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Here’s what the world is saying about the impact of Cognitive systems on the future of how we work:

<p>“IBM Crafts a Role for Artificial Intelligence in Medicine.”</p> <p>THE WALL STREET JOURNAL.</p>	<p>“IBM is the only company marketing a cognitive computing platform that’s specifically designed to support the development of a broad range of enterprise solutions.”</p> <p>Deloitte.</p>	<p>“No doubt, Watson has the means to radically change the industry. In fact, its potential as an ‘innovation lake/incubator’ should be highly valued.”</p> <p><small>IDC: IBM’s Go-to-Market Transformation – Deeper, Wider, Newer (#AP257527, April 2015, Chris Zhang, Sabharinath Balasubramanian, Mayur Sahni)</small></p> <p>IDC</p>
<p>“IBM Watson represents a bold technological and visionary step a future in which every aspect of our lives will be enhanced by the utility of cognitive computing as it is harnessed into myriad new applications.”</p> <p>FROST & SULLIVAN</p>	<p>“What is distinctive about IBM is the breadth of its effort to create Watson tools and services as plug-in offerings for a wide range of developers.”</p> <p>The New York Times</p>	<p>“These days, it’s not just AI algorithms themselves that have improved, but the ability to deliver them...that has made so many new applications possible.”</p> <p>WIRED</p>
<p>“IDC predicts the worldwide cognitive software platforms market will grow to \$3.7 billion in 2019, at a CAGR of 35% over 5 years.”</p> <p><small>IDC: Worldwide Cognitive Software Platforms Forecast, 2015-2019: The Emergence of a New Market (#258781, September 2015, David Schubmehl)</small></p> <p>IDC</p>	<p>“IBM’s famous cognitive computer can help banks with complex financial operations and attack important health care problems. Now you can add seeing to its skill set.”</p> <p>FAST COMPANY</p>	<p>“At Wayin, former Sun CEO Scott McNealy is using Watson's image recognition capabilities to trawl photos on social media and make them searchable, even when they don't have tags describing their content. ‘You can't do this without Watson,’ he said.”</p> <p>CIO</p>

Today we're in the midst of an information revolution.

Health data
will grow

99%

Insurance
data will grow

94%

Utilities data
will grow

99%

Manufacturing
data will grow

99%



88%

unstructured.



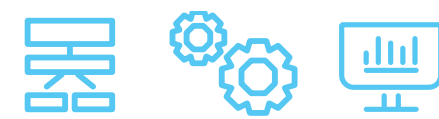
84%

unstructured.



84%

unstructured.



82%

unstructured.

80% of this data has been “invisible” to computers, and therefore useless to us.

Until now.

Cognitive systems democratize innovation by scaling knowledge.



