infuse cognition into your business with Watson APIs

@IBMWatson

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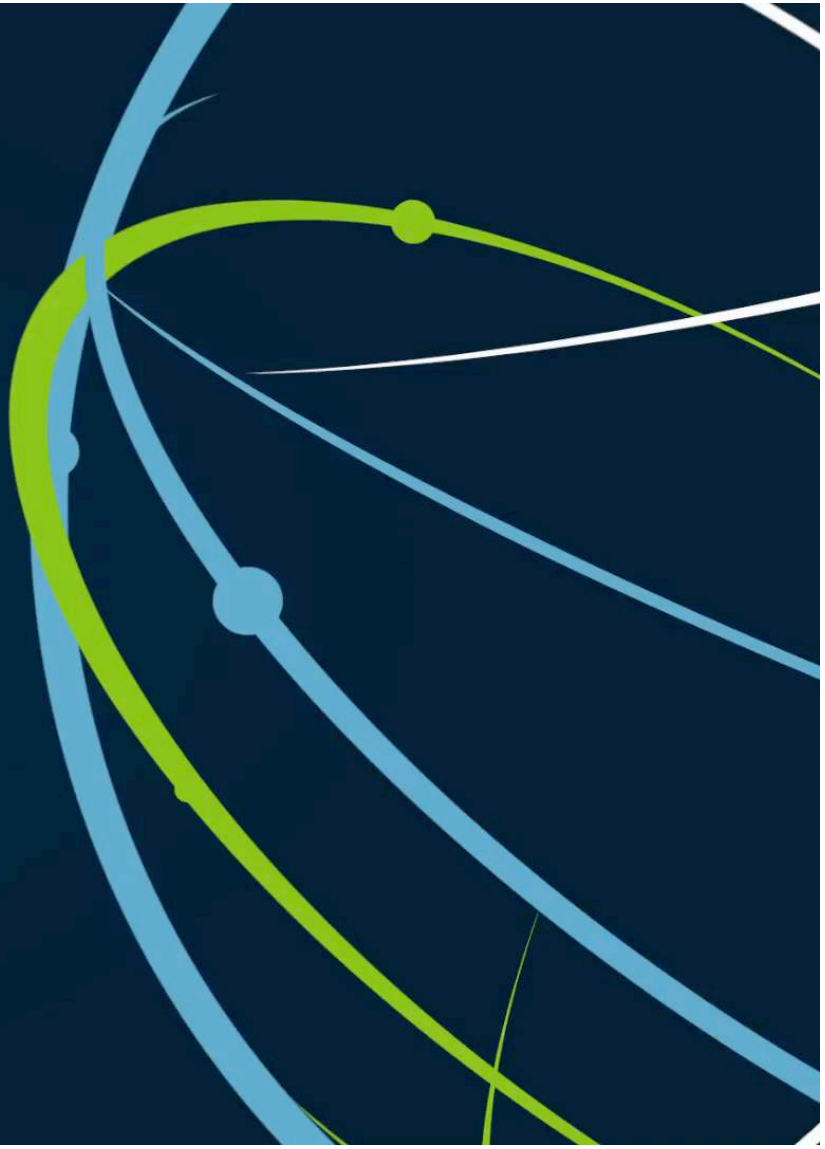
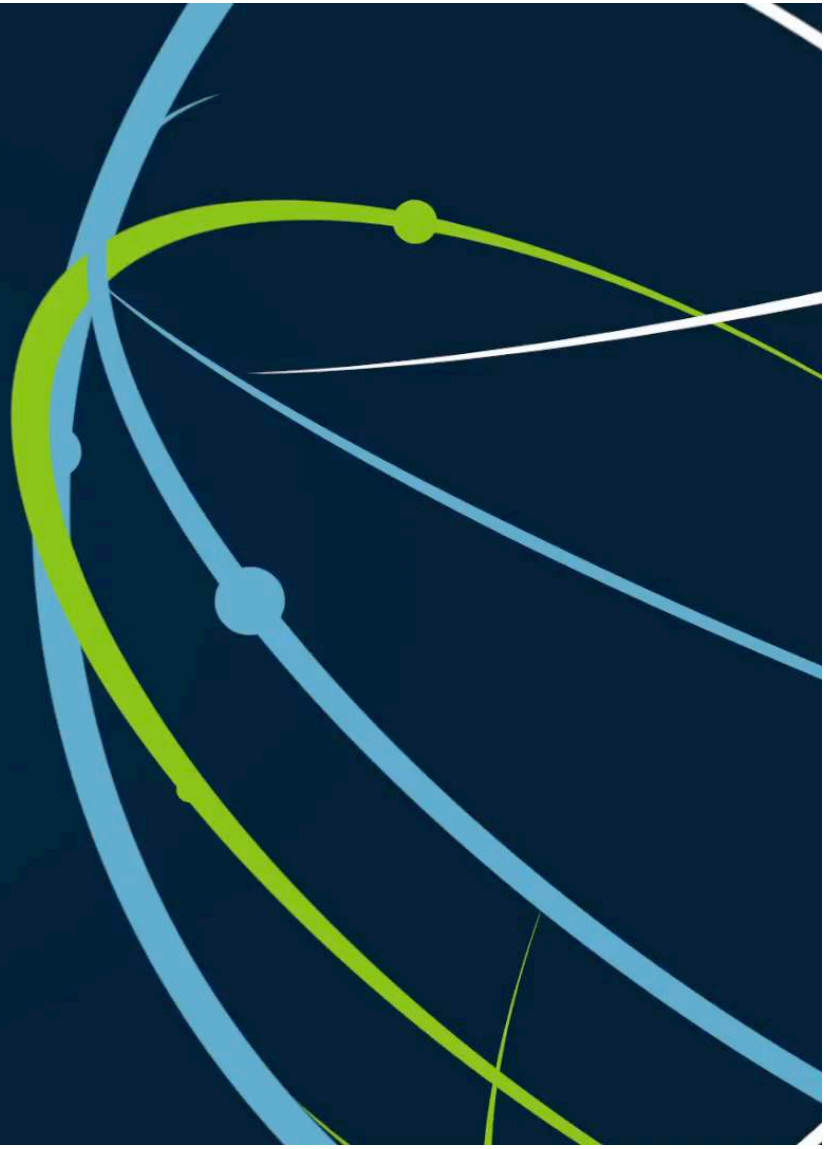
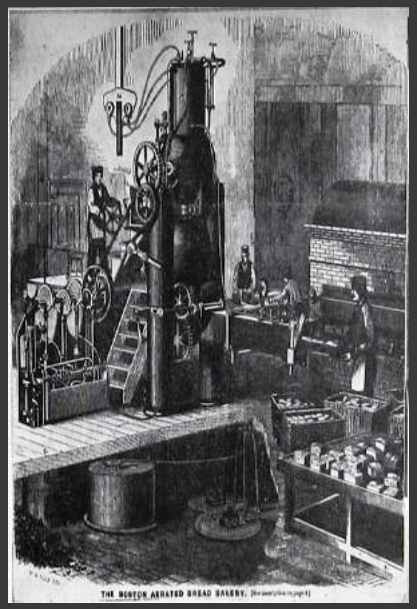


