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International Business Machines (IBM)

International Business Machines (IBM), the world’s largest information technology company and largest consulting organization, offers global capabilities including services, software, hardware, research, and financing. It has defined itself by “forward-thinking culture and management practices grounded in core values” since its beginning in 1924 [1]. Its elastic culture continues to adapt to the global information technology industry, and it stands at the forefront by revolutionizing how enterprises, organizations, and people operate and thrive. [2]

Among other services and products, IBM specializes in Big Data and building a Smarter Planet. Smarter Planet is a movement to transform the next generation of business with data, cloud, mobile, and social technologies. IBM’s Watson, named after IBM’s founder and known for its success in defeating two *Jeopardy!* champions, represents a new era of computing in cognitive technology. The system exhibits natural language processing, hypothesis generation and evaluation, and dynamic learning. The company claims it will “unlock the world of global, unstructured data.” [3] Mr. Watson encouraged his employees to “THINK” – the moto and ethos of IBM today.

IBM CEO Ginni Rometty actively promotes Watson technology. She recited at the 2014 Fortune Most Powerful Women Summit, “Watson is the beginning of a whole series [of robots] where they learn and they reason. They will redefine the experience between man and machine… This information is going to redefine our jobs, our professions, education.” [4]

References

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