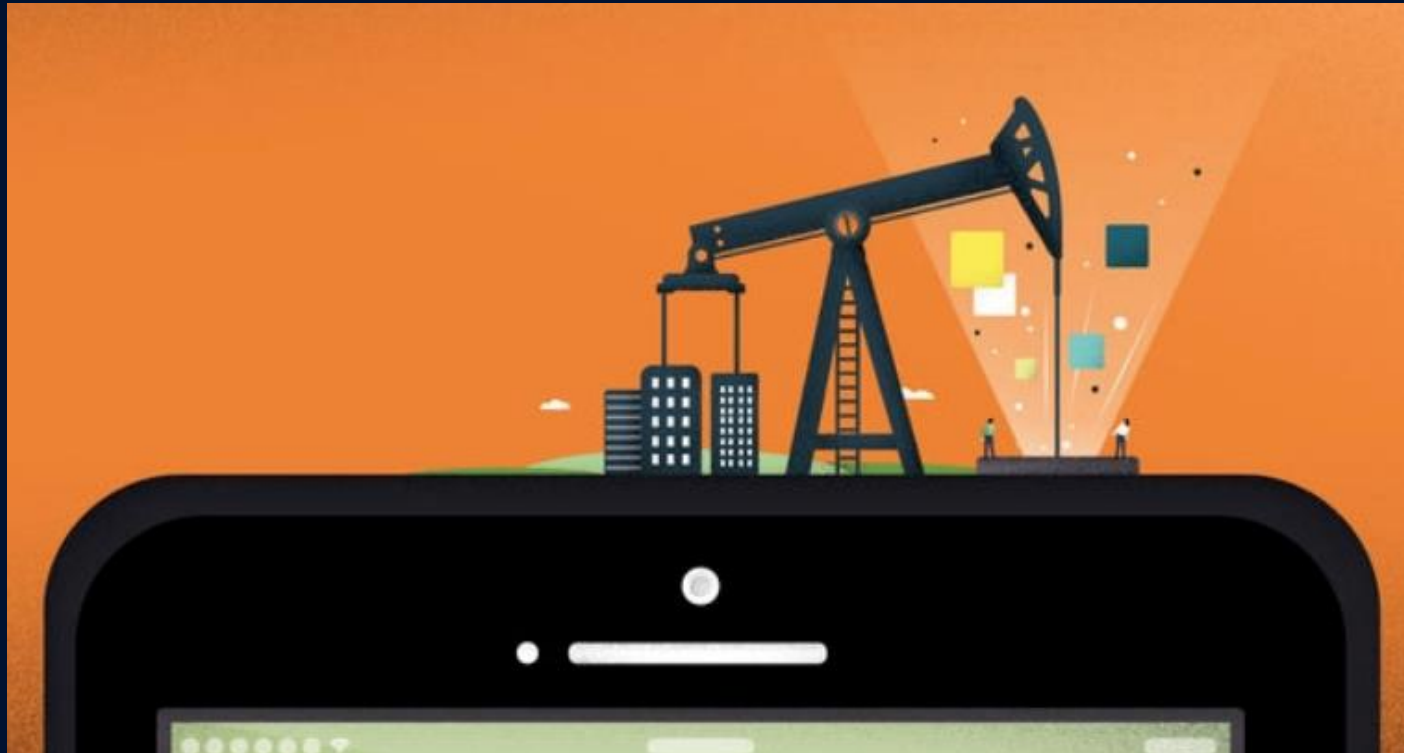


Cognitive technology – Fusion of technology, culture & people

Harriet Jennifer Wright
Business Development Manager
Harriet.wright@no.ibm.com
@harrietwright89