Watson builds the foundation to IBM's transformation in the digital era



What were the other revolutions?



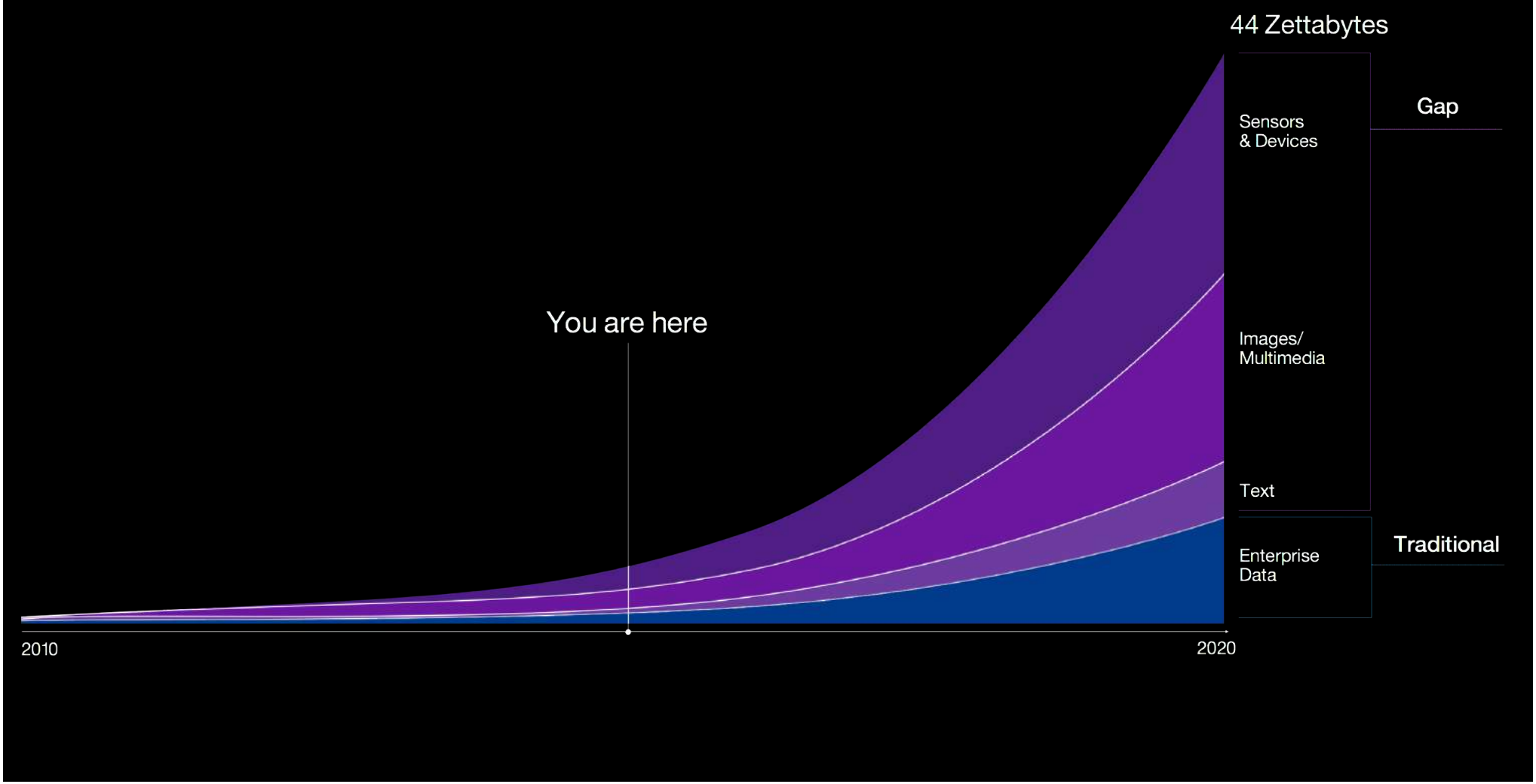
1760-1840
Steam and mechanisation

1875-1925
Electricity and mass production

1960-2000
Digital and internet

2010-
The fusion of physical and digital

Data is growing exponentially and demands new approaches



44 Zetabyte = 44 x 10^{21}
128 Gigabyte = 128 x 10^{9}
~350‘000‘000‘000 iPads
iPad : 0.24 x 0.0061 m

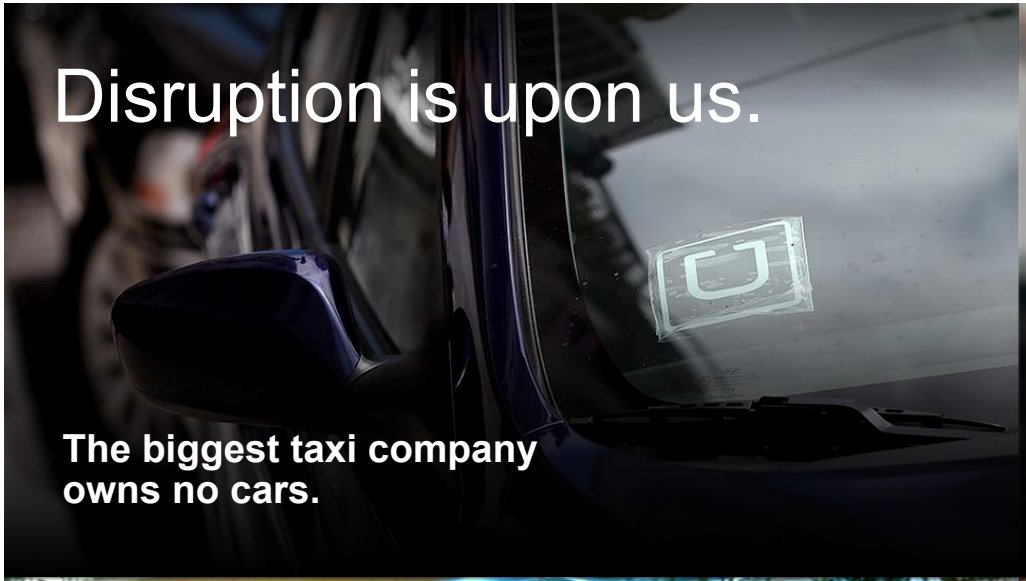
24 m
Great Wall : 21’196’000 m

The World is
swimming in data

How, and why now?

Data is transforming industries and professions.

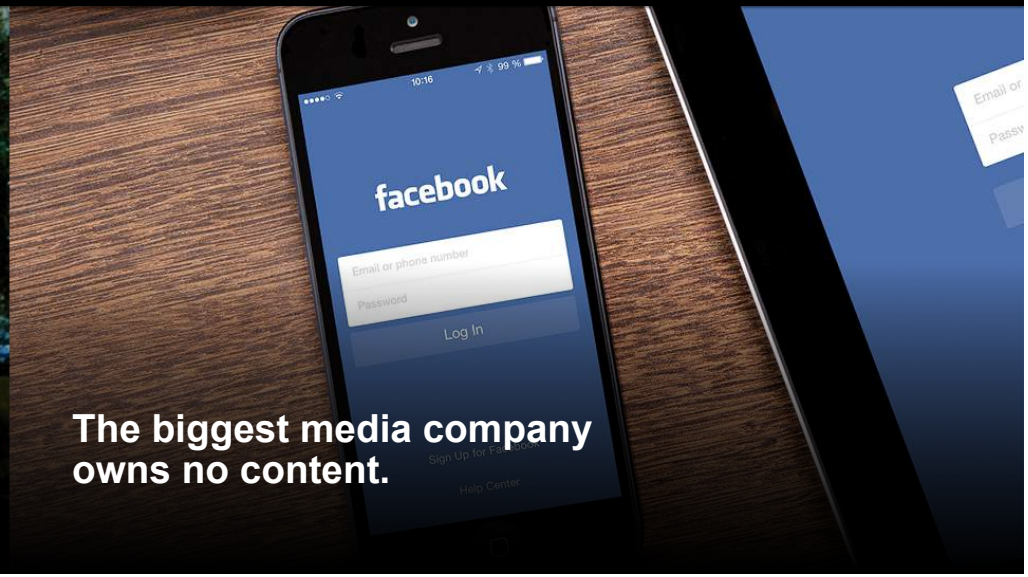
Disruption is upon us.



