

The logo features a large, white, stylized 'X' shape. The word 'IBM' is positioned to the left of the 'X', and the word 'XCITE' is positioned to the right. Below 'XCITE' is the year '2014'. The background is a vibrant, multi-colored explosion of powder in shades of yellow, green, blue, and pink against a black backdrop.

IBM

XCITE
2014

IBM Watson – The Cognitive Future

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An aerial night view of a city, showing a dense network of streets and buildings illuminated by lights. A large, semi-transparent blue circle is overlaid on the center of the image. Inside the circle, the number '1' is displayed in white, followed by a horizontal white line. Below the line, the text 'Why the world needs Watson' is written in white.

1

Why the world
needs 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.*



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



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%**

A background image of a call center with several agents wearing headsets and working at computer monitors. A large, dark blue circular overlay is centered on the image, containing the number '2' and the title 'How Watson Transforms Expertise'.

2

**How Watson
Transforms
Expertise**

Watson is ushering in a new era of computing



1900

Tabulating Systems



1950

Programmable Era



2011

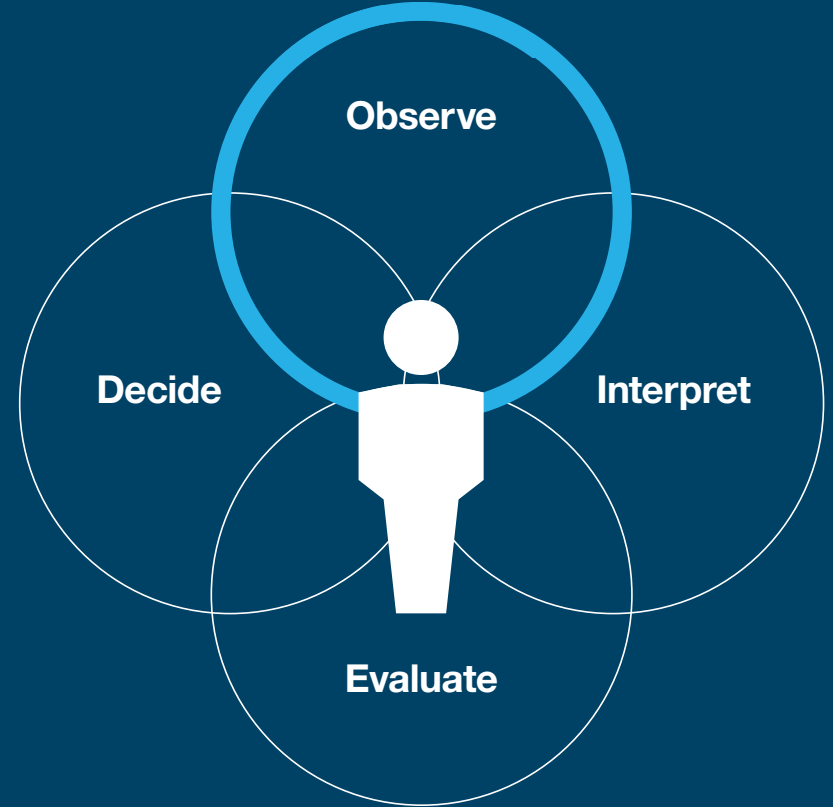
Cognitive Era



Observe

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

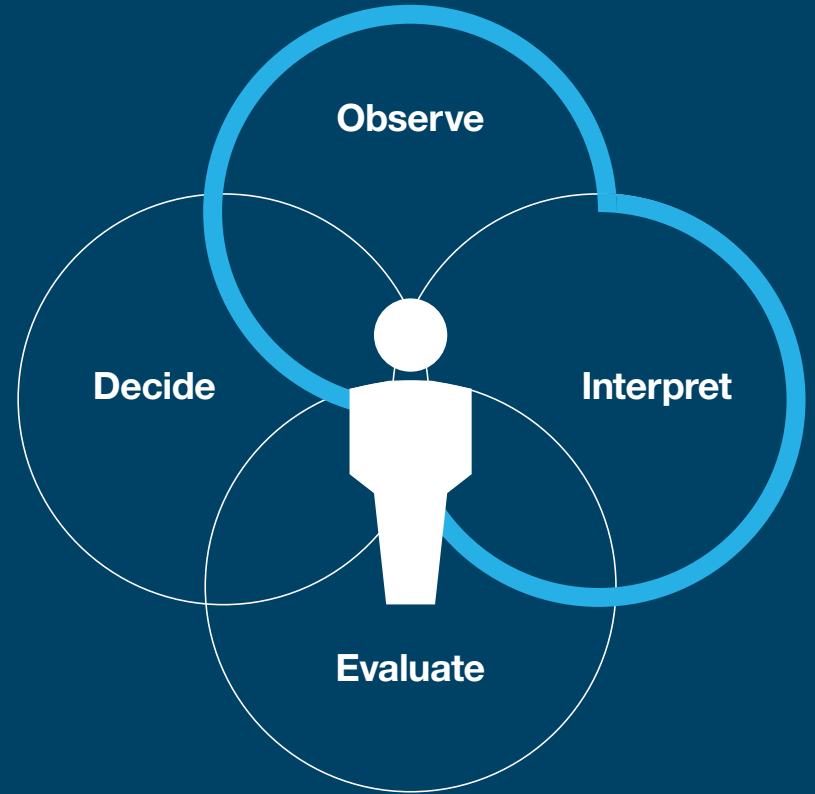
Watson aids the human cognitive process by reading and storing all knowledge across professions, and making insights contained within instantly available.



