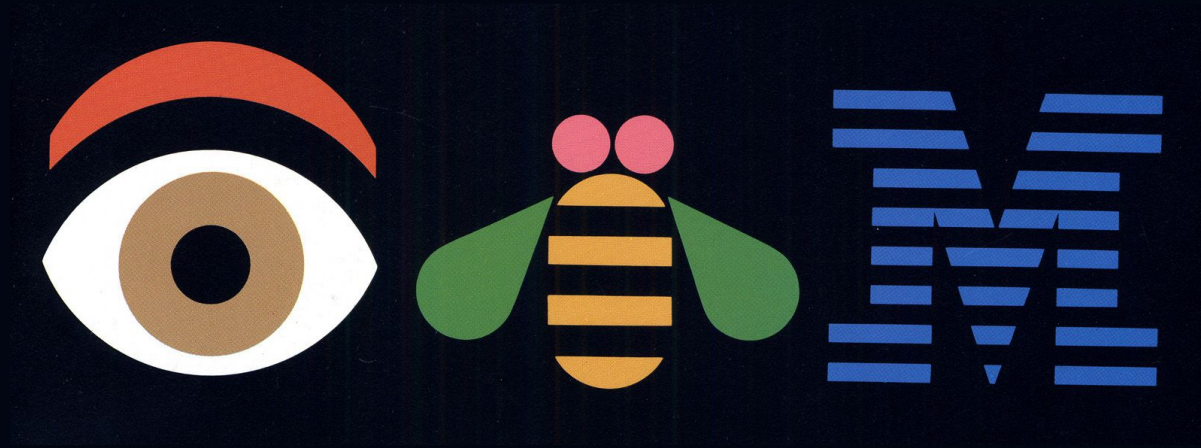
A Cognitive Solutions & Cloud Platform Company



Everything is Changing with Digital, Cognitive and Watson

.....but what actually is it, and how do I make it real ?

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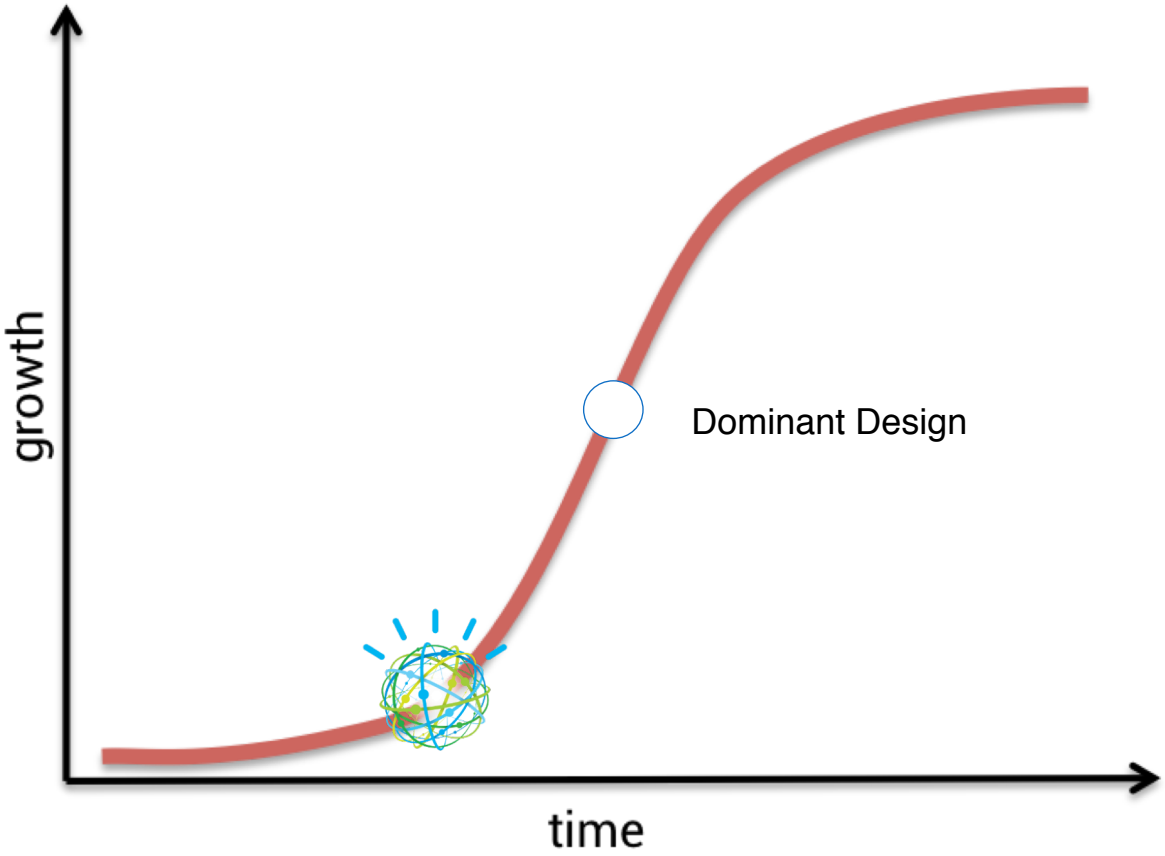
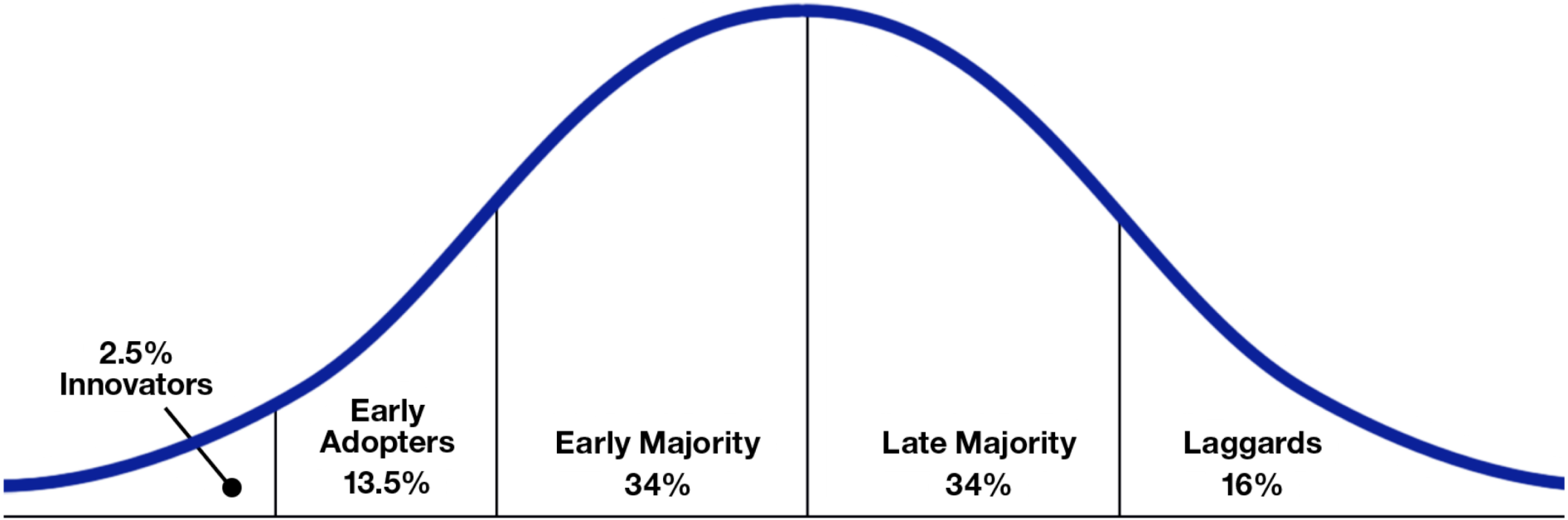