The biggest taxi company owns no cars.

The largest accommodation company owns no real estate.

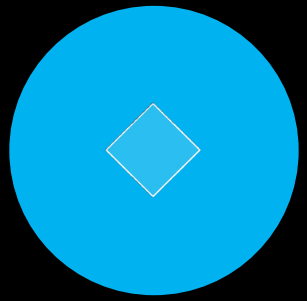
The largest retailer carries no inventory.



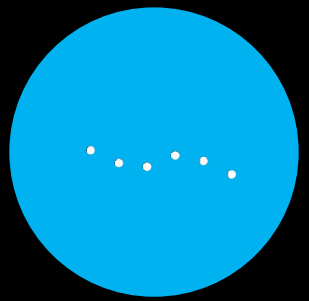
The biggest media company owns no content.

This disruption is fuelled by three forces.

Different types of data



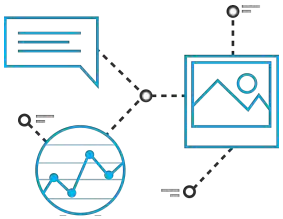
The API economy



Cognitive computing

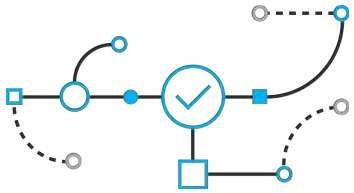
Ingestion, Integration, Governance

Three capabilities differentiate cognitive systems from traditional programmed computing systems…



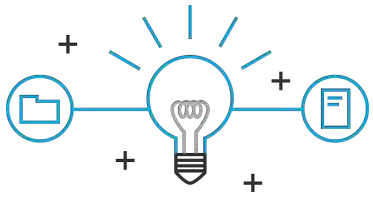
Understanding

Cognitive systems understand like humans do.



