Session 7947

Good Things Come in Threes: Three Steps, Three Tricks, Three Applications to go from Data to Insights

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Deepika Devarajan
Phil Anderson
Watson Offering Management

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Watson Discovery

Unlock hidden value in data to find answers, monitor trends and surface patterns with the world's most advanced cloud-native insight engine.

Three phrases
to describe Discovery

intelligent

cloud-native

insight engine

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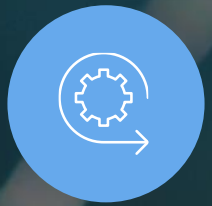
Three steps
from Data to Insights

ingest

enrich



query

Three AI Differentiators

that set Discovery apart

Embedded NLP

Relevancy Training

Domain Customization

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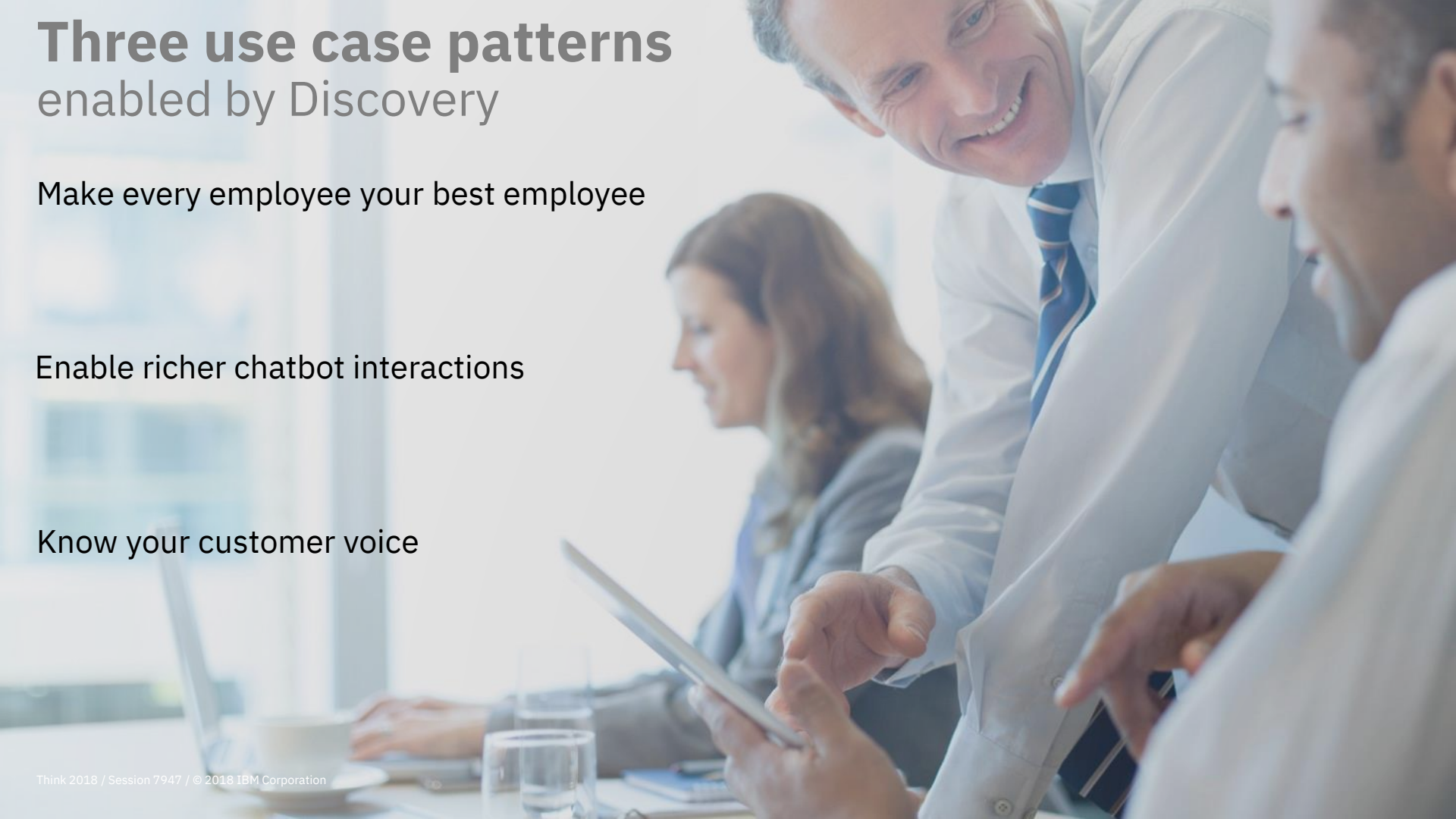
Three use case patterns
enabled by Discovery