Interpret

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

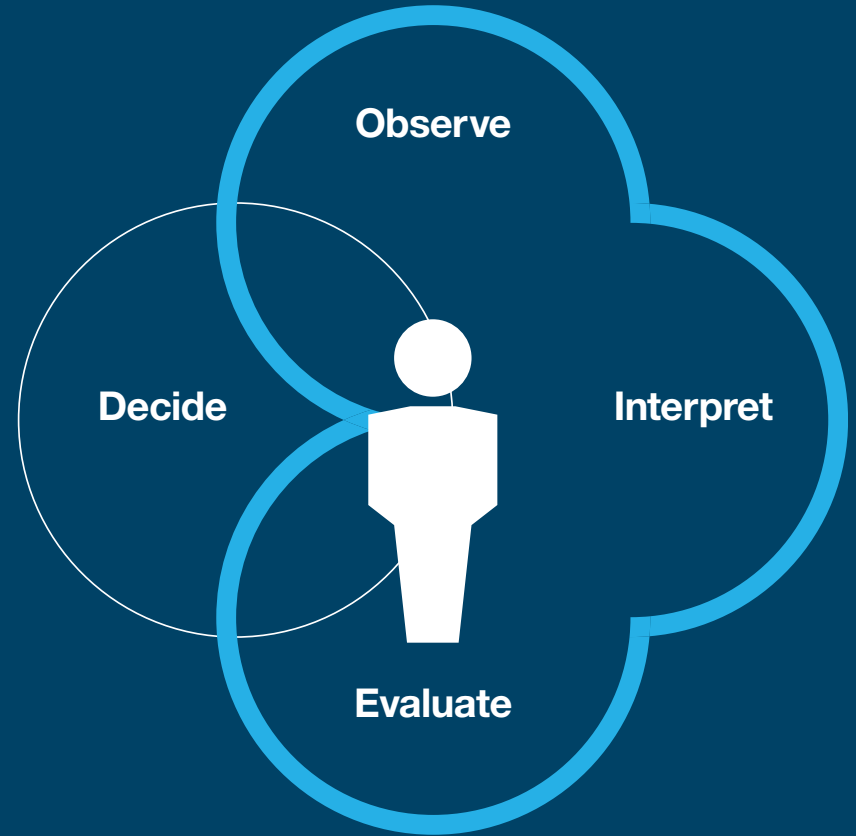
Watson supports this process by interpreting explicit and implicit relationships and visualizing unexpected patterns within data



Evaluate

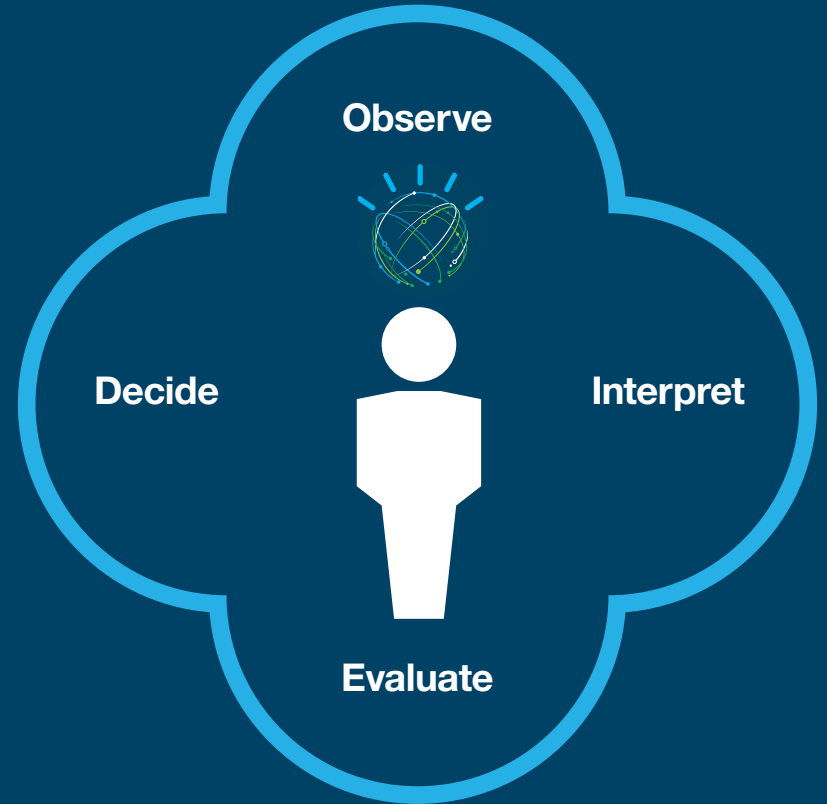
We evaluate connections across knowledge and data to draw conclusions and develop our opinions

