

# Build resiliency and thrive in the face of disruption

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Seth Dobrin  
Chief AI Officer, IBM  
@SDobrin



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# How does your business handle change?

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# A story of two businesses


Business A	Business B
Overwhelmed by change	Thrives with change
Doesn't understand what their customers want	Anticipates what their customers want and delivers on that
Slow to deliver new products and services to market	Quickly develops and deploys new services to market
Their business is monolithic and inflexible	Their business is architected for adaptability

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# Don't turn out like business A

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# How do you thrive in the face of uncertainty?



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CLIENT EXAMPLE

# Find new customers

*Wunderman Thompson*



- Harness more than **10TB of siloed data**
- Build models that performed 150% better
- Accurately predict customer response to campaigns, and find new audiences

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# Become an intelligent composable business

- Run anywhere
- Build modular
- Make AI easy

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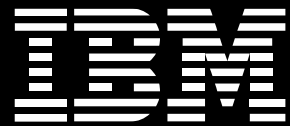
# Thank you

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