

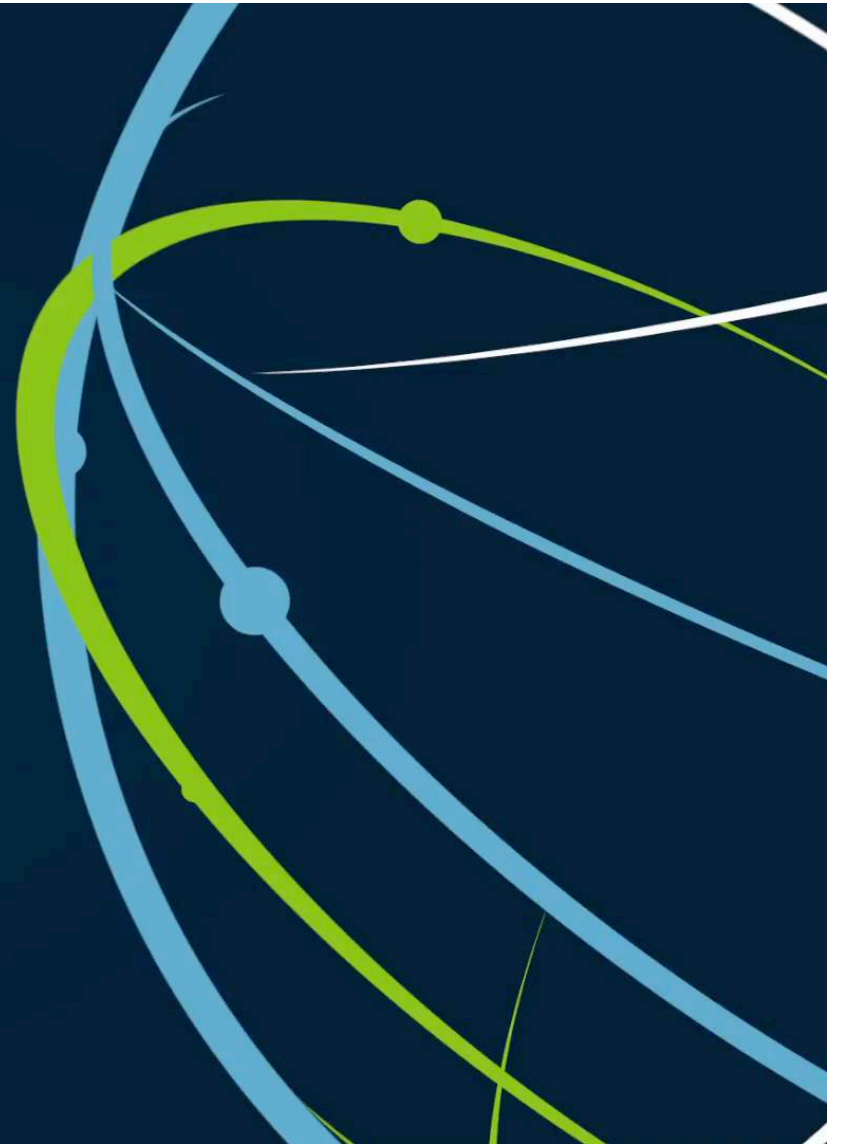


infuse cognition into your business with Watson APIs

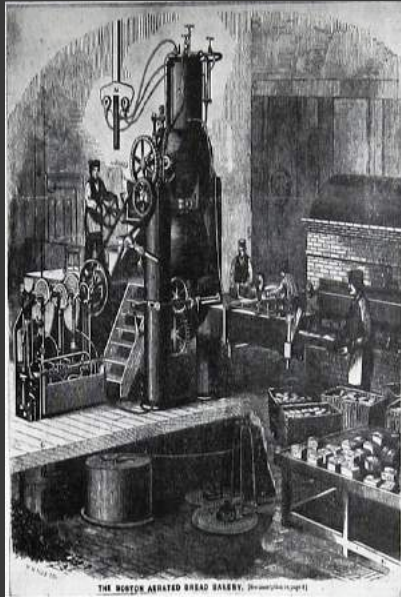
@IBMWatson

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



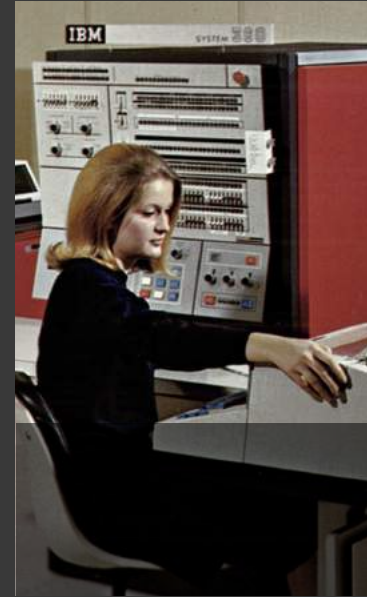
What were the other revolutions?