Reasoning

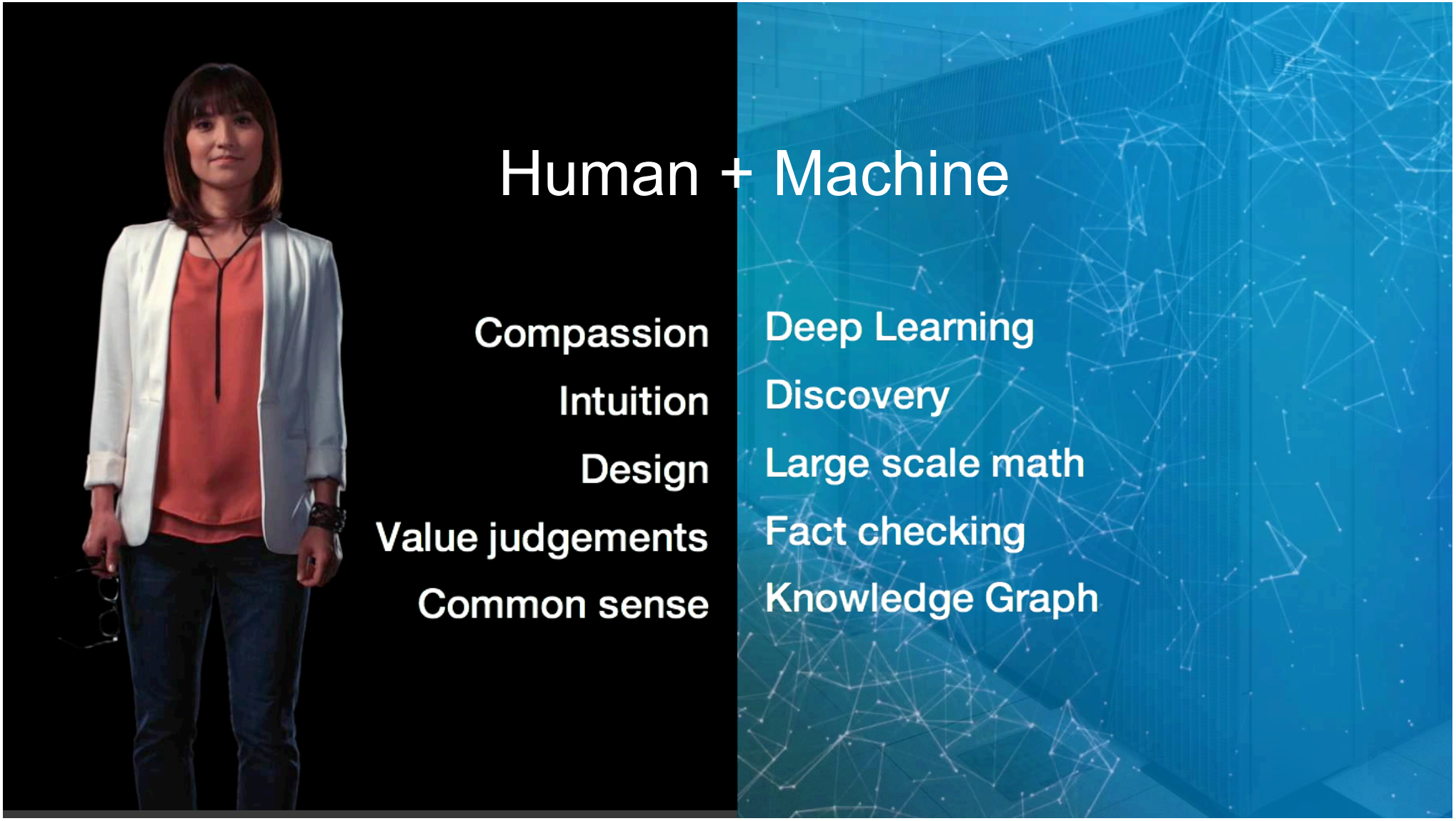
They reason. They understand underlying ideas and concepts. They form hypothesis. They infer and extract concepts.