growth
time
Dominant Design


2.5%
Innovators
Early
Adopters
13.5%
Early Majority
34%
Late Majority
34%
Laggards
16%

TALK
LIKE A
HUMAN
TURING TEST
STUDY GUIDE

Cognitive systems are fundamentally different from what you have today

UNDERSTAND

Adapt and make sense of data; **read** text, **see** images with context **like humans do.**

REASON

Interpret information, organize it, and offer explanations as to what it means, with **rationale for the conclusions.**

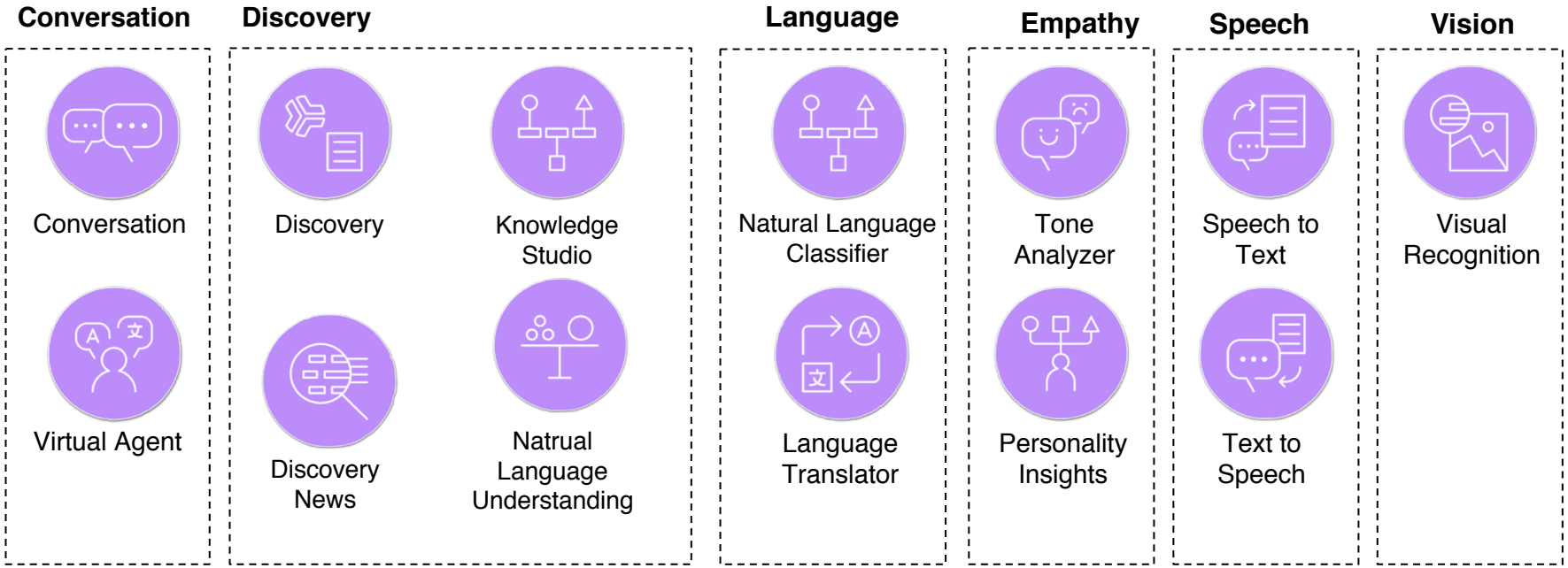
LEARN

With each data point, interaction and outcome, they develop and sharpen their expertise, so **they never stop learning.**

