all available evidence, without assumption or bias



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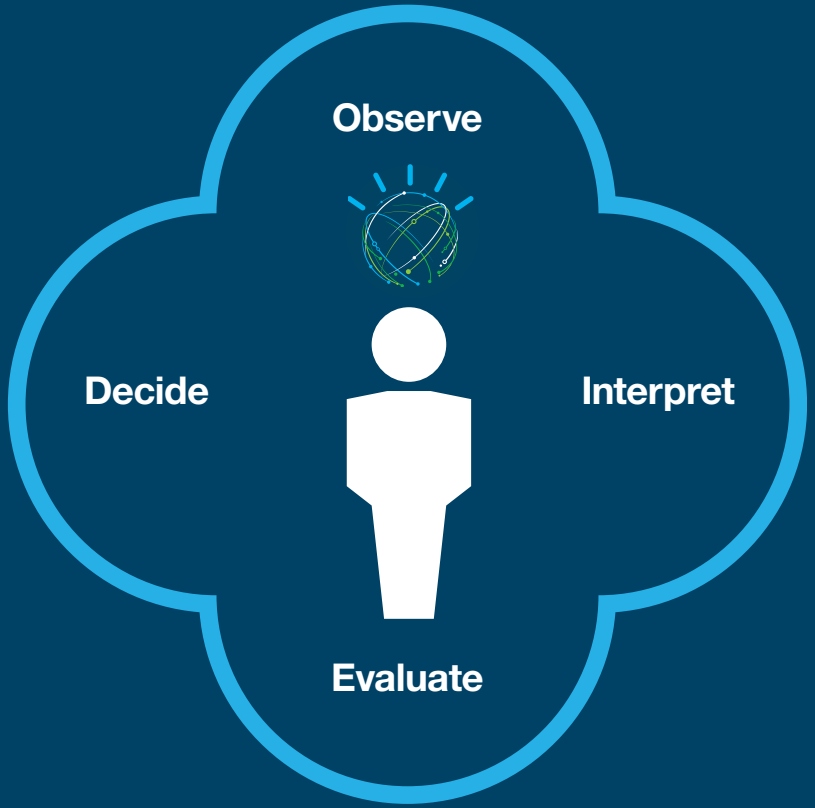
We make decisions based on experience, new evidence, and the integrity of evaluation that we've done.

Watson puts content into context, pairing confidence-weighted responses with supporting evidence allowing for informed decisions at the point of impact.



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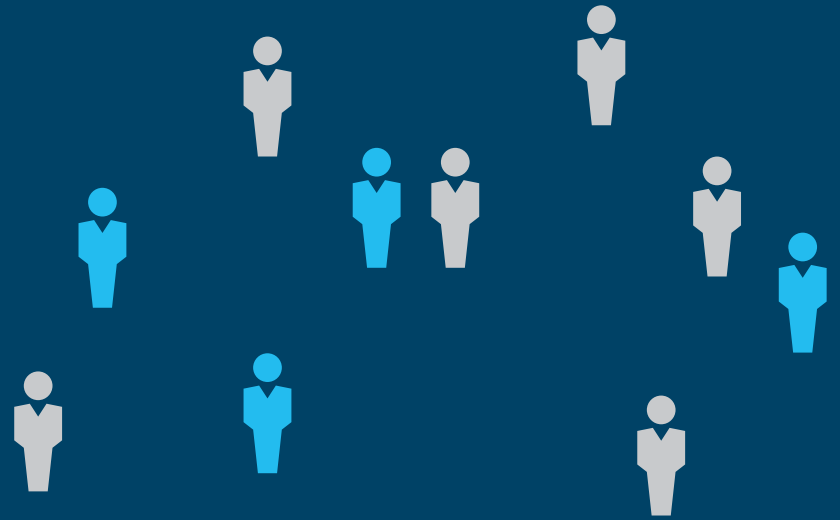
Scale

How companies scale expertise



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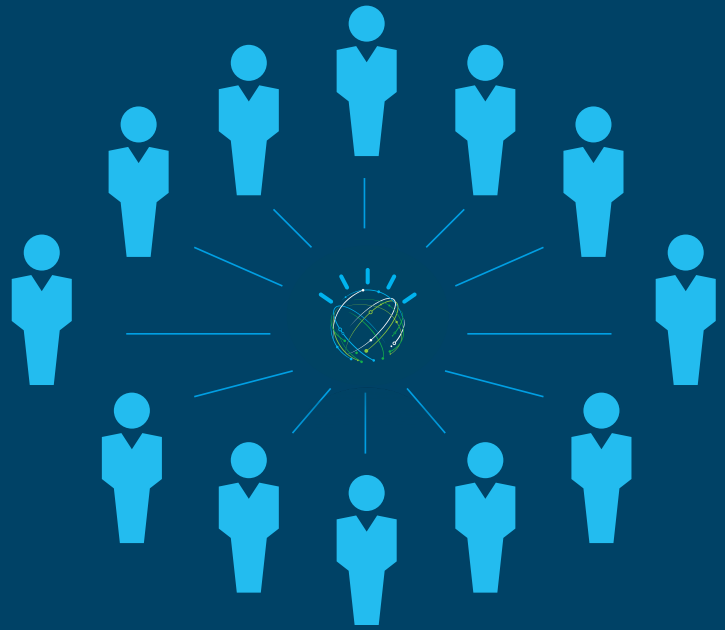
Scale

Watson scales expertise by elevating the consistency and objectivity of decision making across an organization.