Learning

They never stop learning getting more valuable with time. Advancing with each new piece of information, interaction, and outcome. They develop “expertise”.

…. allowing them to interact with humans.


Human + Machine
Compassion
Intuition
Design
Value judgements
Common sense
Deep Learning
Discovery
Large scale math
Fact checking
Knowledge Graph

Cognitive systems rely on collections of data and information:

Data, information, and expertise create the foundation.

Examples include:

- Analyst reports
- tweets
- Wire tap transcripts
- Battlefield docs
- E-mails
- Texts
- Forensic reports
- Newspapers
- Blogs
- Wiki
- Court rulings
- International crime database
- Stolen vehicle data
- Missing persons data

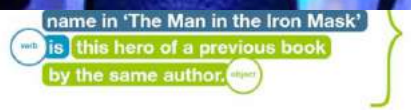
Watson consist of a collection of APIs to apply cognitive capabilities.

50 underlying technologies

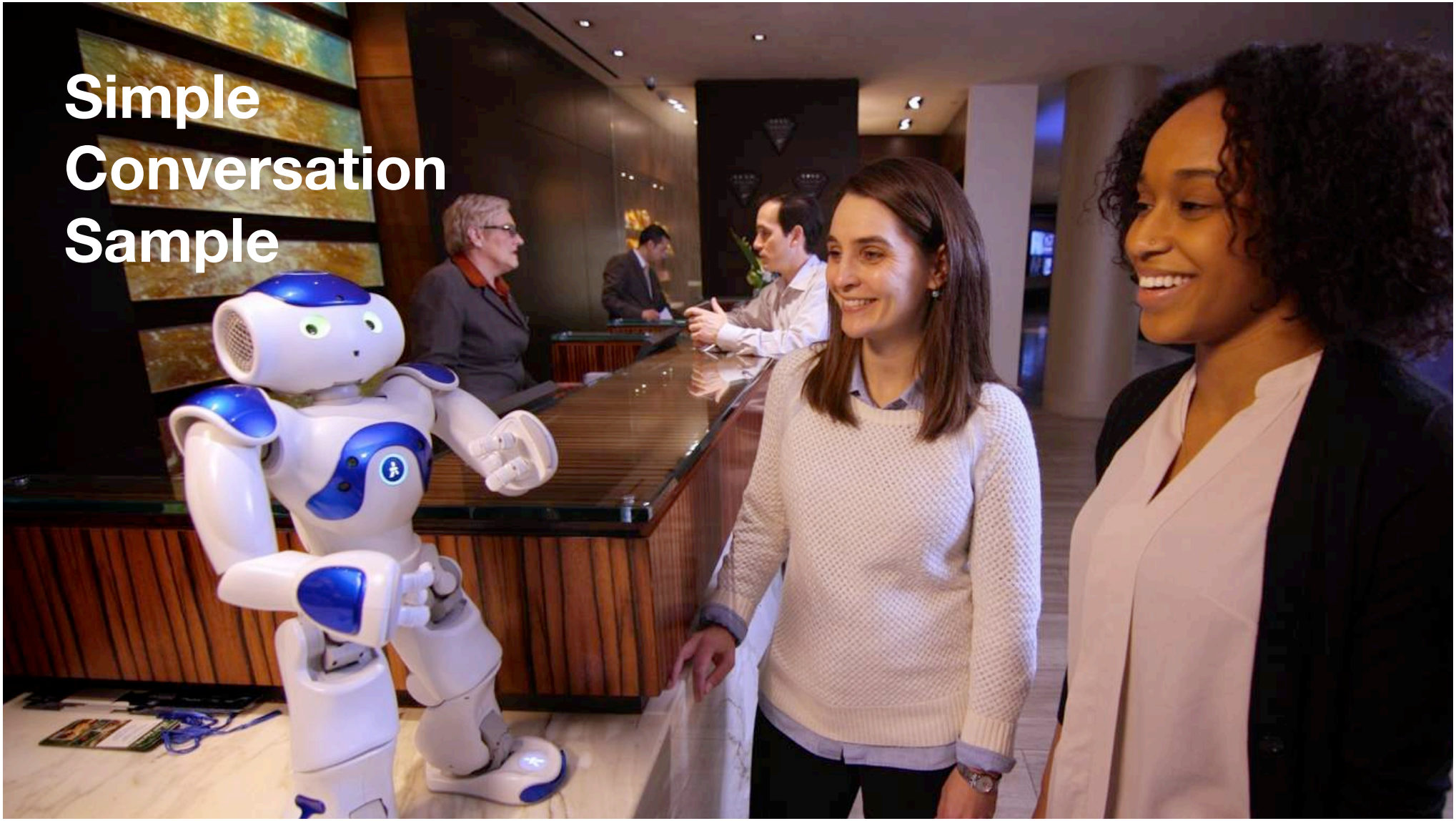
Entity Extraction
Sentiment Analysis
Emotion Analysis (Beta)
Keyword Extraction
Concept Tagging
Taxonomy Classification
Author Extraction
Language Detection
Text Extraction
Microformats Parsing
Feed Detection
Linked Data Support
Concept Expansion
Concept Insights
Dialog
Document Conversion
Language Translation
Natural Language Classifier
Personality insights
Relationship Extraction
Retrieve and Rank
Tone Analyzer
Emotive Speech to Text
Text to Speech
Face Detection
Image Link Extraction
Image Tagging
Text Detection
Visual Insights
Visual Recognition
AlchemyData News
Tradeoff Analytics