Make every employee your best employee

Enable richer chatbot interactions

Know your customer voice



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Super-charging professionals in an organization

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Teacher Advisor

Empower 10000 teachers to easily find lesson planning and instructional guidance resources

#5333

Intellectual Property Management

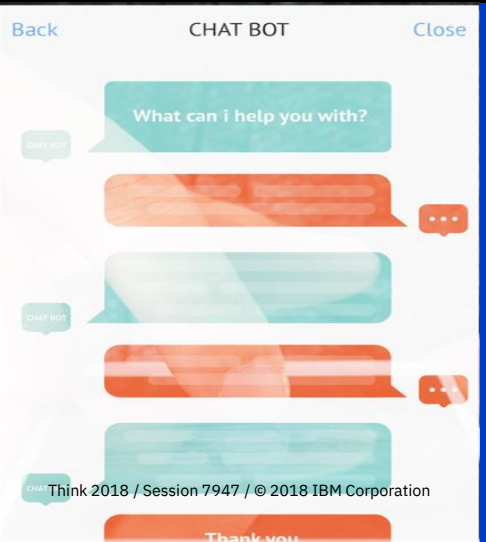
Reduce from days to minutes the steps to find evidence of use leading to untapped licensing income

Watson Regulatory Compliance

Tap over 40 sources of financial regulations to provide the most up-to-date regulatory guidance

#1692

Enable richer chatbot interactions



Prudential Assurance

Leading life insurance provider in Asia enhances their askPru chatbot with Watson Discovery

#8402

Discover Financial

Streamline support using a Discovery enhanced chatbot that serves up the most relevant answers