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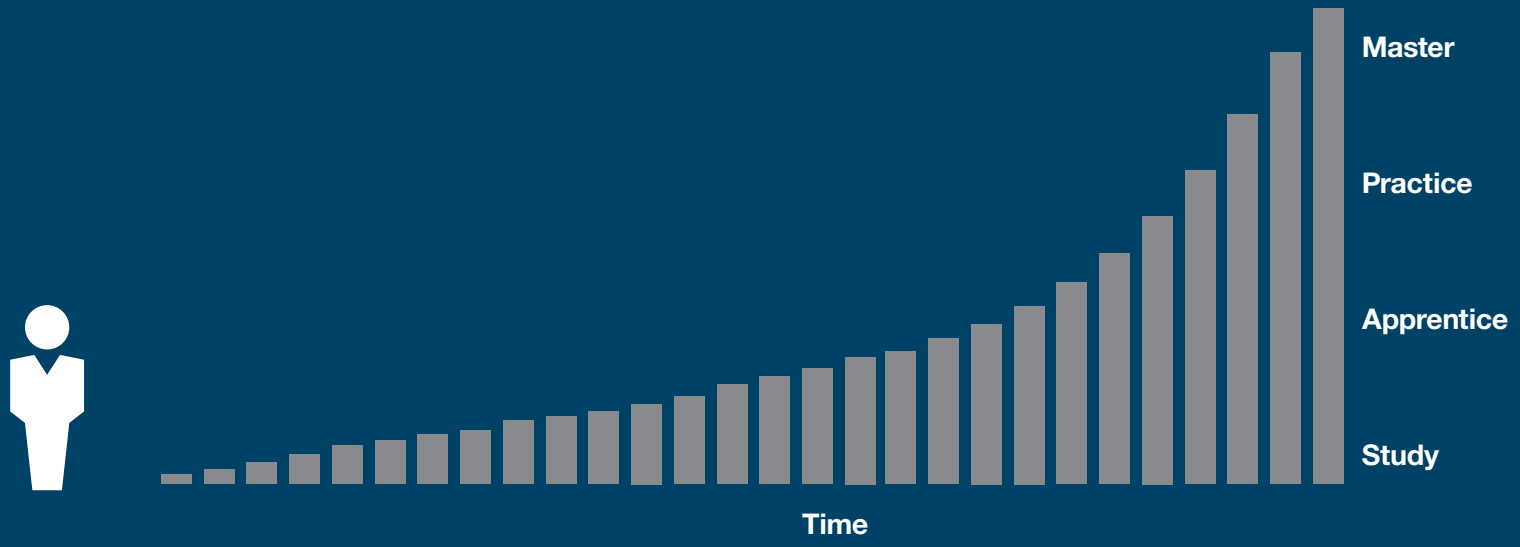
Accelerate

How people build expertise



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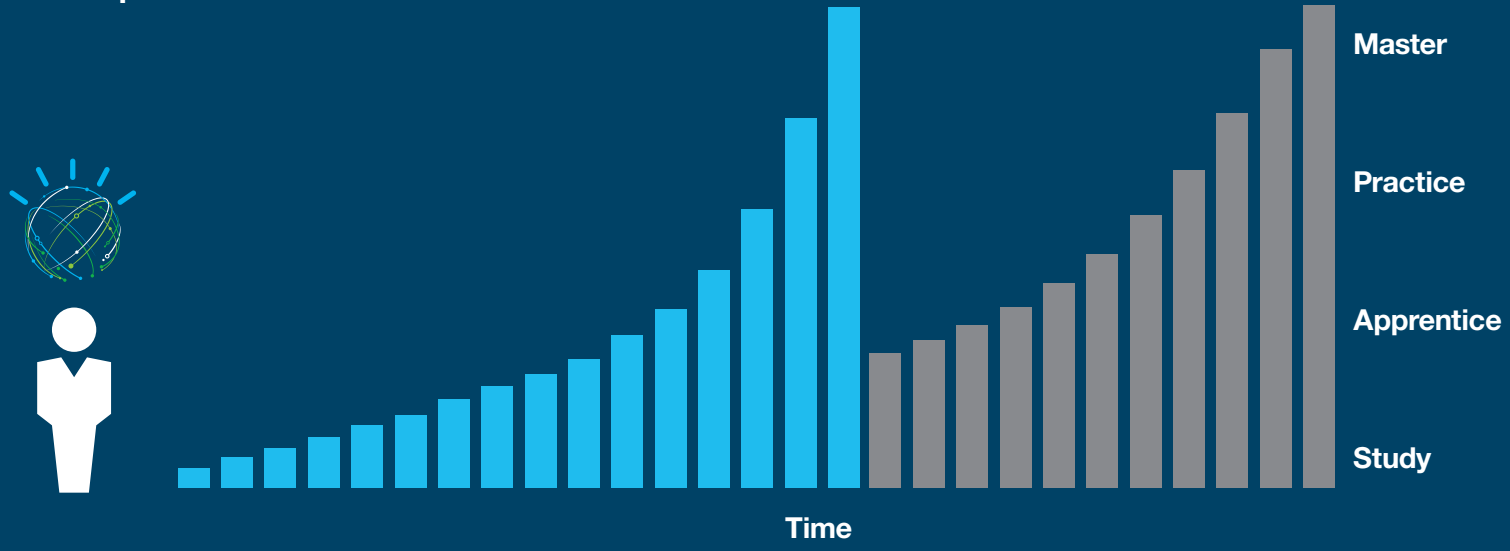
Accelerate

Watson captures the expertise of top performers and accelerates the development of expertise in others.



How would you like to use Watson in your business?

a) Reinvent decision-making processes around product offerings

b) Leverage personalised advice to engage customers in ways they like

c) Deliver cognitive insights in context to streamline business operations

d) Visualise possibilities and validate theories on new product research

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Thank You

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2014