What is IBM Watson?

IBM Watson is a computer system developed by IBM and able to answer questions posed in natural language.

What is its business objective?

According to IBM, The goal is to have computers start to interact in natural human terms across a range of applications and processes, understanding the questions that humans ask and providing answers that humans can understand and justify. It is like to Chat GPT of Open AI. Rober C. Weber, IBM’s general counsel, have suggested that Watson may be used for legal research. Also, IBM intends to use Watson in other information-intensive fields, such as telecommunications, financial services, and government.

Describe the types and amount of data used.

The sources of information for Watson include encyclopedias(백과사전), dictionaries(사전), thesauri(동의어 사전), newswire articles(뉴스기사) and literary works(문학작품). Watson also used databases, taxonmies and ontologies including DBPedia, WordNet and Yago. The IBM team provided Watson with millions of documents, including dictionaries, encyclopedias and other reference material, that it could use to build its knowledge.

Describe the technologies used

1. NLP  
   NLP is technology that makes computer to understand natural language (human language) and to make sentences and answers.
2. ML  
   ML is technology that learn pattern in data and predict.
3. Cloud Computing(recently)  
   Cloud Computing is technology that provide computing service through Internet.
4. Parallel computing  
   Parallel Computing is technology that performs many calculations simultaneously.

Is it a business success or failure? What is the reason for its success / failure?

I think IBM Watson is a business failure. First, IBM managers overestimated an ability of IBM Watson. It was made for Quiz show that was limited environment and they didn’t understand that. So. They marketed and announced “our IBM Watson have infinite potential!!”. After that, most of IBM Watson business ended with failure. Recently, the performance has improved due to technological advancements, but it does not seem to have any merit compared to other products.

If it is a failure, what is the lesson to be learned from it?

The lesson to be learned from it is that All cases must be checked as much as possible. And, all things considered, I must decide whether this is helpful to people.