#7943

Banking organizations

Enhance customer experience with agent assist solutions

#7945

Know your customer voice

Max Kelsen

Uncover insights from omni-channel customer feedback to prioritize investments

#3927

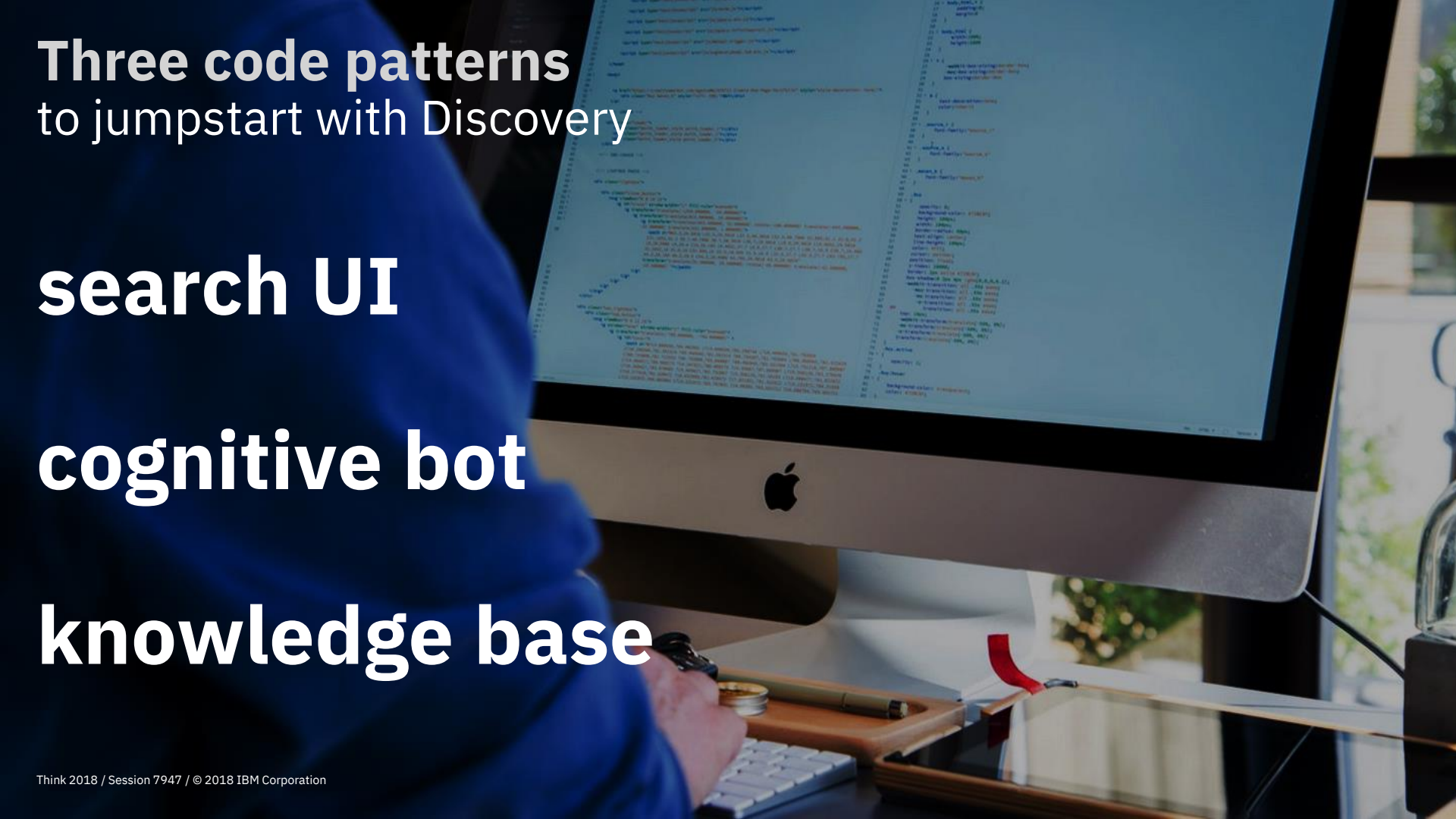
Fantasy Football

Power fantasy football predictions with insights from football analysts, injury reports and news content

#2732

Consumer Complaints Insights

Analyze customer issues and concerns in public database from Consumer Financial Protection Bureau