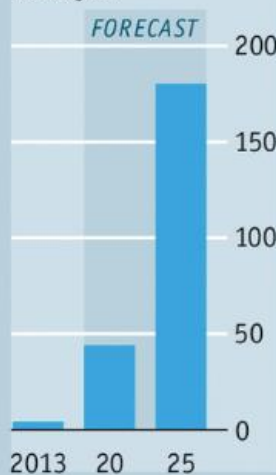
The Data Economy





Byte marks

The digital universe
Zettabytes



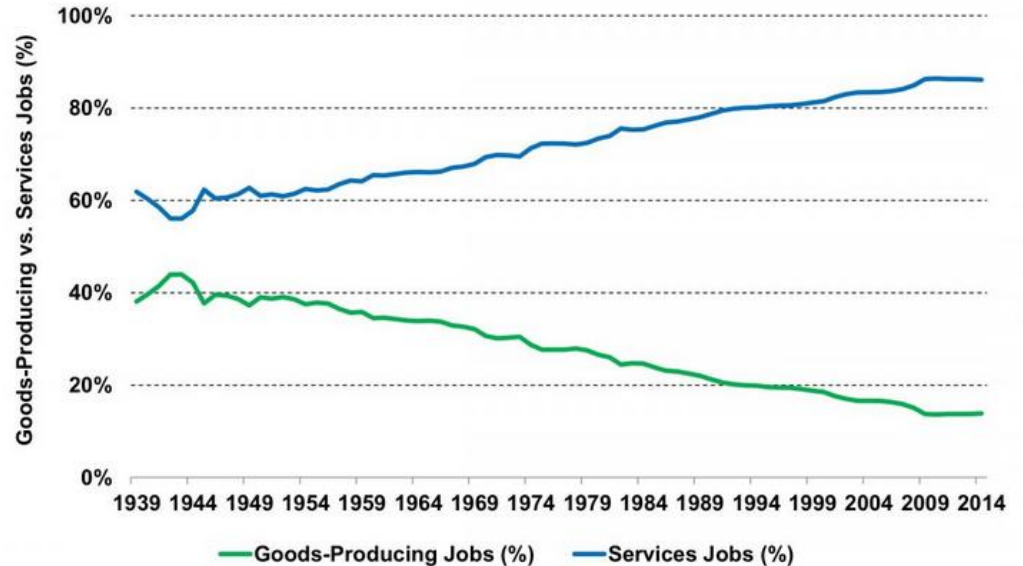
Sources: IDC; Bloomberg

Companies mentioning
AI in earnings calls



Economist.com

Goods-Producing vs. Services Jobs as % of Total, USA, 1939 – 2014



@KPCB

Source: Bureau of Labor Statistics, 3/15.
Jobs within "Goods-Producing Industries" includes manufacturing, construction, mining and logging. All other industries are classified as "Service-Providing Industries." Industries include all jobs classified within those industries, including supervisory jobs. Total includes only nonfarm employment.



Business, Software, Quality,
Marketing, Sport, Travel, Design,
Health, Technology, Education,
Entertainment, Shopping, Design,
Real Estate, Music, Fashion,
TV, Sports, Travel, Tech,
Entertainment, Security,
Social Media, Computers,
Science, Graphics, Insurance,
Video, Data, Games, People

Statistics

Statistics

Analytics

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis egestas et nunc fermentum dictum a quis ipsum. Phasellus eu vulputate nisi.