1760-1840
Steam and mechanisation



1875-1925
Electricity and mass
production

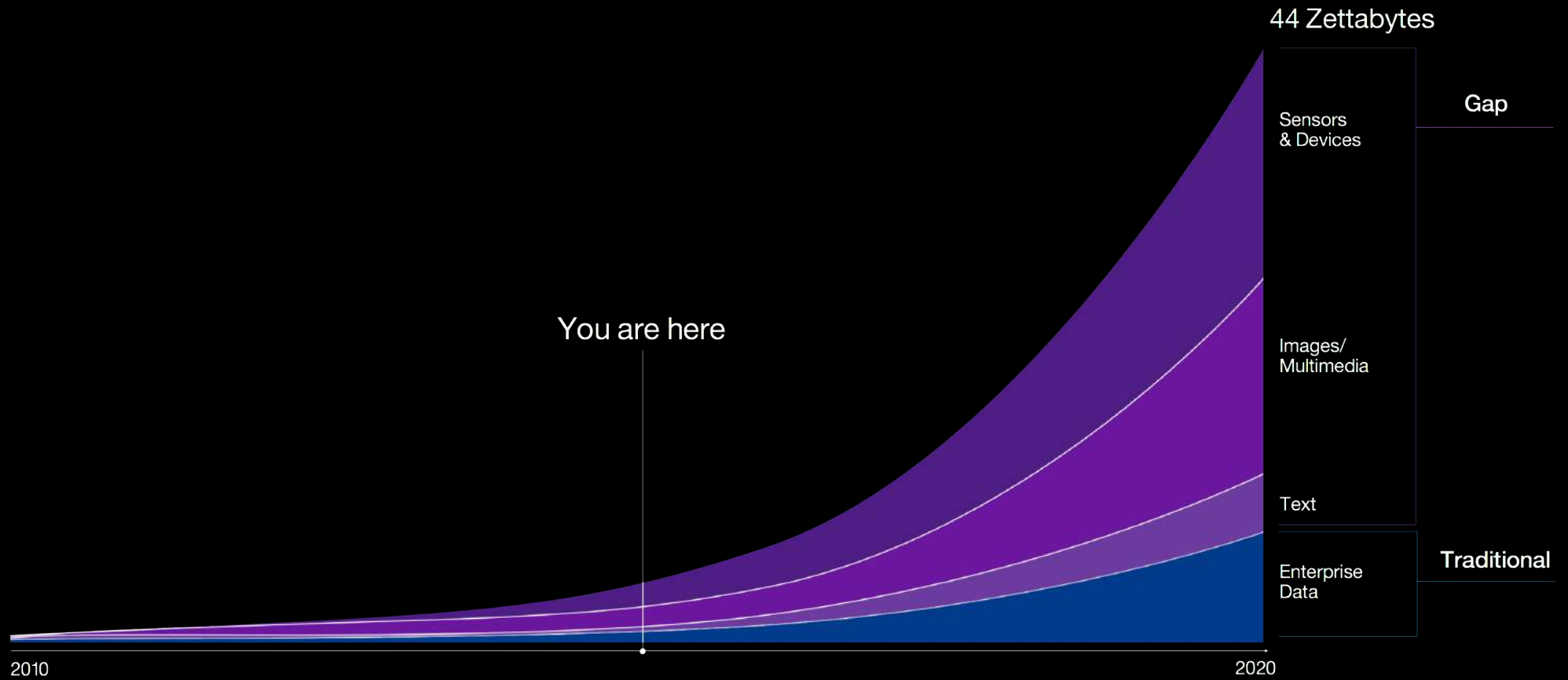


1960-2000
Digital and internet



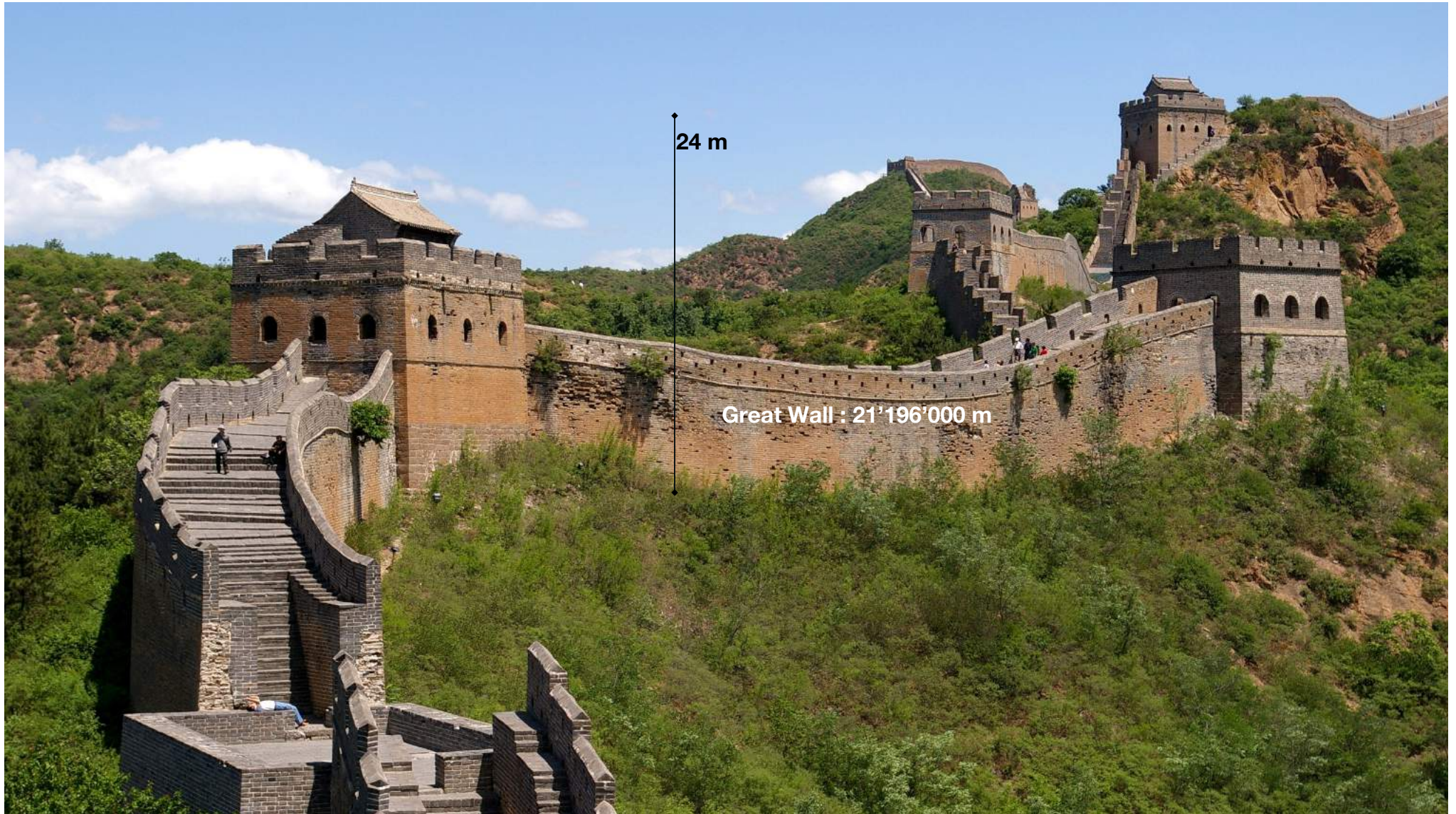
2010-
The fusion of physical and
digital

Data is growing exponentially and demands new approaches





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



The World is
swimming in data



An aerial night photograph of a city, likely Beijing, showing a dense urban landscape with numerous high-rise buildings and a prominent multi-lane highway with light trails from traffic. The sky is a deep blue, and the city lights create a warm, yellowish glow.