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



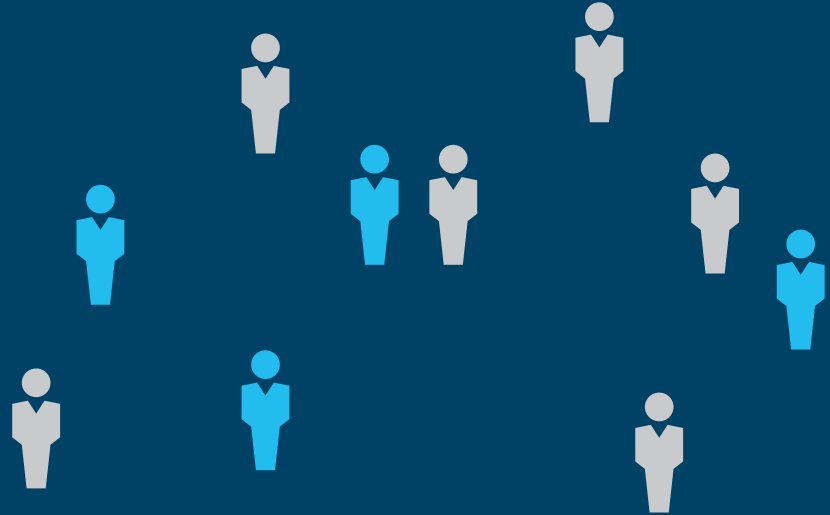
We make decisions based on experience, new evidence, and the integrity of evaluation that we've done.