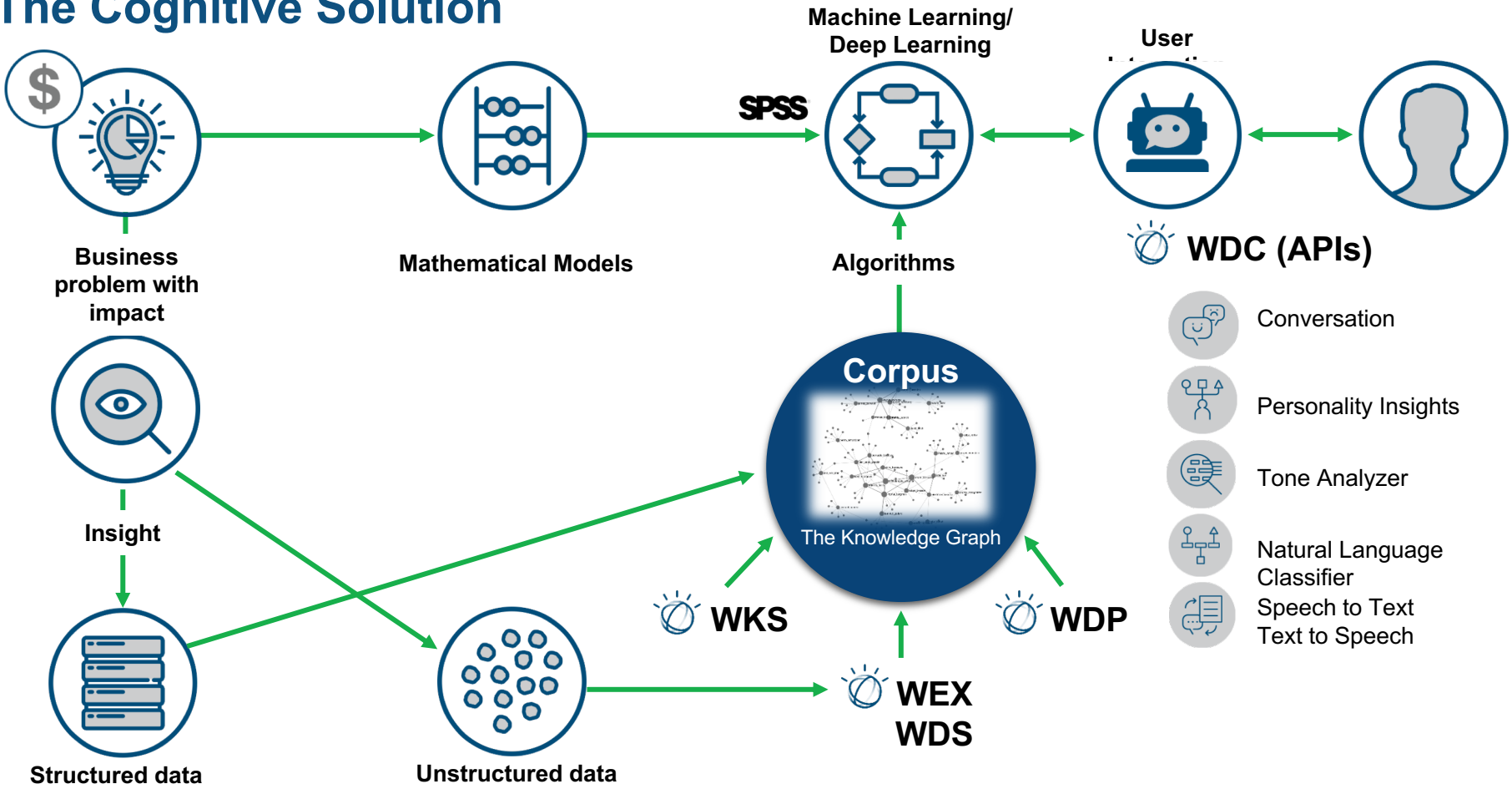
INTERACT

With abilities to see, talk and hear, Cognitive systems **interact with humans in a natural way.**