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.



Alibaba

The largest retailer
carries no inventory.



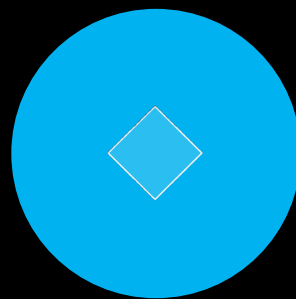
facebook

The biggest media company
owns no content.

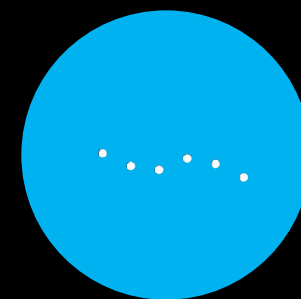
This disruption is fuelled by three forces.



Different types of data



The API economy



Cognitive computing

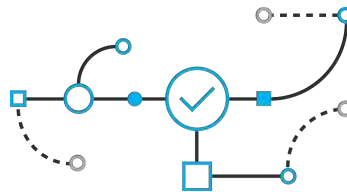
Ingestion, Integration, Governance

Three capabilities differentiate cognitive systems from traditional programmed computing systems...



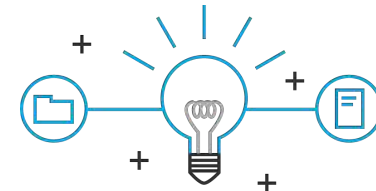
Understanding

Cognitive systems understand like humans do.



Reasoning

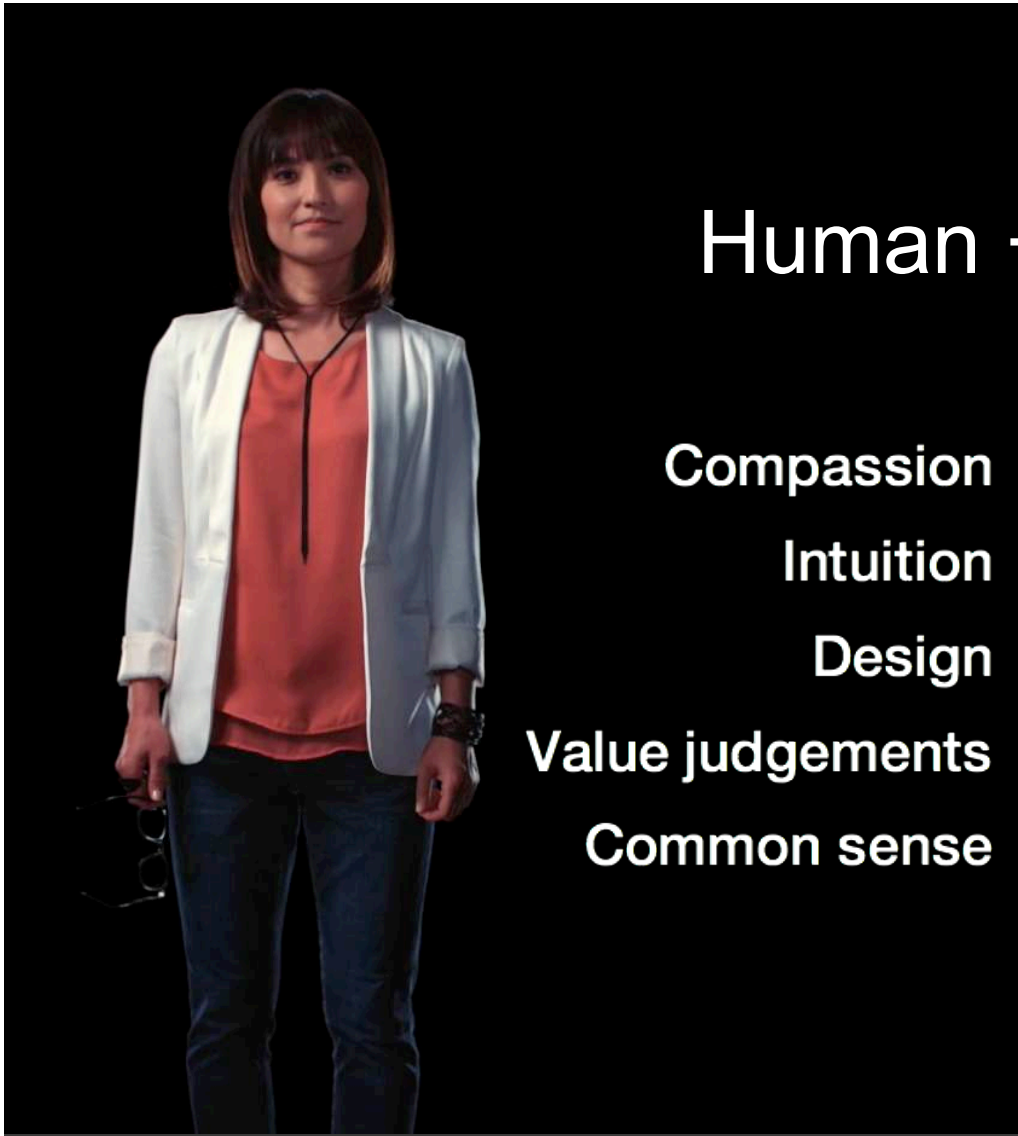
They reason. They understand underlying ideas and concepts. They form hypothesis. They infer and extract concepts.