Human Resources



Calendar



Statistics



Diagram



Data connector





David Parkins

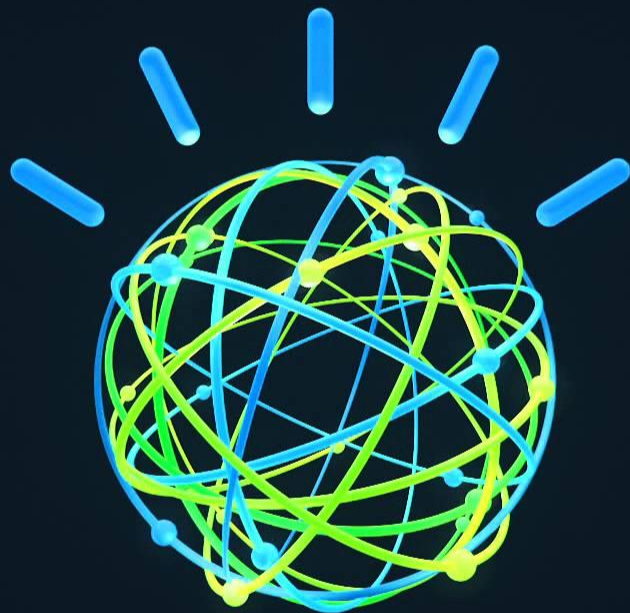
Robot (Algorithm) Stock Trading

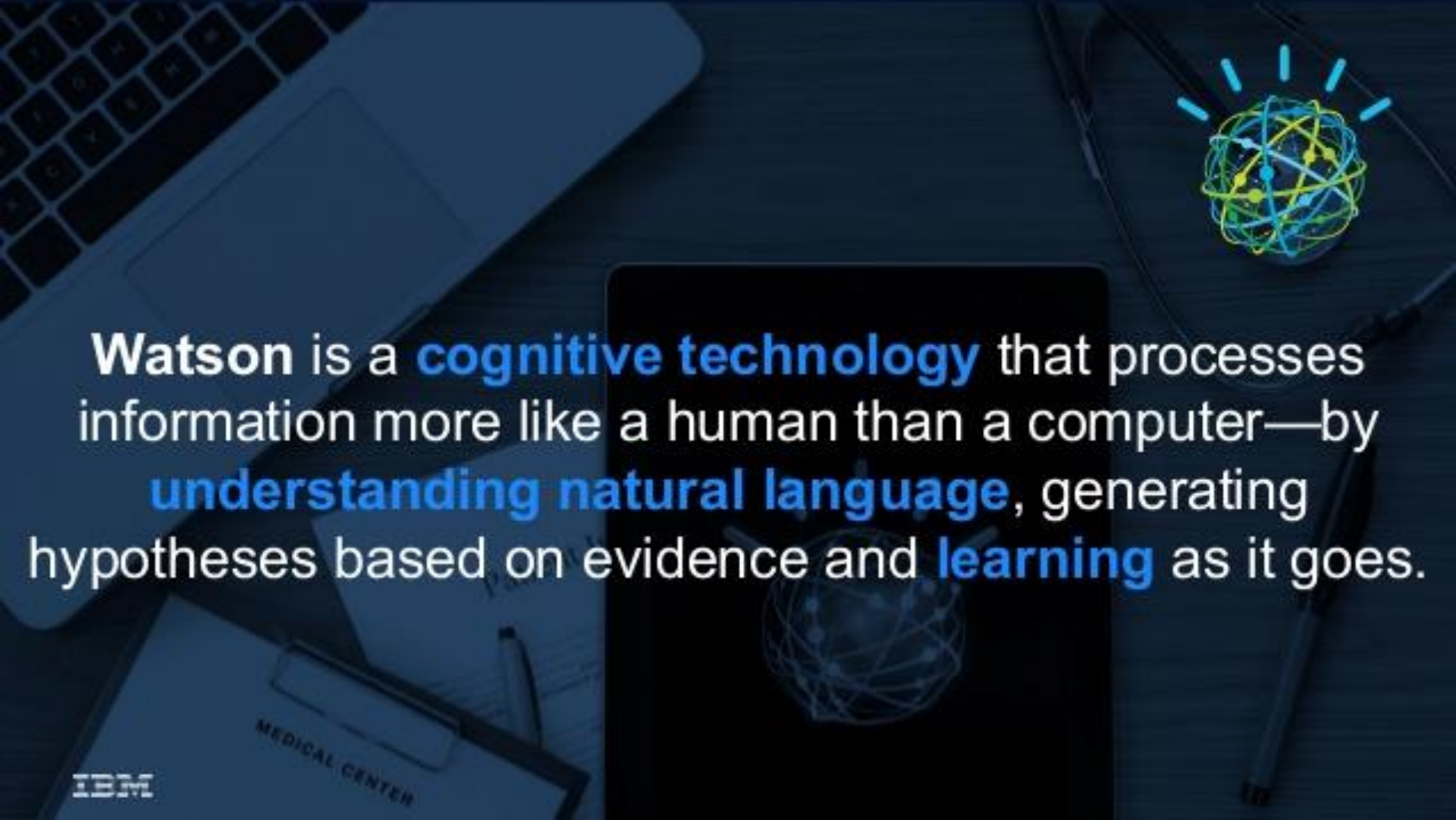
Robots read all the worlds news,
social media feeds, etc. and then they
buy/sell the best stocks in 0.01 second