Watson has become a set of consumable cognitive services



The Cognitive Solution



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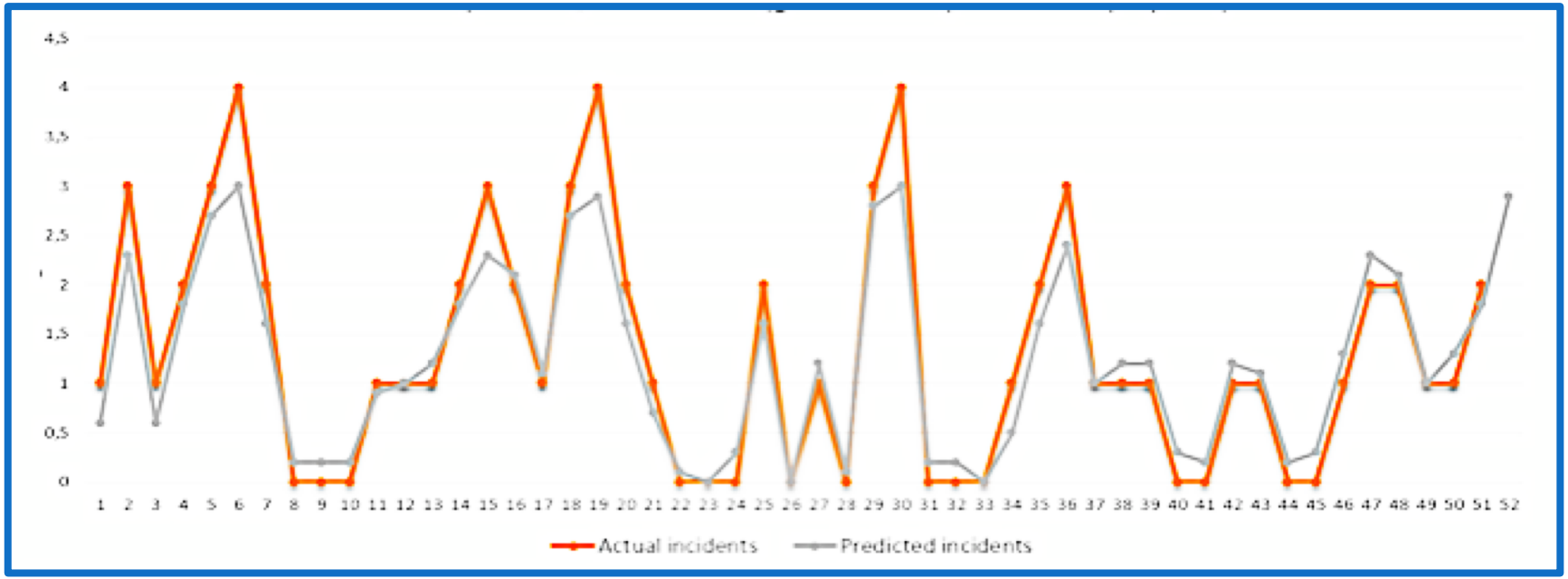
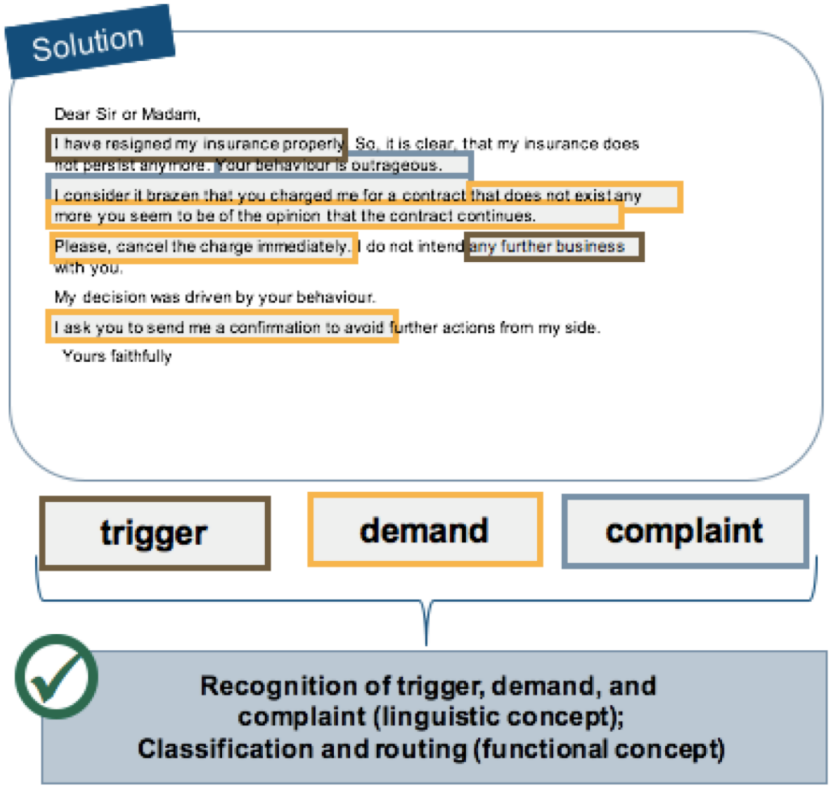
Predicting Incidents the following week, for a client in the EPC industry, based on text in incidents reports, weather data and news



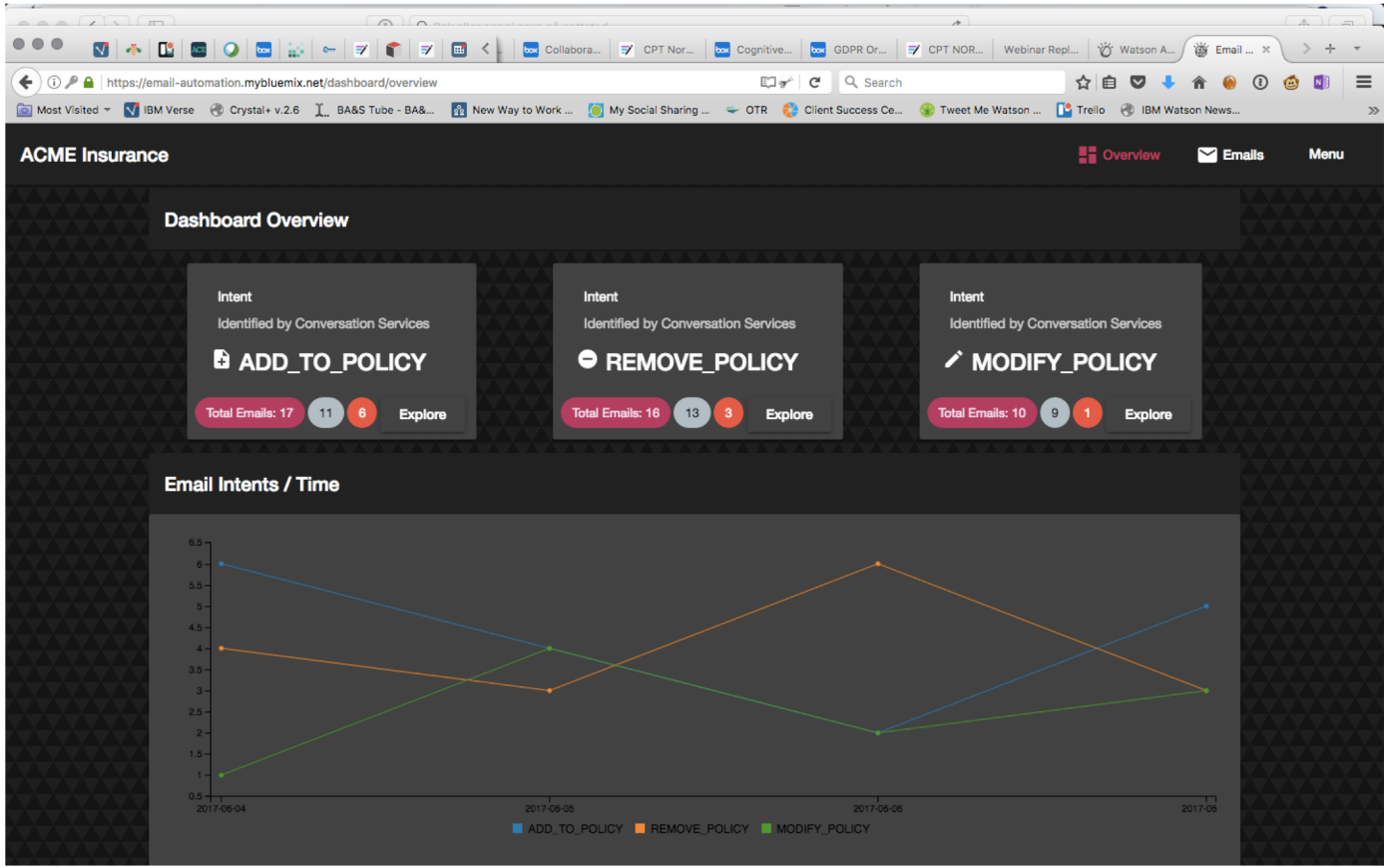
Improved customer satisfaction in insurance