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

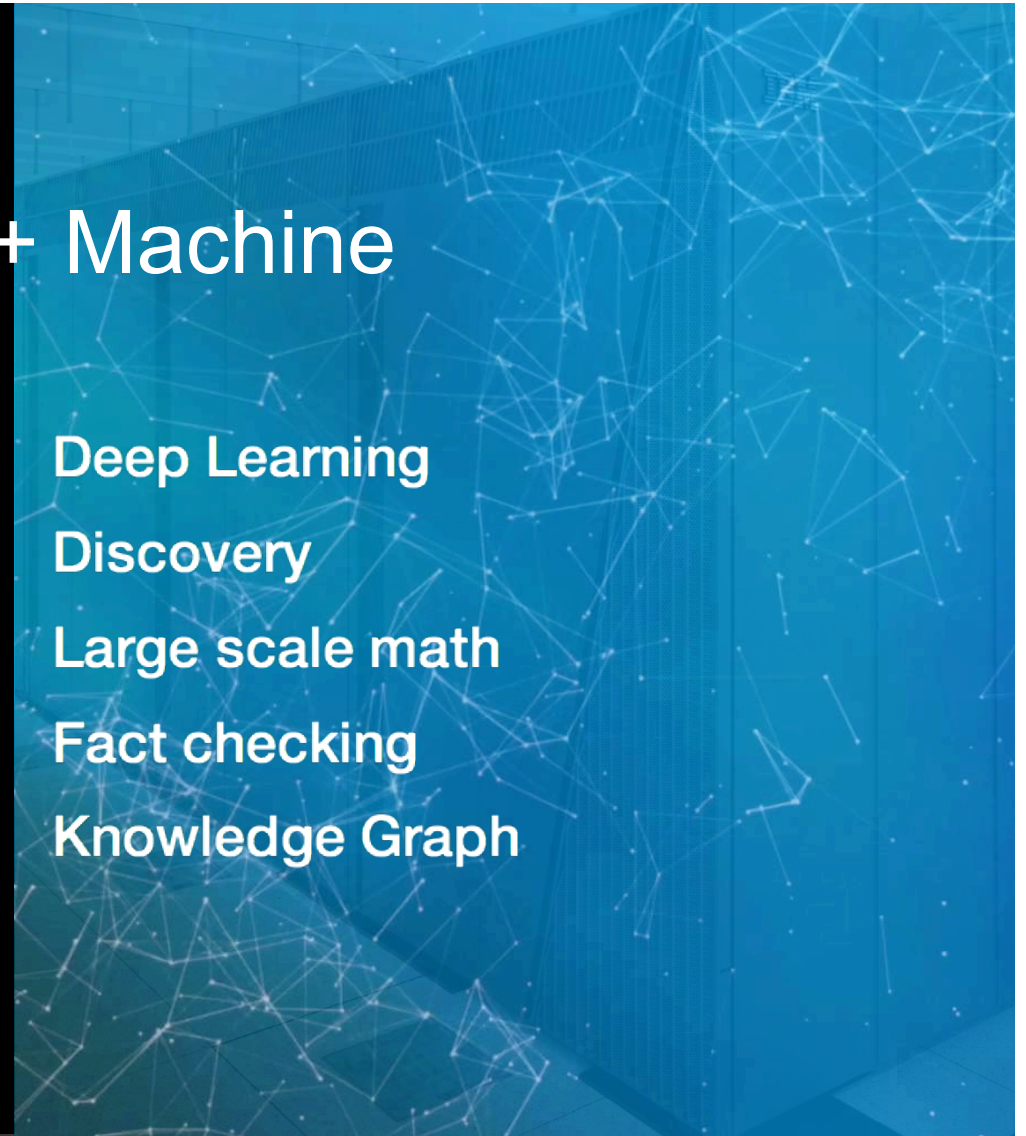
Deep Learning

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

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

50 underlying technologies

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

Retrieve and Rank

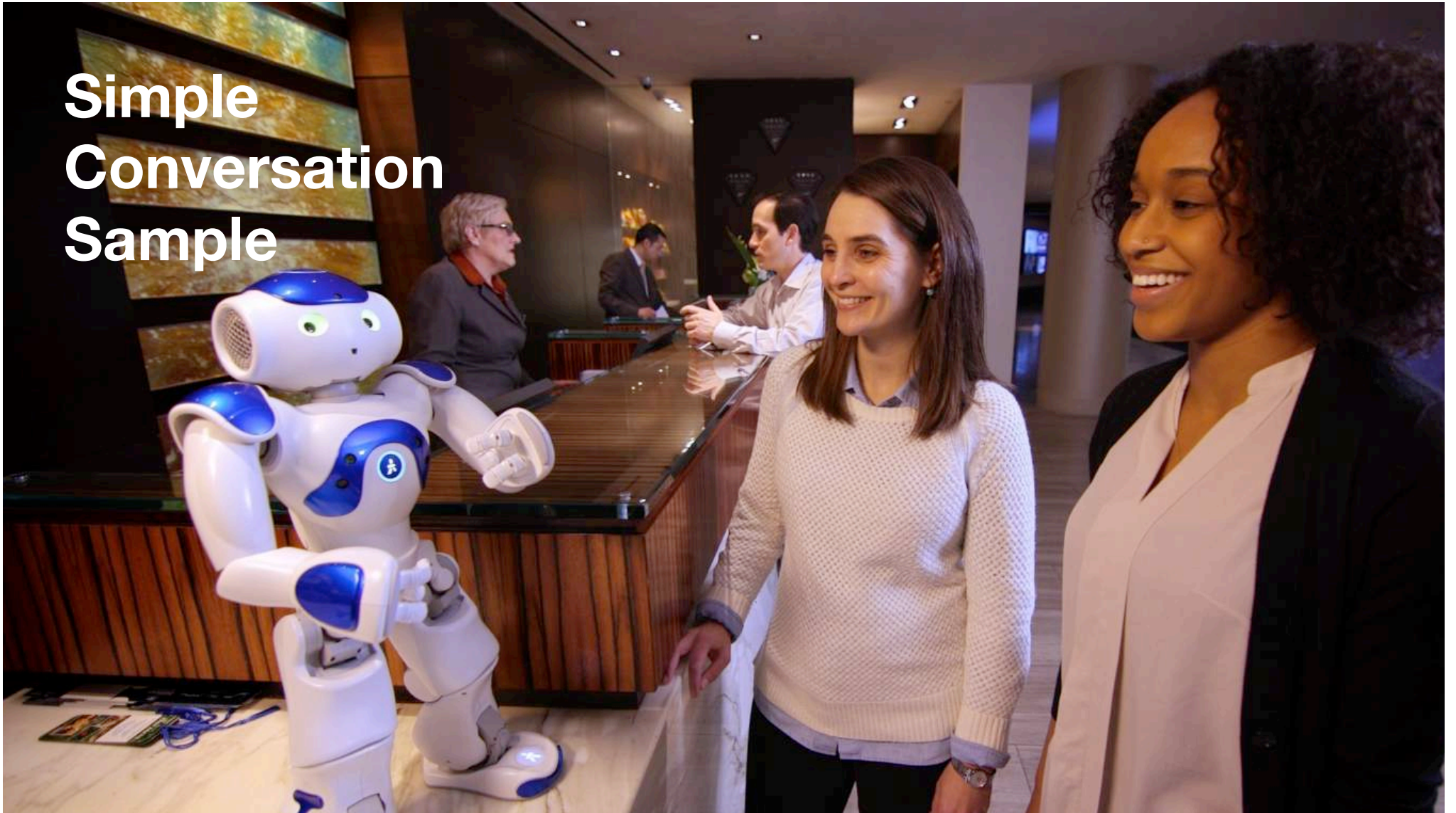


name in 'The Man in the Iron Mask'
is this hero of a previous book
by the same author.

Tone Analyzer





Simple Conversation Sample