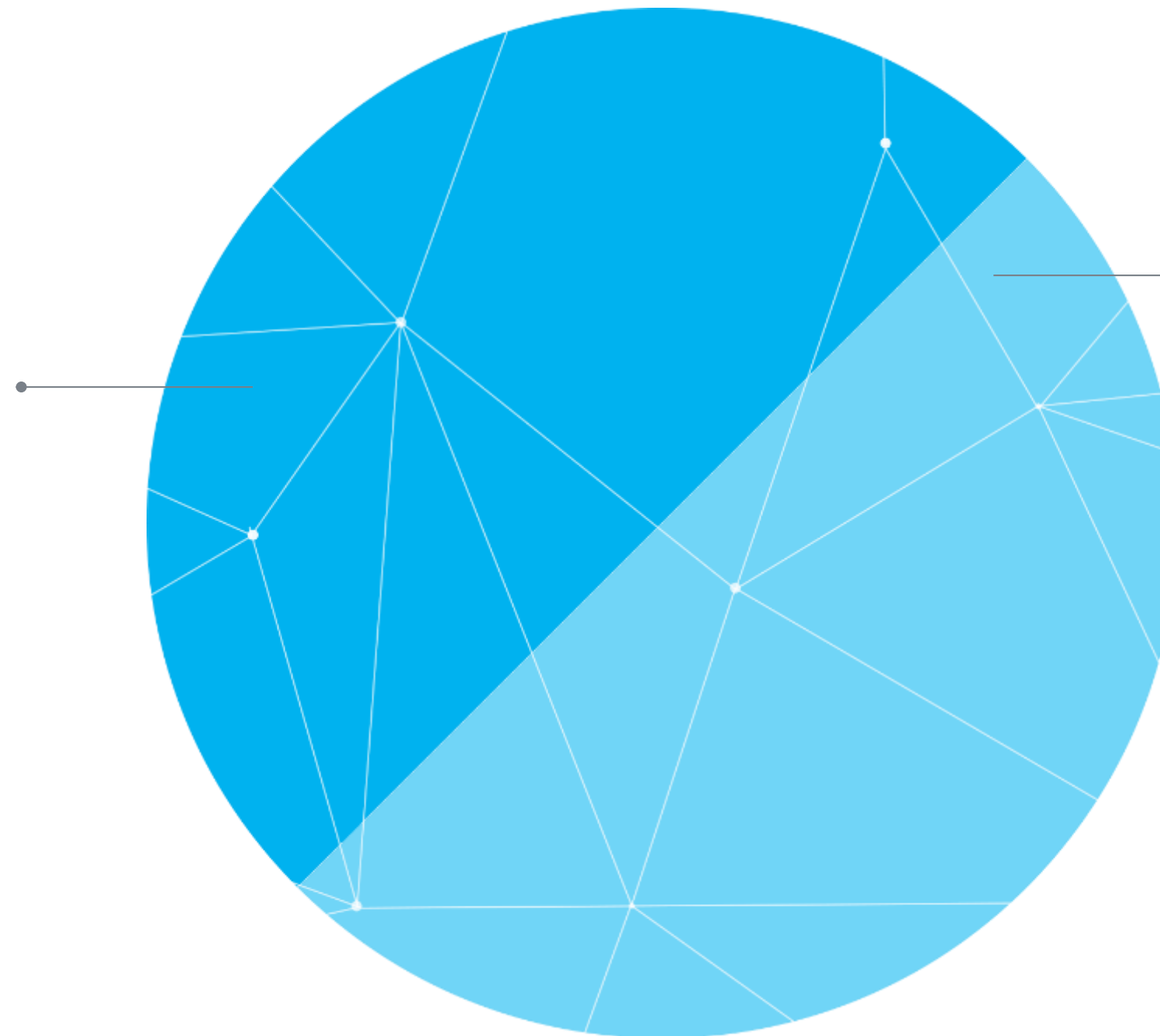
Cognitive systems are creating a new partnership between humans and technology.

Humans excel at:

COMMON SENSE
MORALS
IMAGINATION
COMPASSION
ABSTRACTION
DILEMMAS
DREAMING
GENERALIZATION

Cognitive Systems excel at:

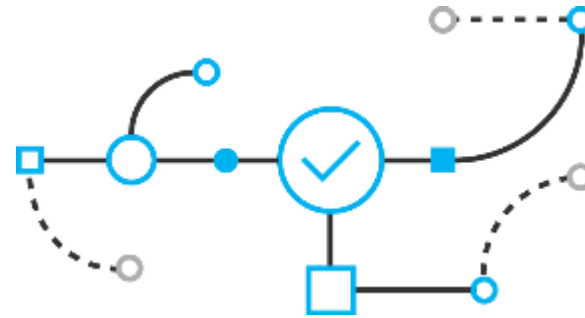
LOCATING KNOWLEDGE
PATTERN IDENTIFICATION
NATURAL LANGUAGE
MACHINE LEARNING
ELIMINATE BIAS
ENDLESS CAPACITY



There are three capabilities that differentiate cognitive systems from traditional programmed computing systems.