Three code patterns
to jumpstart with Discovery

search UI

cognitive bot

knowledge base

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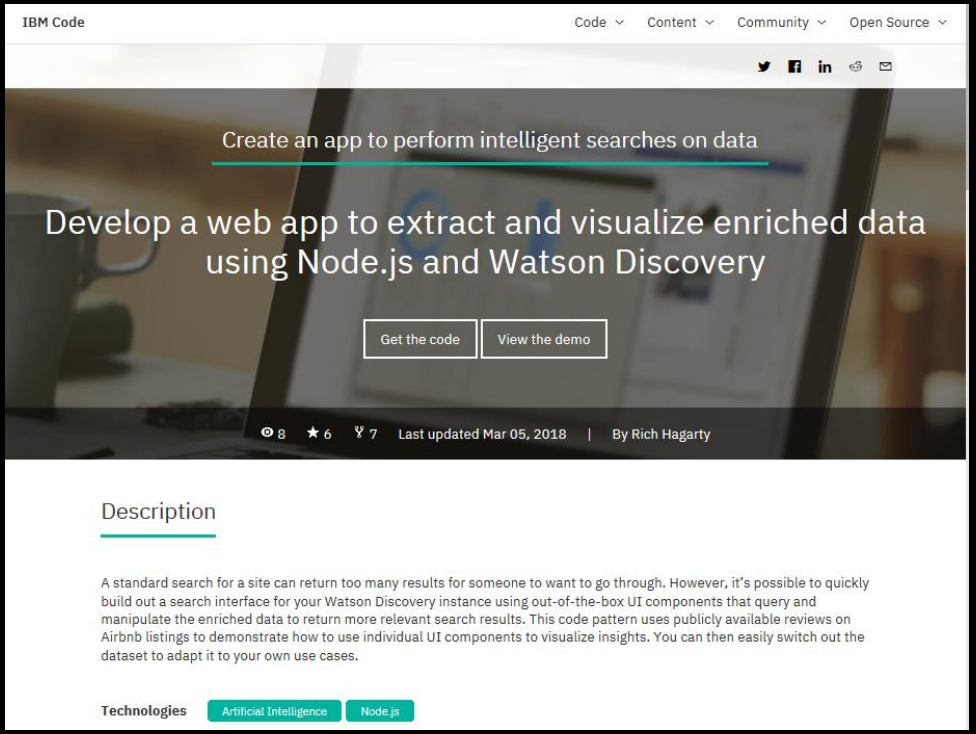
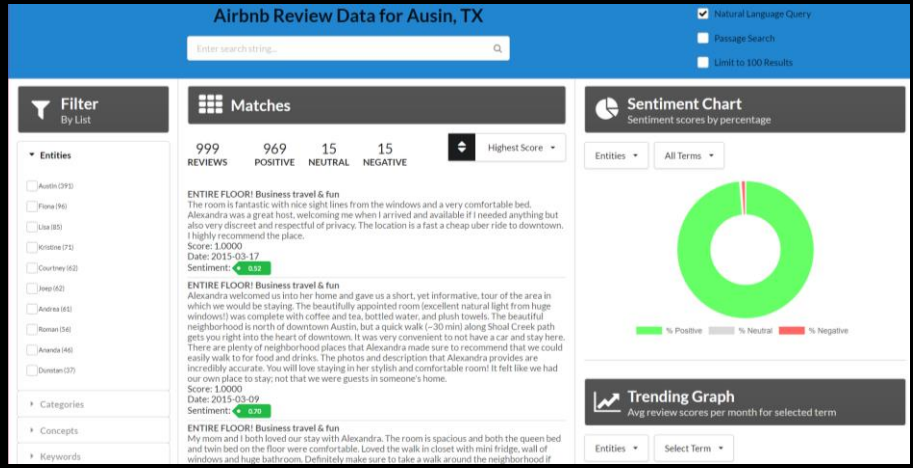
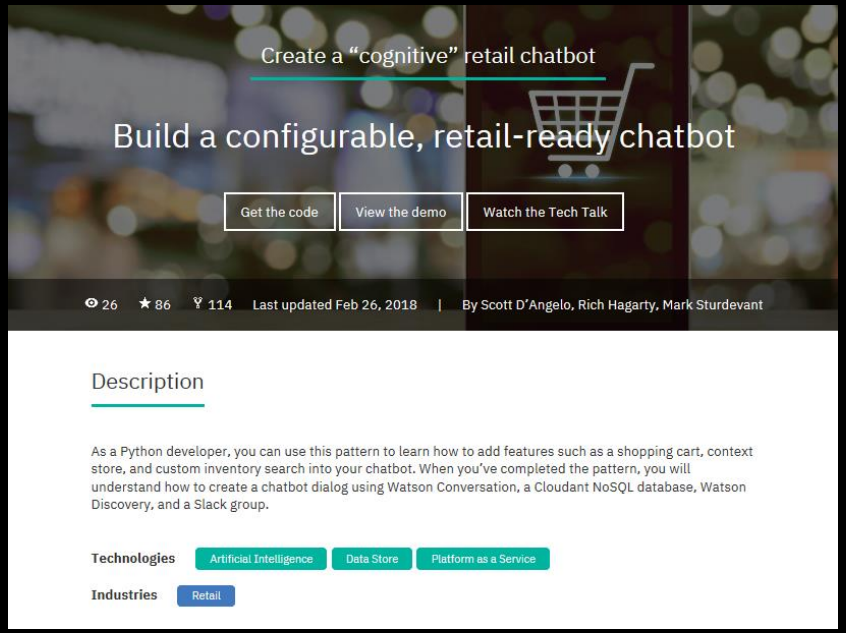
search UI