2010 'FLASH CRASH' DOW ON MAY 6TH 2010





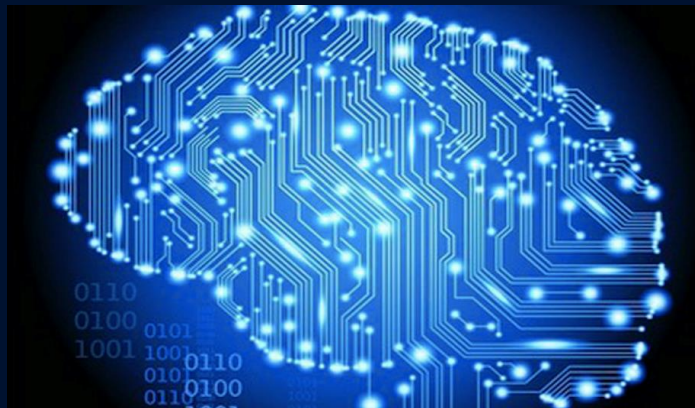


Watson is a **cognitive technology** that processes information more like a human than a computer—by **understanding natural language**, generating hypotheses based on evidence and **learning** as it goes.

Cognitive Technologies

**Natural
Language
Processing**

**Textual
Analytics**



**Machine
Learning**

**Video/Image
Analytics**

Humans excel at:



Common Sense



Dilemmas



Morals



Compassion



Imagination



Dreaming

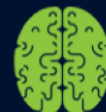


Generalization



Abstraction

Cognitive Systems excel at:



Machine Learning



Endless Capacity



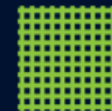
Eliminate Bias



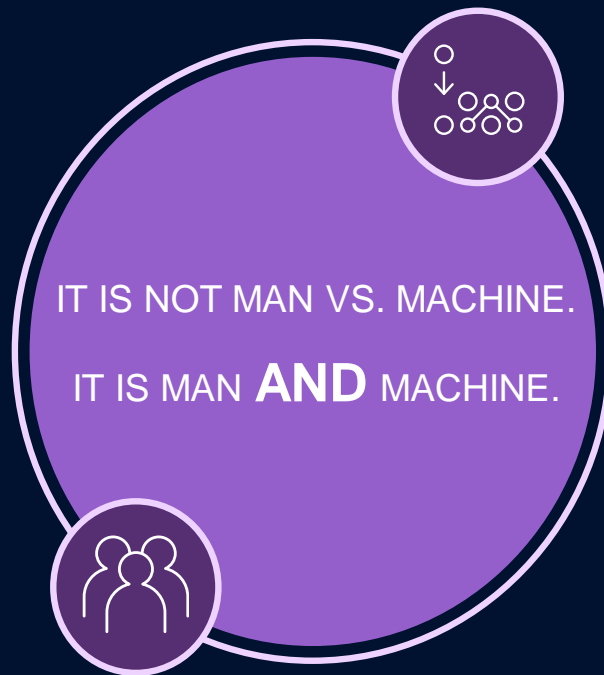
Natural Language



Locating Knowledge



Pattern Identification





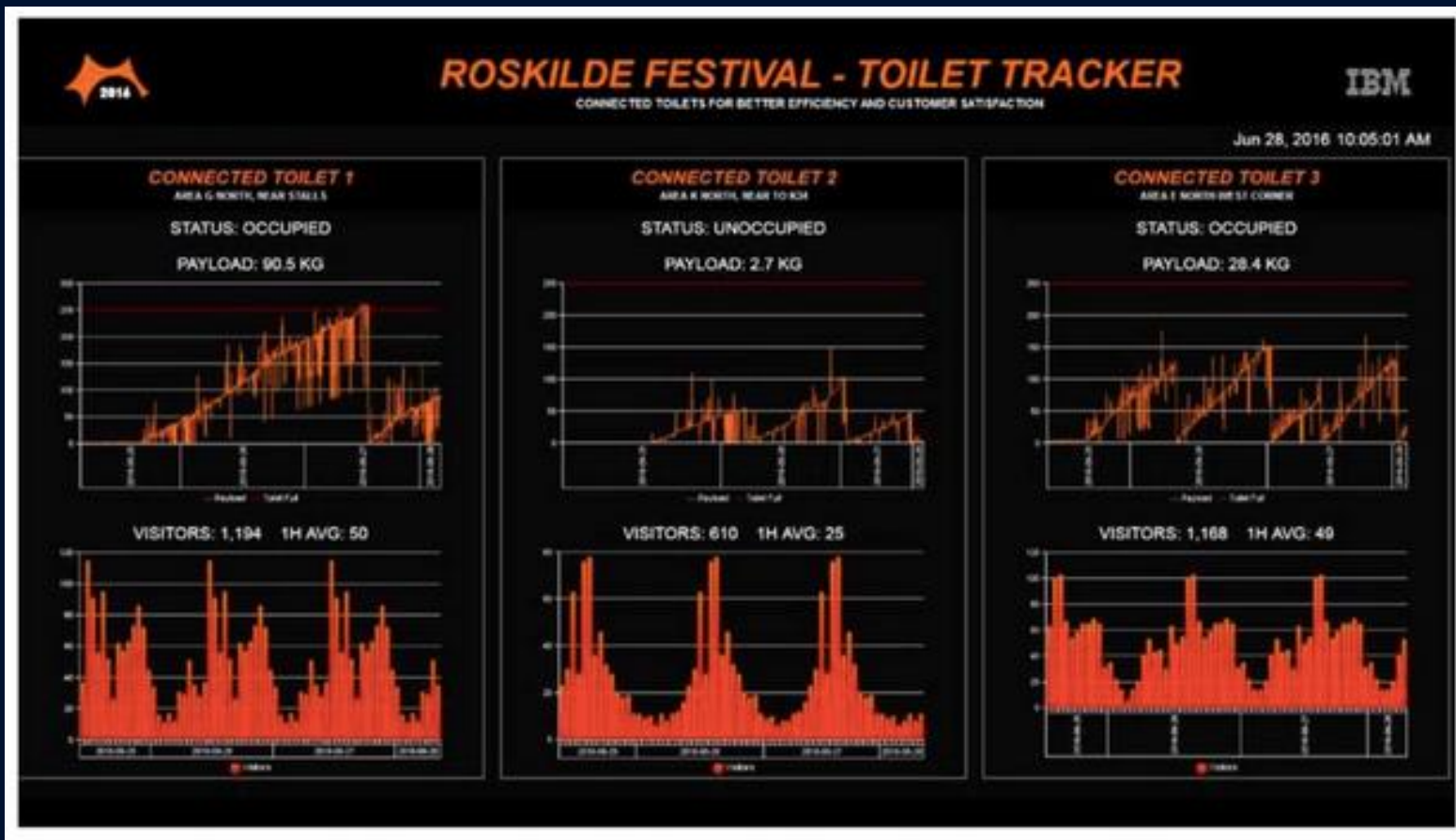


«We teach Watson to think like an engineer ...

*... Watson teaches us to think like a thousand engineers,
from a thousand different sources!»*