Understanding

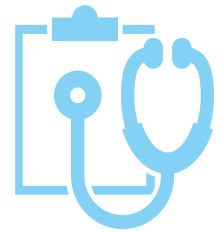


Reasoning



Learning

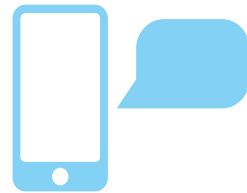
The world is driven by expertise



Oncologist



**Wealth
Manager**



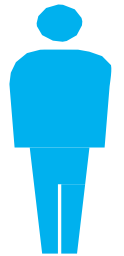
**Digital Marketing
Expert.**



**Contact Center
Manager**



**Master
Chef**



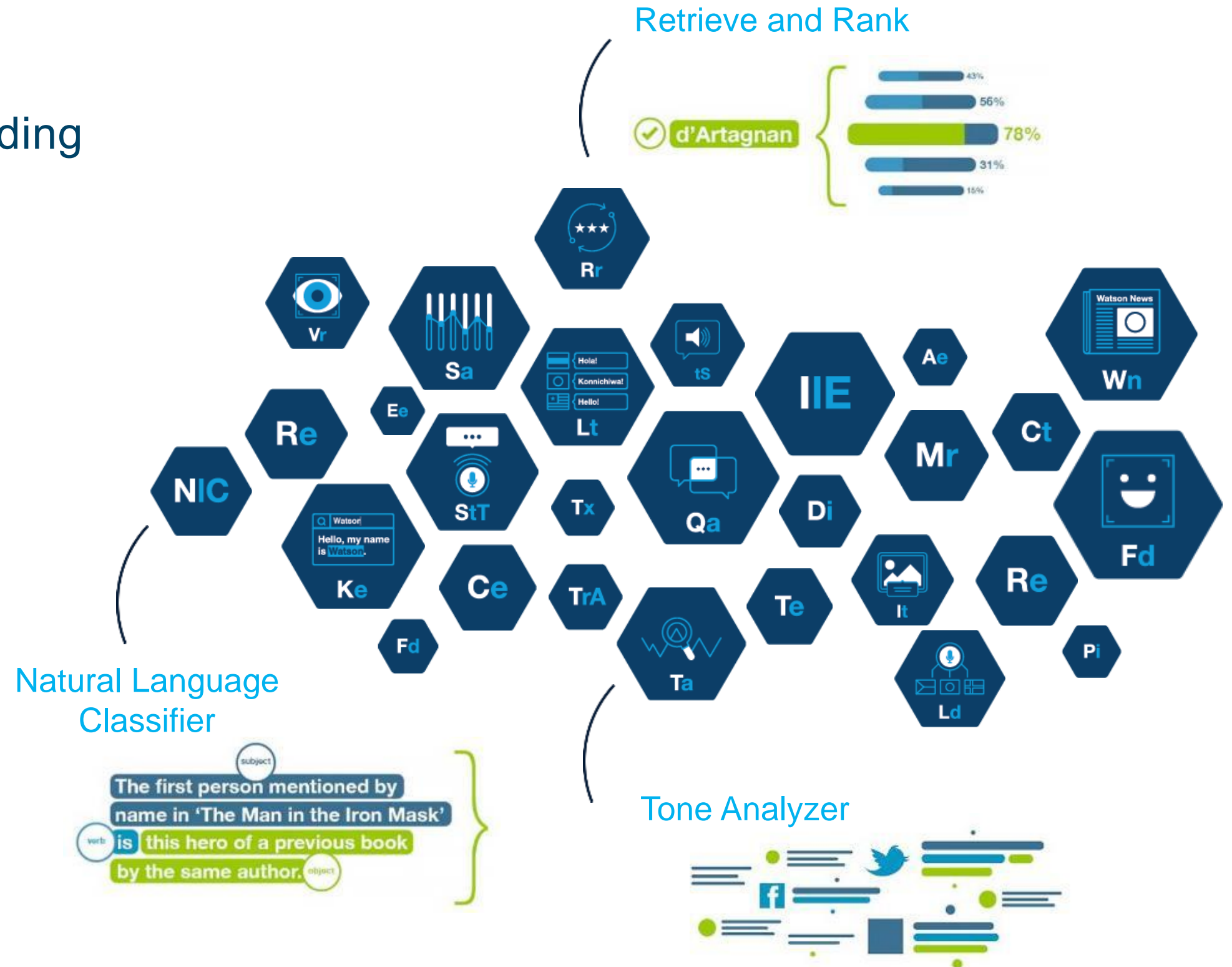
Etc.

...and then leverage Watson APIs to apply cognitive capabilities.

Watson's APIs are the cognitive building blocks that harness our data.

Message Resonance
Concept Expansion
Face Detection
Natural Language Classifier
Speech to Text
Text to Speech
Language Translation
Language Detection
Sentiment Analysis
Dialog
Retrieve and Rank
Image Link Extraction
Tradeoff Analytics
Entity Extraction
Tone Analyzer

Personality Insights
Taxonomy
Author Extraction
Concept Tagging
Relationship Extraction
Concept Insights
Relationship Extraction
Question & Answer
Feed Detection
Keyword Extraction
Visual Recognition
Image Tagging
Text Extraction



As the Watson technology evolves and deepens,
so too are the ways it's being put to work in the world.



29
Industries



36
Countries



80K
Developers
building with Watson



50,000
Students
in Melbourne



1.1M
Patients
at Bumrungrad



5.5M
Citizens
in Singapore



5
Languages
Learned by Watson



160
Universities
offering Watson courses



400+
Partners
Powered by Watson

What will *you* do with Chef Watson?

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

Cognitive systems combine data, information and expertise.



Organized Data



Watson APIs

- Improve your processes and operations
- Create better products
 - Enable new kinds of engagement
- Leverage expertise
 - Enable new business models