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



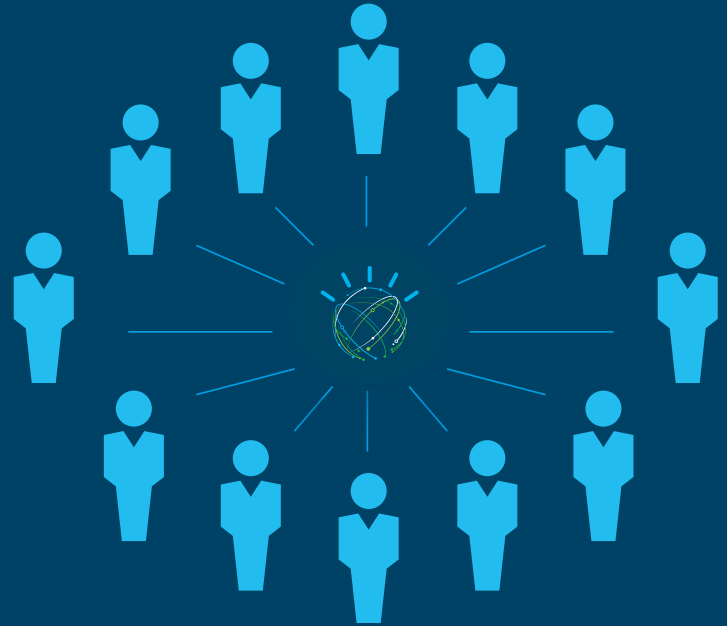
Scale

How companies scale expertise



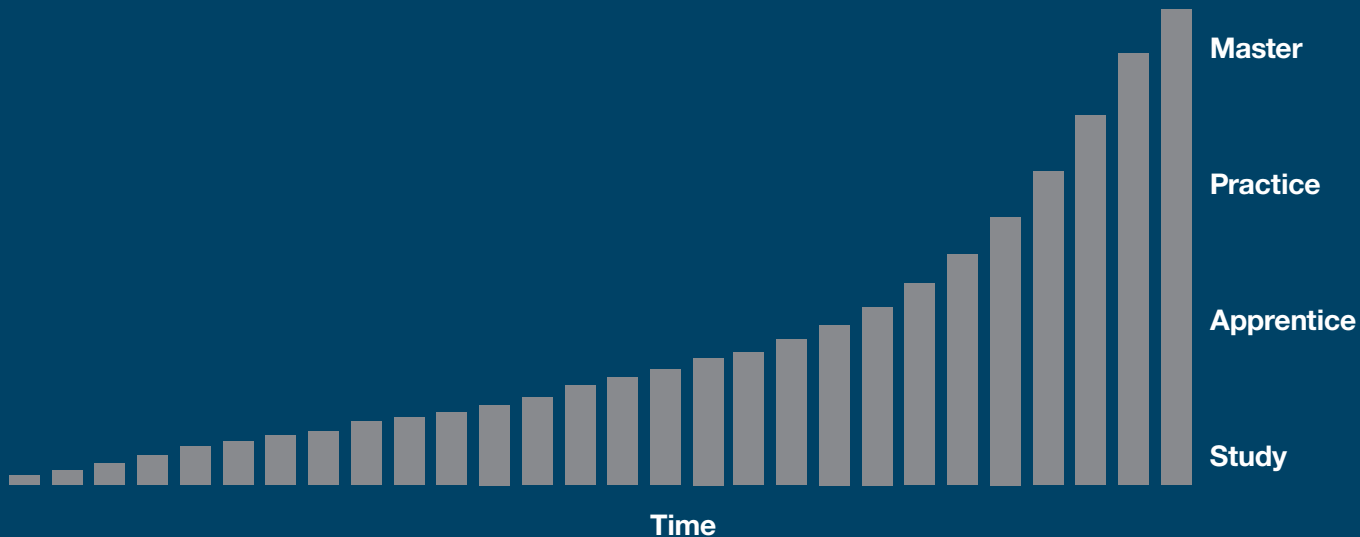
Scale

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



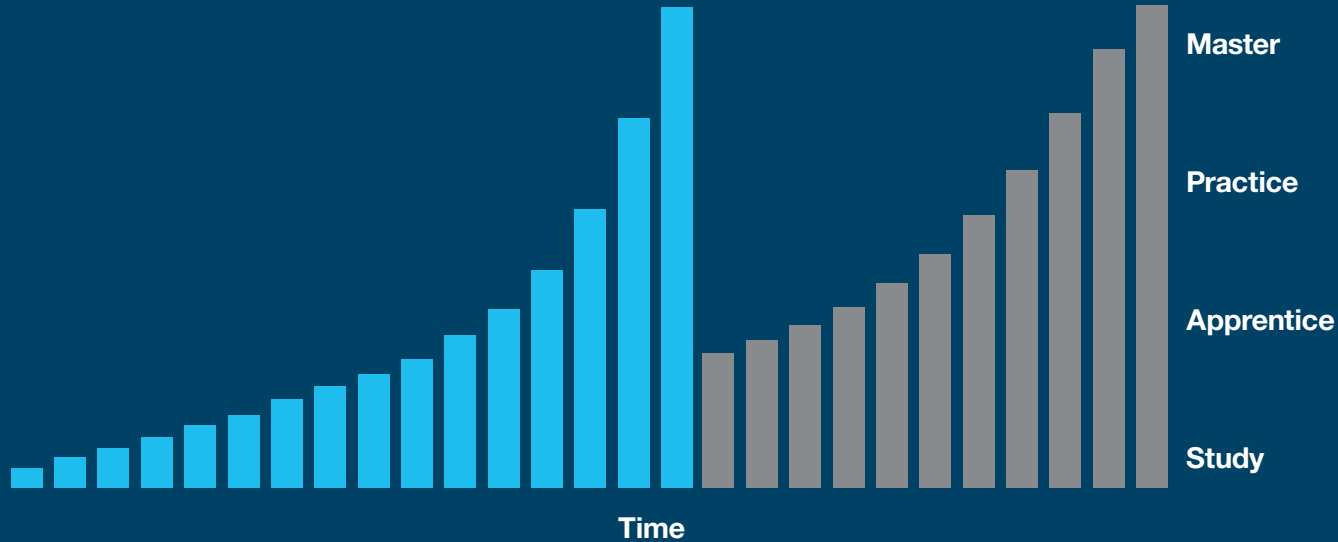
Accelerate

How people build expertise



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

Thank You



The image features a central, large, multi-colored powder explosion in shades of yellow, green, blue, and pink against a black background. Three smaller, similar powder explosions are visible in the corners: top-left (pink), top-right (pink), and bottom-right (yellow/green). The text 'IBM X CITE 2014' is overlaid on the central explosion. 'IBM' is in a bold, white, sans-serif font. 'X' is a large, white, stylized geometric shape. 'CITE' is in a bold, white, sans-serif font. '2014' is in a smaller, white, sans-serif font positioned below 'CITE'.

IBM X CITE
2014