IBM

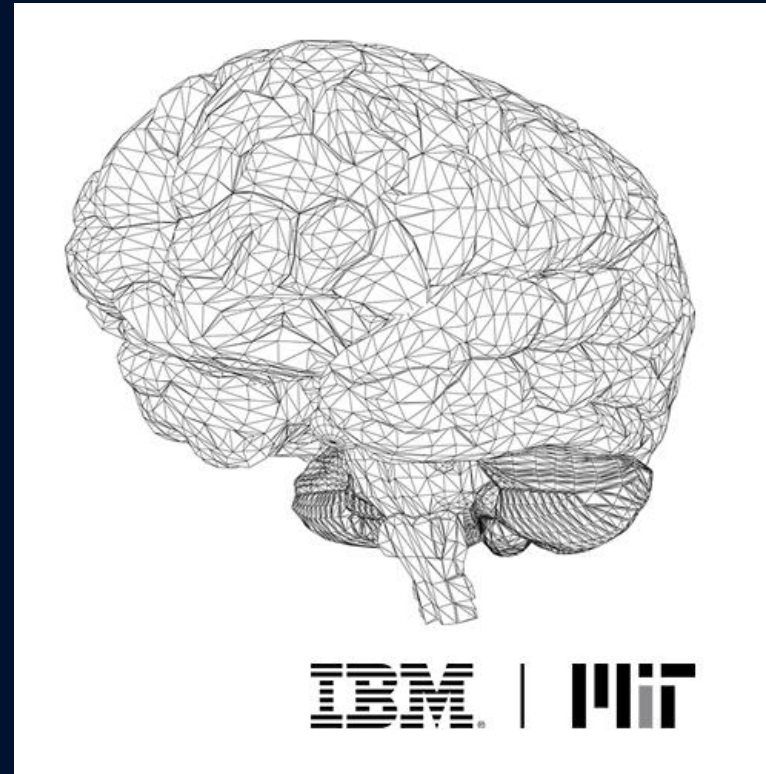
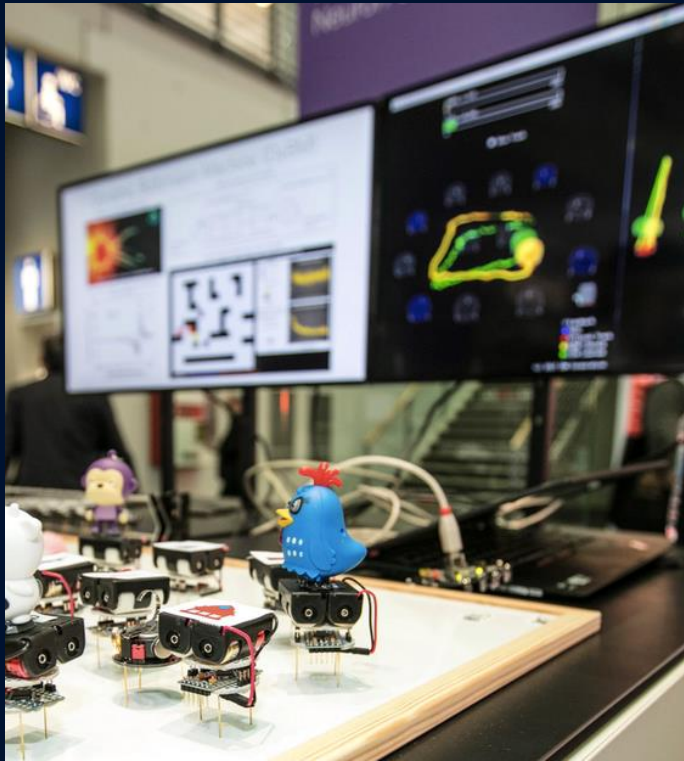




Media & Entertainment



MIT- IBM Watson Innovation Lab







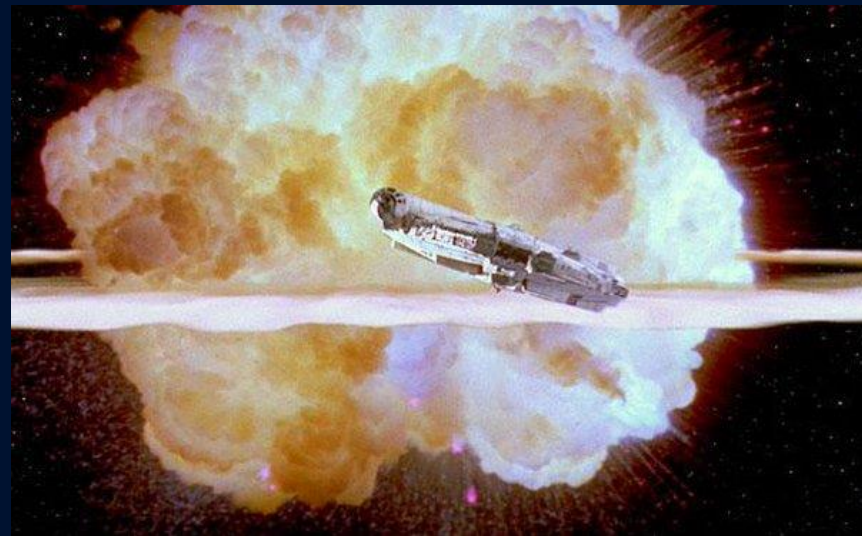
Luke Skywalker

+



R2D2

=



Success!

Takk for meg!

Harriet Jennifer Wright

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@harrietwright89