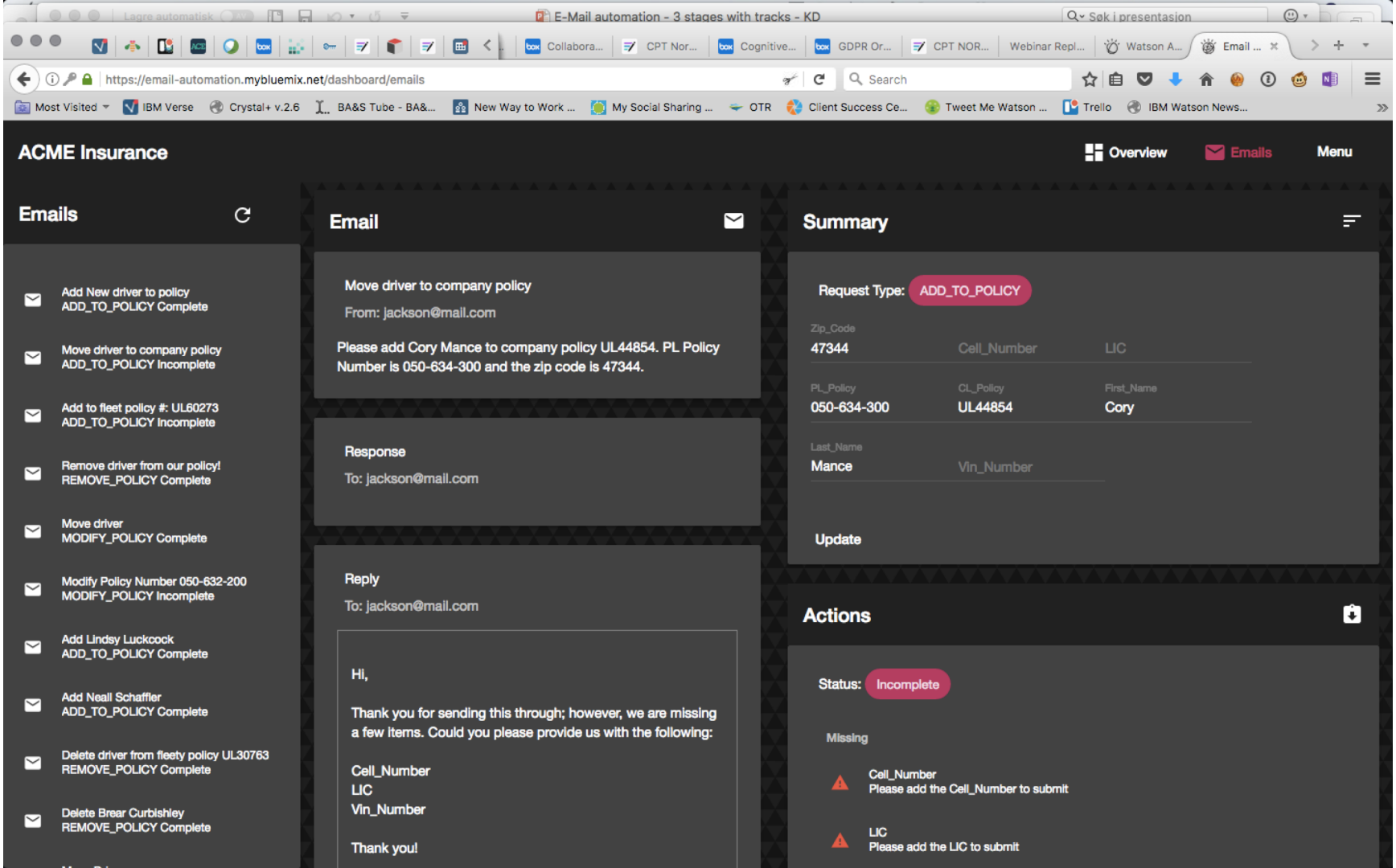
VKB

- Identification of complaints in 1,20,000 documents per day
- Classification of complaints in four different categories
- Highlighting of the complaint reason
- Recognition of sentiment
- Identification of topics through entity recognition and linguistic models
- Summarization of content
- Manager Dashboards
- Machine learning and word vectors to find synonyms and sub-categories of keywords
- Normalization of waiting times of client cases



Understanding intent in e-mails and automating process and response, for a bank which was recieveing 320 000 e-mails from clients every day

