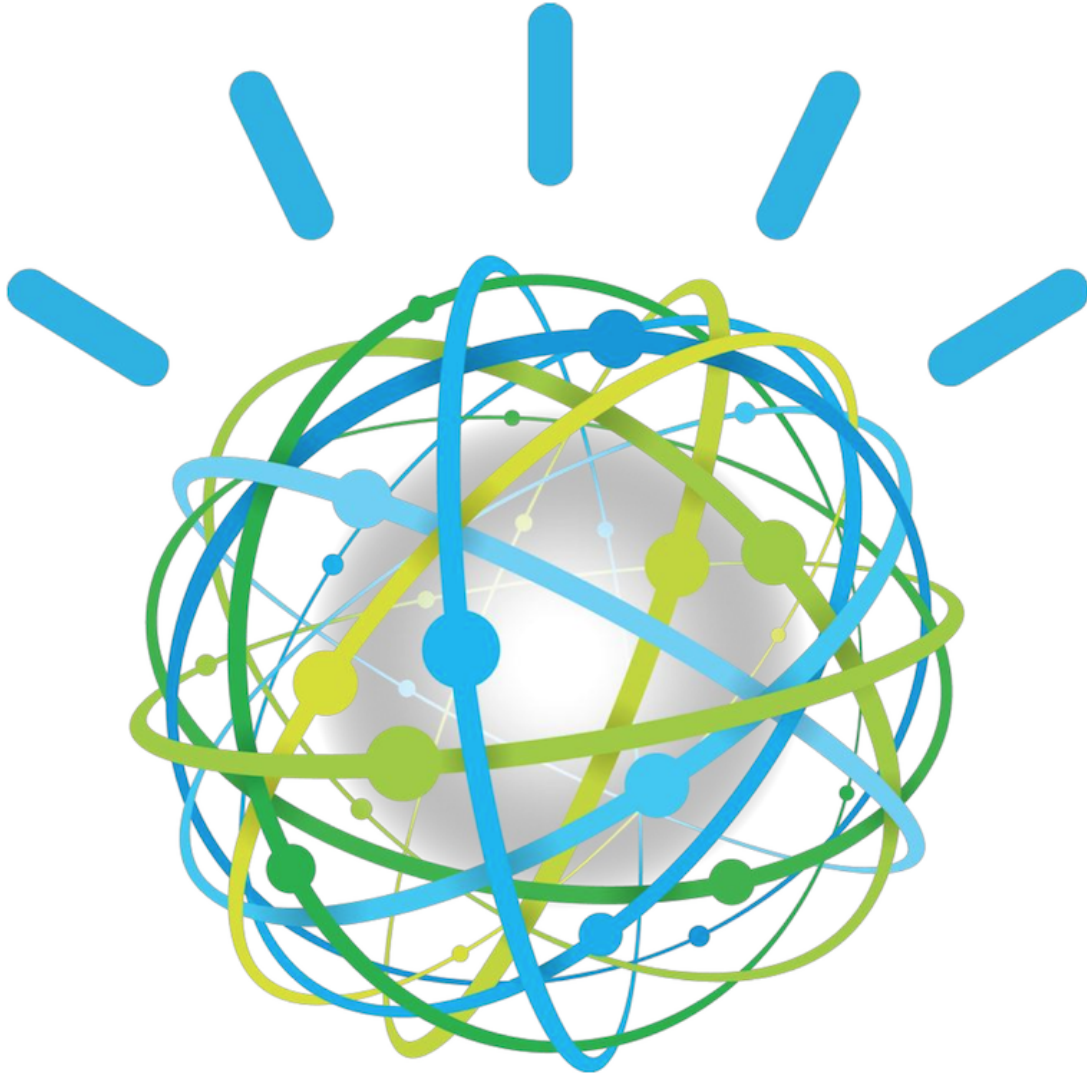


IBM Watson Solutions



IBM Watson in the Cognitive Era

Cognitive computing is IBM's strategy and point of view on how the world will change with systems that can now understand, reason and learn.

These cognitive systems can leverage data of all types to create deeper engagement and personalization, enhance expertise and make cognitive products, services, operations and processes possible.

Cognitive systems share the following characteristics:

Understand	Tokenizes, parses and annotates structured and unstructured, text-based or sensory—both semantically and syntactically, at astonishing speeds and volumes.
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Reason	Has the ability to form hypotheses, make considered arguments and prioritize recommendations to help humans make better decisions.
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Learn	Ingests and accumulates data and insight from every interaction continuously. Is trained, not programmed, by experts who enhance, scale and accelerate their expertise. Therefore, it gets better over time.
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A business with cognitive capabilities operates differently than a regular business. A cognitive business is able to apply expertise and knowledge in ways that increase in value over time. Cognitive capabilities enable the business to understand the world differently and make better decisions.