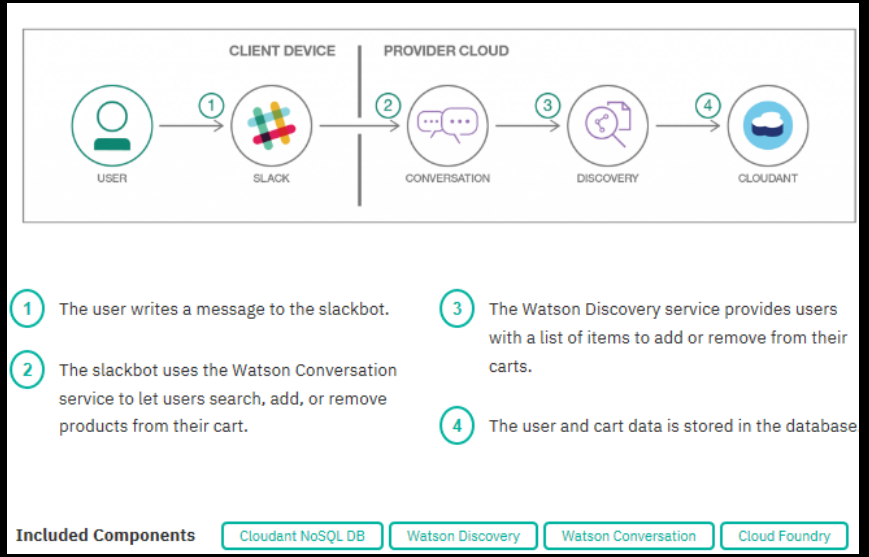




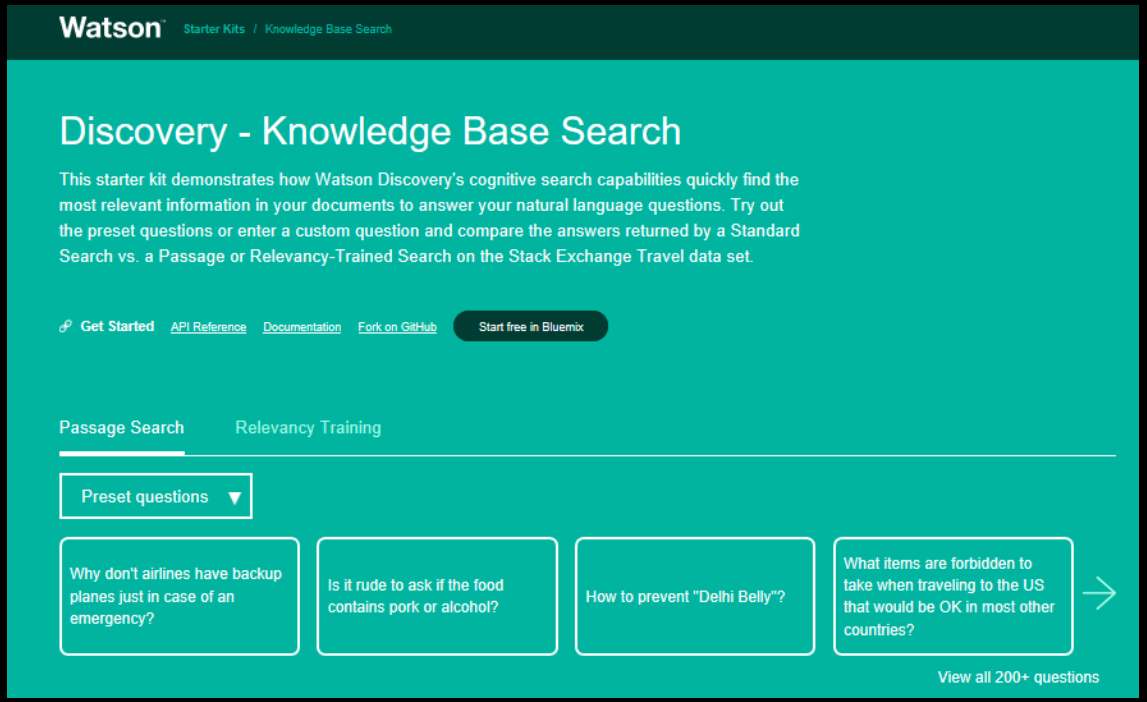
https://developer.ibm.com/code/patterns/create-an-app-to-perform-intelligent-searches-on-data/