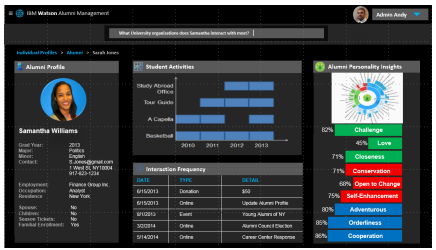


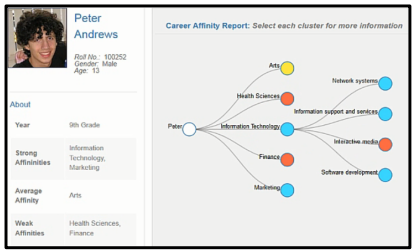

E-Mail automation - 3 stages with tracks - KD
https://email-automation.mybluemix.net/dashboard/emails
ACME Insurance
Overview
Emails
Menu
Emails
Add New driver to policy
ADD_TO_POLICY Complete
Move driver to company policy
ADD_TO_POLICY Incomplete
Add to fleet policy #: UL60273
ADD_TO_POLICY Incomplete
Remove driver from our policy!
REMOVE_POLICY Complete
Move driver
MODIFY_POLICY Complete
Modify Policy Number 050-632-200
MODIFY_POLICY Incomplete
Add Lindsy Luckcock
ADD_TO_POLICY Complete
Add Neall Schaffler
ADD_TO_POLICY Complete
Delete driver from fleety policy UL30763
REMOVE_POLICY Complete
Delete Brear Curbishley
REMOVE_POLICY Complete
Email
Move driver to company policy
From: jackson@mail.com
Please add Cory Mance to company policy UL44854. PL Policy Number is 050-634-300 and the zip code is 47344.
Response
To: jackson@mail.com
Reply
To: jackson@mail.com
Hi,
Thank you for sending this through; however, we are missing a few items. Could you please provide us with the following:
Cell_Number
LIC
Vin_Number
Thank you!
Summary
Request Type: ADD_TO_POLICY
Zip_Code
47344
Cell_Number
LIC
PL_Policy
050-634-300
CL_Policy
UL44854
First_Name
Cory
Last_Name
Mance
Vin_Number
Update
Actions
Status: Incomplete
Missing
Cell_Number
Please add the Cell_Number to submit
LIC
Please add the LIC to submit

IBM Solutions:

Watson for Education

	360º View and Insight	Student Advisor	Career Advisor
Need	**Smarter:** • Admissions • Student Advising • Curriculum Development • Research	• Quality, on-demand access to university information • Positive brand experience for potential and current students	• Skills and competency assessments for tailored career advice
Solution	**Ask Watson for:** ▪Access to siloed data ▪Analyze & understand data in one place ▪Scale Expertise across organization	**Ask Watson for:** ▪Registration information ▪Finance information ▪Campus information ▪Course information	**Ask Watson for:** ▪Employment info ▪Placement programs ▪Career affinity ▪Internship information



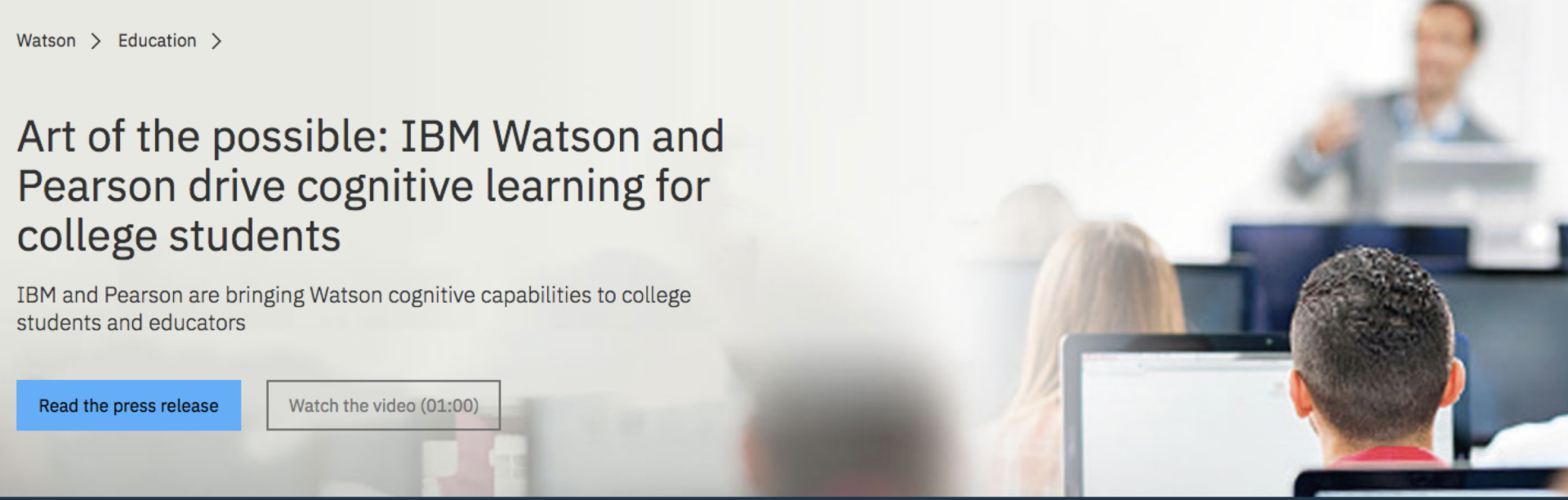


Art of the possible: IBM Watson and Pearson drive cognitive learning for college students

IBM and Pearson are bringing Watson cognitive capabilities to college students and educators

Read the press release

Watch the video (01:00)



Personalized learning is being re-imagined.

The innovative combination of Watson cognitive tutoring capabilities with Pearson's expertise in higher education will help students improve their learning and stay on track to complete their course. When students come to class prepared, and educators have insights provided by Watson, a more impactful classroom experience can occur resulting in better and deeper understanding.