A woman with short brown hair, wearing a dark grey coat and a light-colored scarf, is standing in profile, looking at a red and white ticket machine. The machine has a screen displaying a yellow and blue interface, a keypad, and a ticket slot. Above the machine, a sign reads "SBB CFF FFS" with a double-headed arrow. To the left of the machine, a poster for "Kat" is visible. To the right of the machine, a white humanoid robot with red accents stands on a small white platform. The robot has a large circular head with a speaker grille, a small blue light on its forehead, and red markings on its chest and arms. The background is a plain, light-colored wall.



Powered by  **IBM Watson™**

 Grüezi! Wie kann ich Dir behilflich sein?

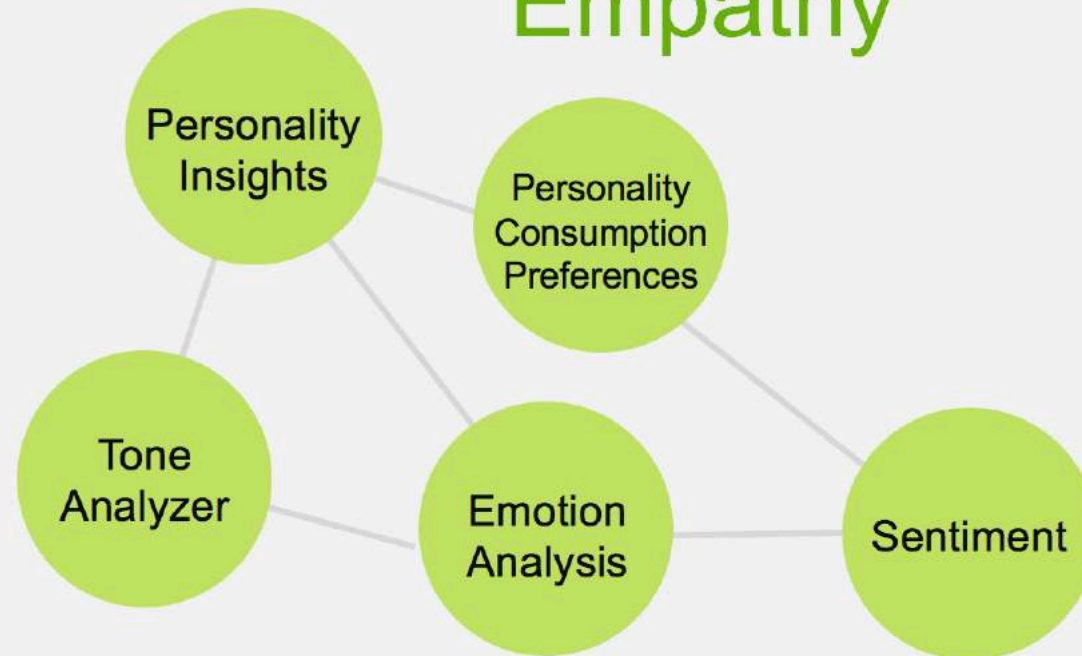
 

SBB Chatbot



Knowledge

Empathy



Reasoning

Conversation

Language Translation

Personal data

Categories



We are at the Beginning of
the Cognitive Era

Watson APIs
are available via the
Bluemix Cloud

Try them today!



Welcome to IBM Global Entrepreneur Program

<https://developer.ibm.com/startups/>



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FAQ



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Thank you!

Let's transform business with Watson
@IBMWatson[†]