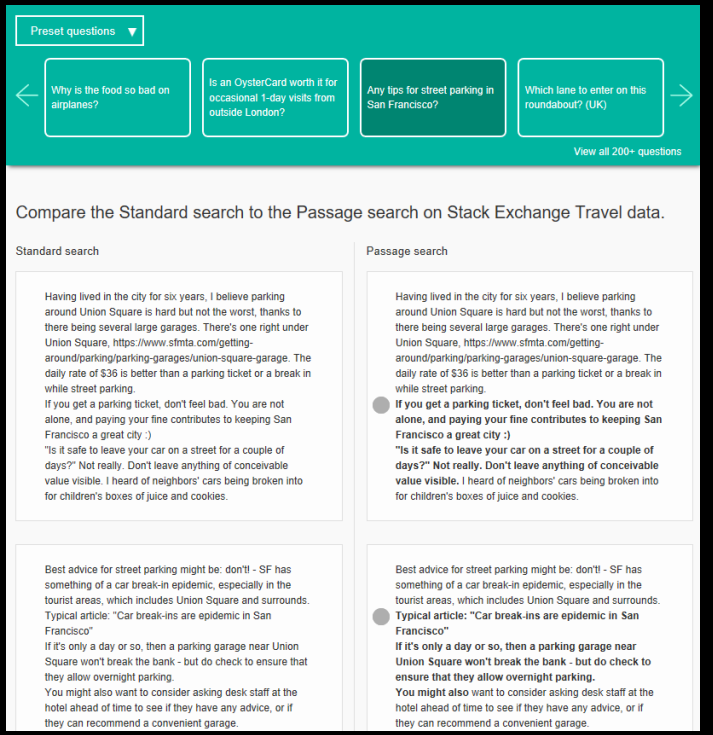
cognitive bot





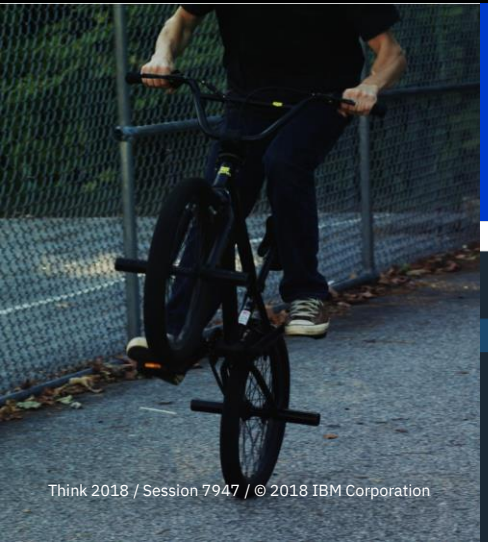
knowledge base



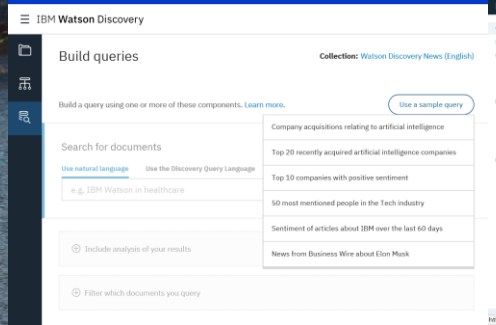


https://knowledge-base-search.ng.bluemix.net/

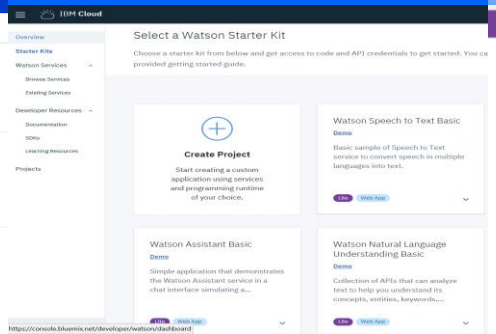
Three tricks
for building expertise with Discovery



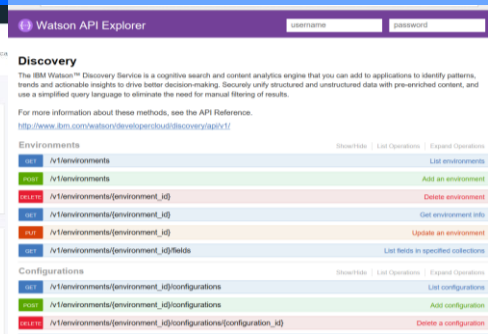
Query Building with Discovery News



Starter Kits from Watson Console



API Explorer



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Three reasons
to try Discovery

- **Free to try**
- **See the value in 5 min**
- **Get ahead**

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Three little-known features
to power your Discovery experience

- **Visualize your data**
- **Data science at your fingertips**
- **Configure it your way**

#7942
Making the most of Watson Discovery in your Enterprise
Mon 11.30am-12.10pm

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Join us for other sessions on Watson Discovery Portfolio!