CPA provides actionable set-point recommendations to make every plant operators perform as best-in-class

We see manufacturing plants struggle with **performance variation**, driving an opportunity to improve the OEE

Natural variability of input material

Operators **operate differently** in a plant

Observed variability of output products

Impacts overall equipment efficiency (OEE)

- *Throughput drives revenue*
- *Efficiency drives cost*
- *Quality drivers revenue and cost*

Example from ongoing pilot with a factory in live operations

Impact, monetizing from actionable set-points immediately

UI, providing recommendations for as-is operations

CPA; analyzing data with specific optimization target

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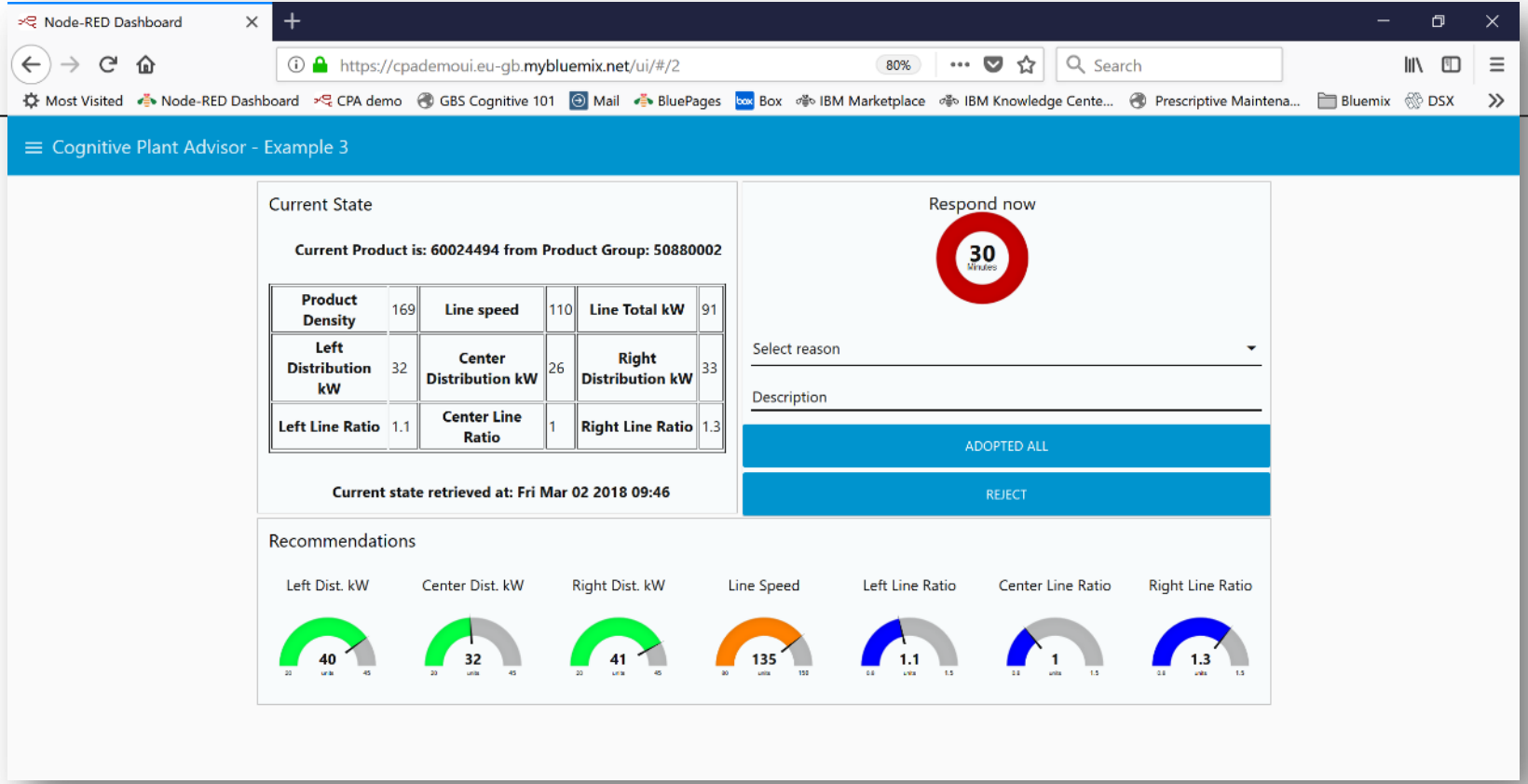

https://cpademoui.eu-gb.mybluemix.net/ui/#/2

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Cognitive technology can redefine strategy through the closer collaboration between People and Technology