Retrieve and Rank

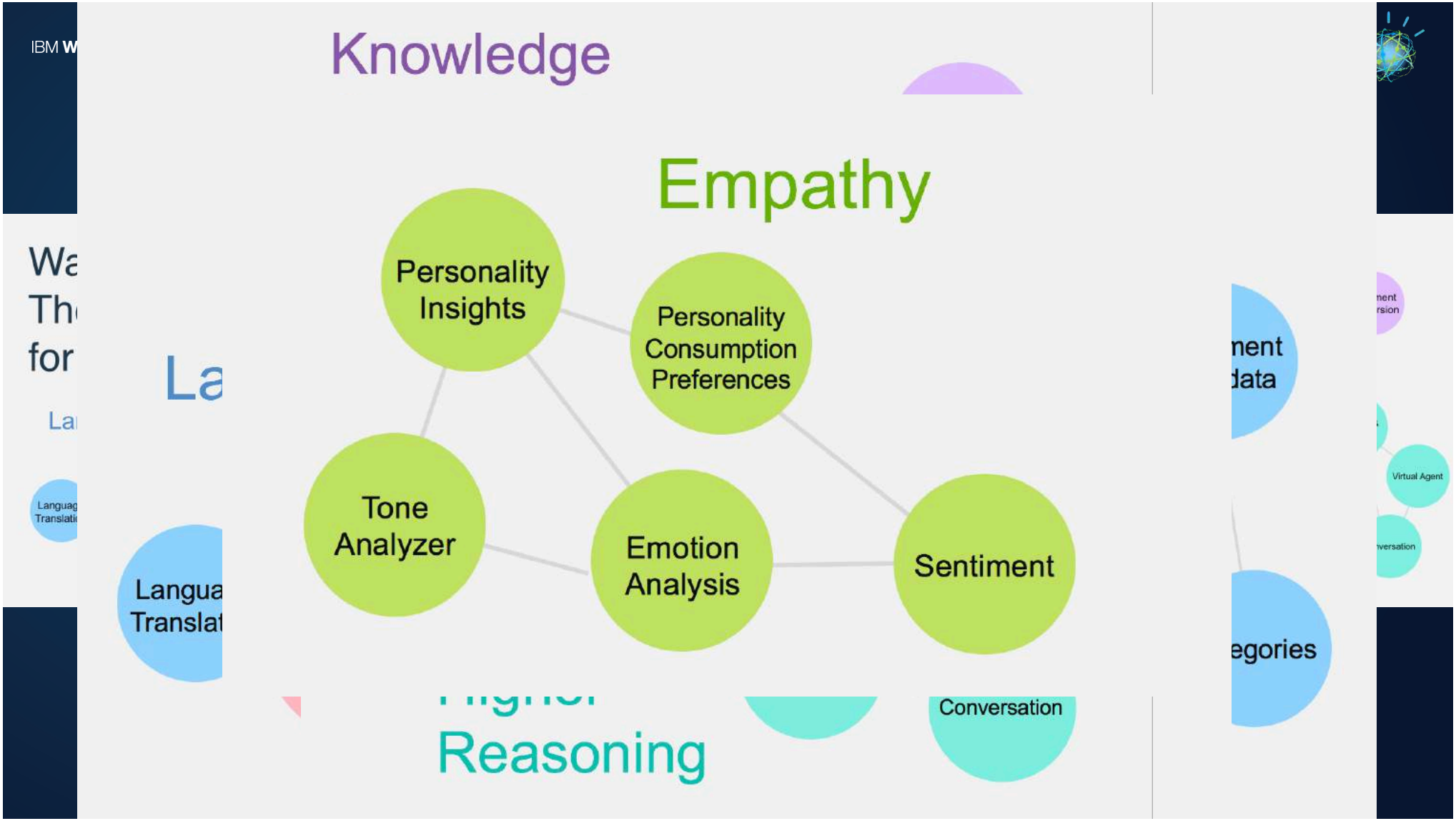
Na



Tone Analyzer


Simple
Conversation
Sample

Another sample


Knowledge
Empathy
Personality Insights
Personality Consumption Preferences
Tone Analyzer
Emotion Analysis
Sentiment
Conversation
Reasoning

We are at the Beginning of
the Cognitive Era

Watson APIs
are available via the
Bluemix Cloud

Try them today!