Session #	Title	Abstract	Speaker	When & Where
7943	Watson Discovery: Watson's Insight and Reasoning Platform	Put Watson Discovery to work for you! Join us to learn how the world's most advanced cloud-native insight engine uses natural language understanding to unlock meaning and knowledge contained in business documents.	Luke Palamara, Sheng Xu (Discover Financial)	Mandalay Bay South, Level 2 - Lagoon J. Mon, 19-Mar 09:30 AM - 10:10 AM
4722	Beyond Search Engines: New Ways to Discover Information	With the advancement of natural language understanding, Information Retrieval algorithms and conversation building tools, the way we search for information has already started to shift. Join us as we share thoughts and research work on the future of information discovery, leading to new ways to find answers, get results, and even converse with systems to unlock insights.	Shila Ofek-Koifman, Anish Mathur	Mandalay Bay South, Level 2 - Reef D. Mon, 19-Mar 11:30 AM - 12:10 PM
7942	Making the most of Watson Discovery in your Enterprise	Watson Discovery is like a Swiss Army Knife for your enterprise. Join us to fully understand the various features and capabilities held within it to get the most from your investment.	Phil Anderson, Deepika Devarajan	Mandalay Bay South, Level 2 - Lagoon E. Mon, 19-Mar 11:30 AM - 12:10 PM
7946	Democratizing the development of custom NLP models	Simplify and re-design the user experience of IBM Watson Knowledge Studio around non-data scientist users to allow teams of industry subject-matter experts to develop their own solutions. Join us as we showcase client success stories with custom model development and share best practices for faster and affordable model development.	Luke Palamara, Deepika Devarajan, Avinash Asthana	Mandalay Bay South, Level 2 - Lagoon J. Mon, 19-Mar 12:30 PM - 01:10 PM
7945	Conversational Discovery	Chatbots are taking over, but they often lack a depth of knowledge to address a broader range of customer interactions. Join us to extend the capabilities of the common chatbot with Watson Discovery to create more complete and efficient solutions.	Anish Mathur, Mitch Mason	Mandalay Bay South, Level 2 - Lagoon E. Mon, 19-Mar 02:30 PM - 03:10 PM
7944	Watson Knowledge Graph	Knowledge Graphs are starting to appear as the fabric underneath the products of all major companies- Google, LinkedIn, Facebook. Join us to learn what Knowledge graphs mean, what querying capabilities are currently available in our product and what it can enable you to do with your corpus.	Mudita Singhal, Marisa Boston (KPMG)	Mandalay Bay South, Level 2 - Lagoon J. Mon, 19-Mar 04:30 PM - 05:10 PM

Join us for our Hands on Labs with Watson Discovery Portfolio offerings!

Session #	Title	Abstract	Speaker	When & Where
8613	Teach Watson to understand your data using Watson Knowledge Studio	How do you train Watson to extract information from natural language data that is specific and unique to your data? In this lab, you will learn how to use the newly launched Watson Knowledge Studio on IBM Cloud to create a machine learning model which extracts domain specific data - no prior data science or programming skills needed!	Archana Raghavan, Deepika Devarajan	Mandalay Bay South, Level 2, Oceanside, Think Academy - Lab 5 Tues, 20-Mar 10:30 AM – 12:10 PM
8615	Finding Answers Using Natural Language in Watson Discovery	Advancements in natural language understanding have expanded the possibilities when searching for answers within our own data. In this lab, we will look at how Discovery handles natural language questions, how it finds relevant passages, and how it learns to improve relevance. We will also look at the best ways to combine these with other capabilities of Discovery to create experiences that go beyond simple results and help uncover valuable information for users.	Anish Mathur, Deepika Devarajan	Mandalay Bay South, Level 2, Oceanside, Think Academy - Lab 5 Tues, 20-Mar 2:30 PM – 4:10 PM
8616	Extract insights using natural language processing	Your next breakthrough could be hidden in plain sight! In this lab, learn how to perform advanced text analytics using the Watson Natural Language Understanding service without any data science experience! Find out how to extract concepts, entities, keywords, sentiment, emotion and more in your data by getting hands-on with the service and the APIs to bring these capabilities into your applications.	Ryan Whitnah, Shranith Linga, Deepika Devarajan	Mandalay Bay South, Level 2, Oceanside, Think Academy - Lab 5 Wed, 21-Mar 8:30 AM – 12:10 AM
8614	Discover Watson Discovery	Watson Discovery is a cloud-native insight engine proven to uncover value in your data by finding answers, surfacing patterns and tracking trends. In this lab, learn how to set you your Watson Discovery instance to ingest, enrich and query natural language data using Discovery tooling and APIs. You will also learn to build out queries on pre-enriched news content readily available within the service that can be included within your first discovery app. Finally get caught up on the latest out-of-the-box AI capabilities that were recently released.	Phil Anderson, Deepika Devarajan	Mandalay Bay South, Level 2, Oceanside, Think Academy - Lab 1 Wed, 21-Mar 10:30 Am – 12:10 PM