Background

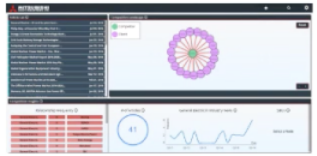
Business Problem

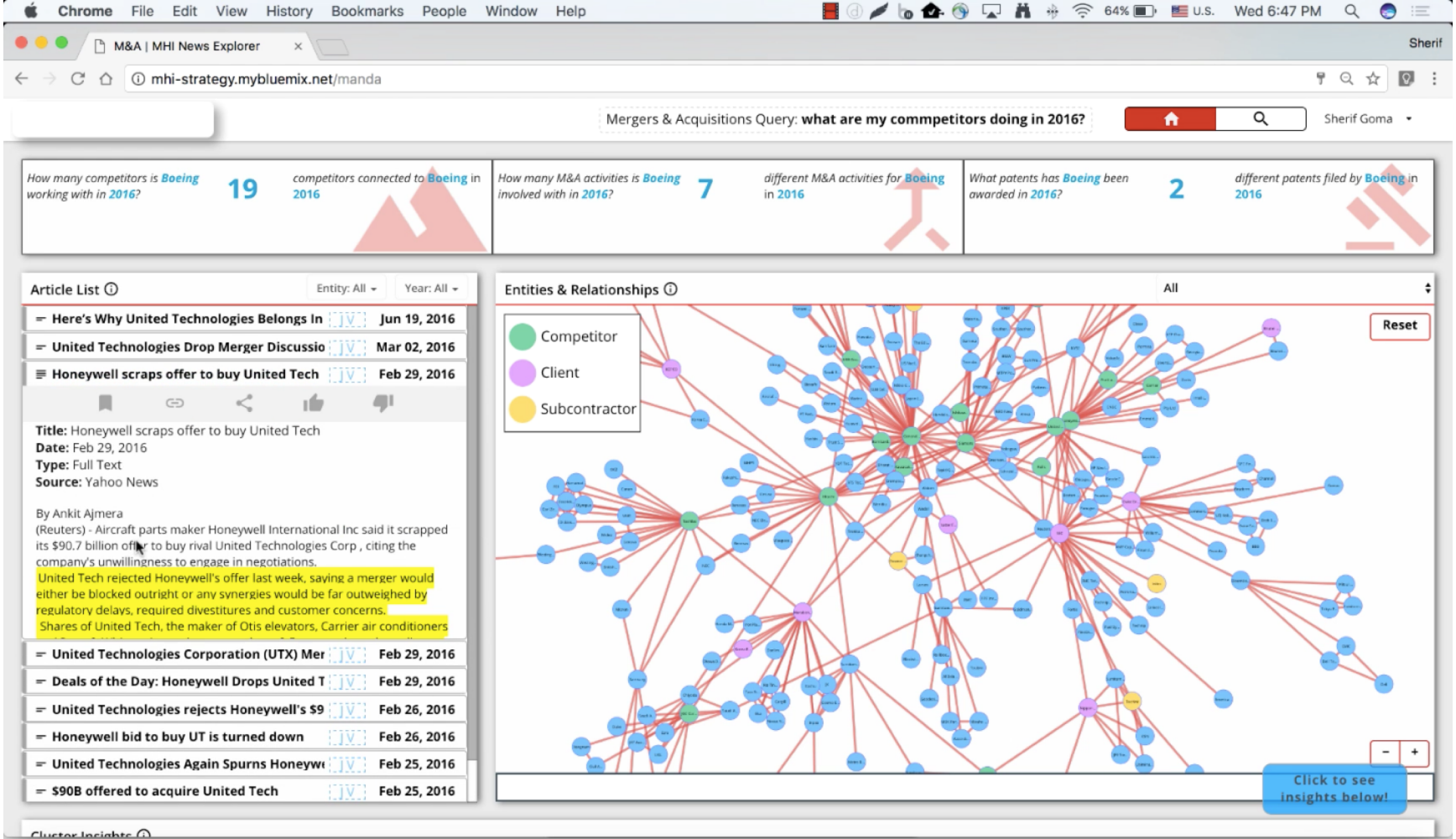
- **Millions of news articles are published daily**, but this external information is currently not effectively used to consider a business's strategy.
- **This can be difficult to consume and digest in order to drive strategy decisions**

Solution Concept

- **Watson-powered cognitive analytics** engine will **automatically** process the extraction and analysis of data aggregated from **over 4000 news sources in over 70 countries** across **multiple business units**
- Analyzed content can be combined with Client's business strategy knowledge to create a **cognitive learning engine** designed to unlock business opportunities

Initial themes delivered to Industrial Client

	Theme	Image	Key Benefits
1	Merger and Acquisitions		Capture joint ventures, mergers, and acquisitions as company relationships evolve
2	Business Opportunities		Unlock business opportunities globally compared to corporate business risk by country
3	Competitive Landscape		Connect 160+ competitor and client footprints and their actions in industry
	Innovation		Understanding innovation activities through patent and industry publications


Chrome File Edit View History Bookmarks People Window Help
64% U.S. Wed 6:47 PM
M&A | MHI News Explorer
Sherif
mhi-strategy.mybluemix.net/manda
Mergers & Acquisitions Query: what are my commpetitors doing in 2016?
Sherif Goma
How many competitors is Boeing working with in 2016?
19
competitors connected to Boeing in 2016
How many M&A activities is Boeing involved with in 2016?
7
different M&A activities for Boeing in 2016
What patents has Boeing been awarded in 2016?
2
different patents filed by Boeing in 2016
Article List
Entity: All
Year: All
Here's Why United Technologies Belongs In Jun 19, 2016
United Technologies Drop Merger Discussio Mar 02, 2016
Honeywell scraps offer to buy United Tech Feb 29, 2016
Title: Honeywell scraps offer to buy United Tech
Date: Feb 29, 2016
Type: Full Text
Source: Yahoo News
By Ankit Ajmera
(Reuters) - Aircraft parts maker Honeywell International Inc said it scrapped its $90.7 billion offer to buy rival United Technologies Corp , citing the company's unwillingness to engage in negotiations.
United Tech rejected Honeywell's offer last week, saying a merger would either be blocked outright or any synergies would be far outweighed by regulatory delays, required divestitures and customer concerns.
Shares of United Tech, the maker of Otis elevators, Carrier air conditioners
United Technologies Corporation (UTX) Mer Feb 29, 2016
Deals of the Day: Honeywell Drops United T Feb 29, 2016
United Technologies rejects Honeywell's $9 Feb 26, 2016
Honeywell bid to buy UT is turned down Feb 26, 2016
United Technologies Again Spurns Honeywe Feb 25, 2016
$90B offered to acquire United Tech Feb 25, 2016
Entities & Relationships
All
Competitor
Client
Subcontractor
Reset
Click to see insights below!
Cluster Insights

Engagement model and offerings

Proof the value → **Adopt** → **Scale**

Cognitive Proof of Concept

Cogitive Kickstarter, Design thinking, Identifying problem to solve, use case and POC

Cognitive Solutions

Infuse cognitive capabilities in existing application suite

Cognitive Industry solutions

Virtual Advisors

Cognitive Automation

Cognitive Center of Competency/Garage

Helping clients to execute innovation and sustain their cognitive journey and to train Watson

What makes us different

Your data, your insight

AI for business

Brand

Extracting knowledge from text

Full solution coverage

Be clear about the business problem you want to solve

Don´t forget the data

Experiment & Explore

What if....

Engage with the right people

Participate