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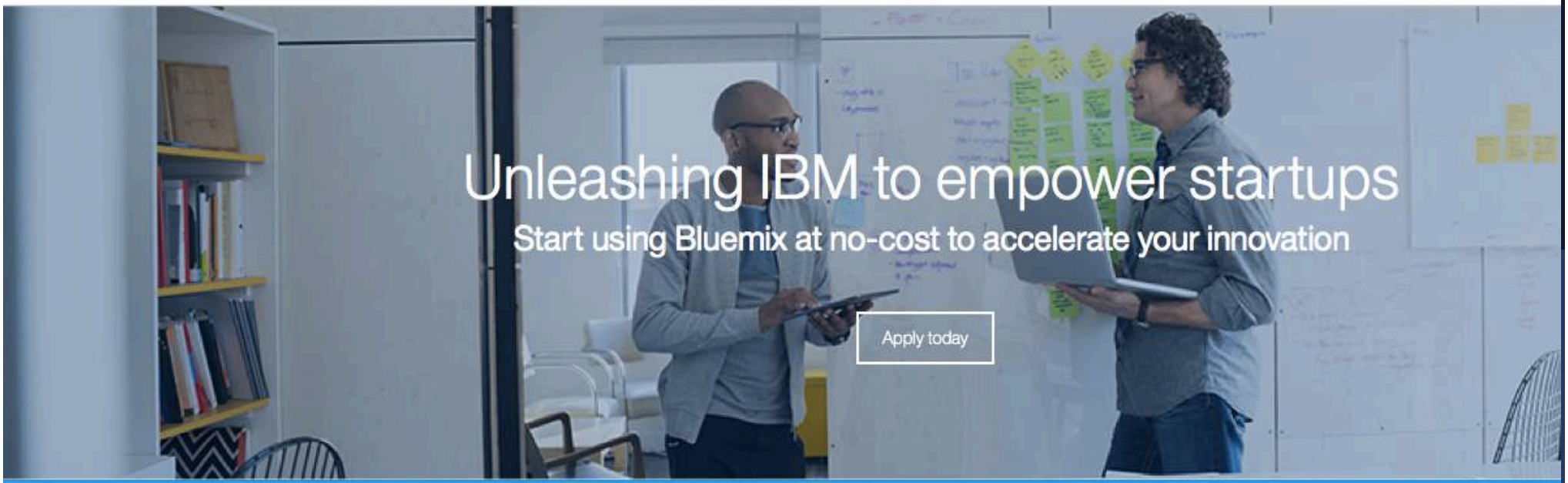

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up to **$120K USD**

IBM cloud credits

toward **IBM** Bluemix (IaaS–PaaS)

https://developer.ibm.com/startups/#welcome

Thank you!
Let‘s transform business with Watson
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