- Enables new kinds of engagement.
- Helps you create better products and services.
- Improves your processes and operations
- Helps you leverage expertise
- Accelerates your ability to explore and discover
- Enables new business models

The following references speak volumes to IBM Watson's role on the platform economy in the cognitive era.

References

IBM Watson to Power SoftBank Robotics' Pepper <http://www-03.ibm.com/press/us/en/pressrelease/48763.wss>

Swiss Re to work with IBM Watson to harness the power of Big Data for Reinsurance

<http://www-03.ibm.com/press/us/en/pressrelease/47904.wss>

CVS Health and IBM Tap Watson to Develop Care Management Solutions for Chronic Disease

<http://www-03.ibm.com/press/us/en/pressrelease/47400.wss>

Under Armour and IBM to Transform Personal Health and Fitness, Powered By IBM Watson

<http://www-03.ibm.com/press/us/en/pressrelease/48764.wss>

The North Face, IBM and Fluid Launch New Interactive Shopping Experience using Artificial Intelligence

<http://www-03.ibm.com/press/us/en/pressrelease/48479.wss>

Thomson Reuters to deploy Watson technology to enhance customer solutions

<http://www-03.ibm.com/press/us/en/pressrelease/47794.wss>

Whirlpool Corporation, IBM Collaborate on Cognitive Solutions for Connected Appliances

<http://www-03.ibm.com/press/us/en/pressrelease/48762.wss>

IBM Watson Internet of Things Gives Lift to KONE's Innovation in Smart Buildings

<http://www-03.ibm.com/press/us/en/pressrelease/49143.wss>

Woodside, Australia's Largest Independent Oil and Gas Company, Uses IBM Watson to Enhance Decision Making and Increase Efficiencies

<http://www-03.ibm.com/press/us/en/pressrelease/47013.wss>

IBM and Cognitiva to Usher in a New Era of Cognitive Computing Using Watson in Latin America

<http://www-03.ibm.com/press/us/en/pressrelease/49099.wss>

Pathway Genomics Debuts First Genomic Wellness App Powered by IBM Watson

<http://www-03.ibm.com/press/us/en/pressrelease/48766.wss>

Novo Nordisk and IBM partner to build diabetes care solutions on the Watson Health Cloud

<http://www-03.ibm.com/press/us/en/pressrelease/48316.wss>

Teva Pharmaceuticals and IBM Partner to Build Global e-Health Solutions on the IBM Watson Health Cloud

<http://www-03.ibm.com/press/us/en/pressrelease/47632.wss>

Johnson & Johnson and IBM Announce Plans to Collaborate on Advanced Solutions Designed to Transform Healthcare Delivery

<http://www-03.ibm.com/press/us/en/pressrelease/46582.wss>

IBM and New York Genome Center to Create Comprehensive, Open Cancer Data Repository to Tap Cognitive Insights from Watson

<http://www-03.ibm.com/press/us/en/pressrelease/49232.wss>

American Heart Association, IBM Watson Health and Welltok Team Up to Transform Heart Health

<http://www-03.ibm.com/press/us/en/pressrelease/48924.wss>

Boston Children's Hospital to Tap IBM Watson to Tackle Rare Pediatric Diseases

<http://www-03.ibm.com/press/us/en/pressrelease/48031.wss>

Resources offered by IBM Watson

In addition we are focused on enabling the next generation on Cognitive Computing through a number of different initiatives, some are:

The Watson Academic program where we run onsite workshops, labs plus machine learning lectures for *universities* participating in the Academic Initiative.

<https://www.ibm.com/smarterplanet/us/en/ibmwatson/watson-university.html>

IBM Watson Academy hosting online videos and an extensive knowledge library

<http://www-304.ibm.com/services/weblectures/watsonacademy/> - intro

For the developer: **Watson Developer Cloud** (WDC)

<https://www.ibm.com/smarterplanet/us/en/ibmwatson/developercloud/>

...and of course the **Github** repository of sample apps and starter code:

<https://github.com/watson-developer-cloud>

IBM Bluemix the premier IBM platform as a service also enabled through WDC. Remove barriers and release your desire to innovate and tap into advanced cognitive technologies through easy to understand and well documented RESTful APIs. Start for free at: <https://console.ng.bluemix.net/>

For the data owner: **Watson Analytics**. Empower the data owner to explore, predict and visualize insight from his or her own data - start for free at: <https://www.ibm.com/marketplace/cloud/watson-analytics/us/en-us>

For the consumer: **Watson Trend**. Watson Trend helps shoppers understand what is trending and why - through the cognitive power of Watson - all for free. <https://ibmwatsontrend.com/#/>

For the news addict: **Watson News Explorer**. Visualizing 250K articles a day, 70K sources—distilling vast unstructured text into entities and concepts, and connecting the dots within a suite of linked data visualization's.

<https://developer.ibm.com/watson/blog/2015/07/20/presenting-watson-news-explorer/>

For the food lover: **Chef Watson**. Can a cognitive system be creative - try this out and taste the results - all for free:

<https://www.ibmchefwatson.com/community>