

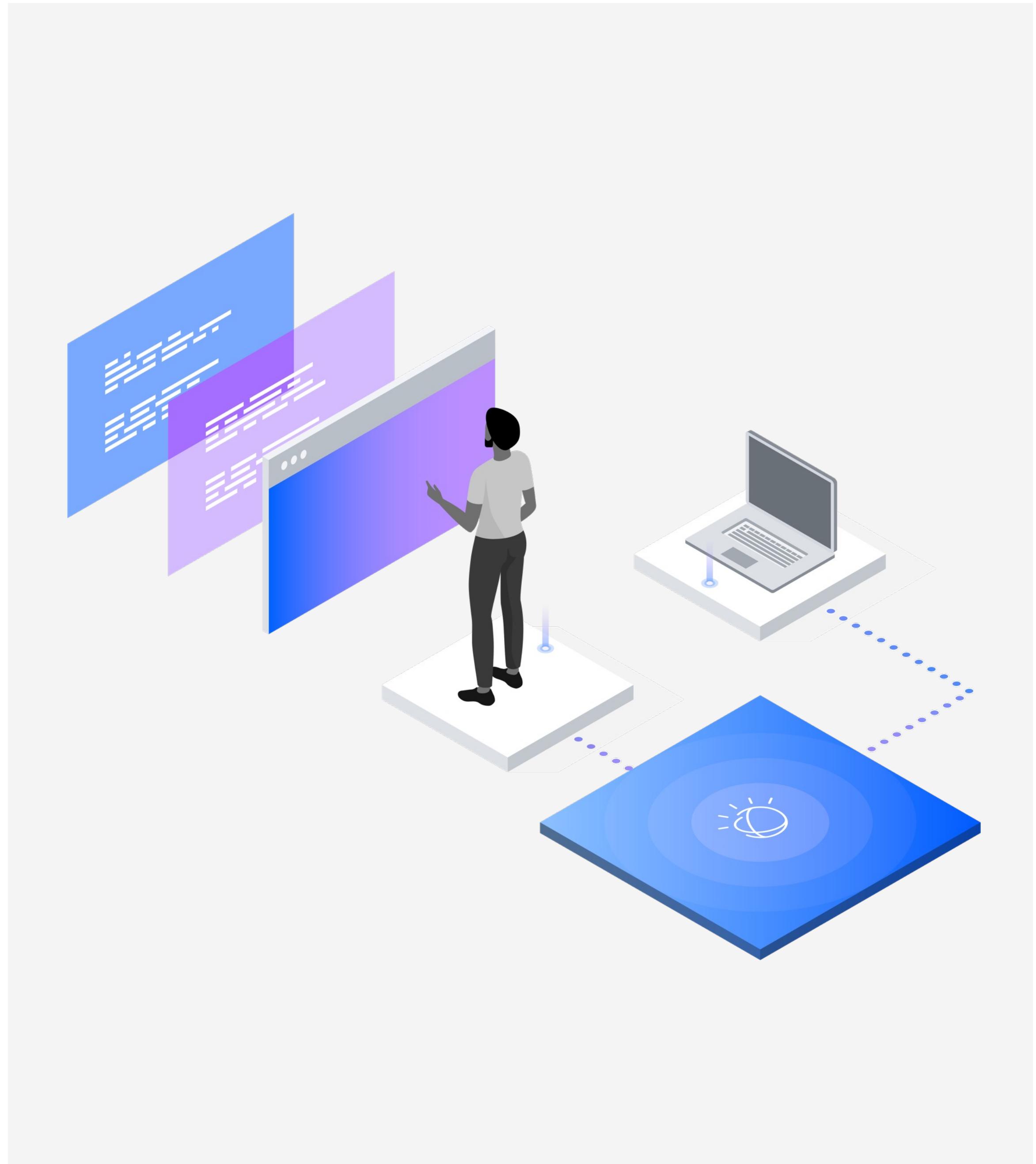
IBM Watson Discovery

Product overview for sellers,
technical sellers,
and business partners



Presentation outline

- [Market opportunity](#) →
- [Use cases](#) →
- [Product features](#) →
- [Opportunity identification and prospecting guide](#) →
- [Progressing and closing deals](#) →
- [Pricing and deployment plans](#) →
- [Competitive information](#) →
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Watson Discovery is more than just search

“As businesses evolve to become digital and to generate more structured and unstructured content, the need for insight engine technology to surface relevant facts, content, and knowledge to stakeholders is critical.

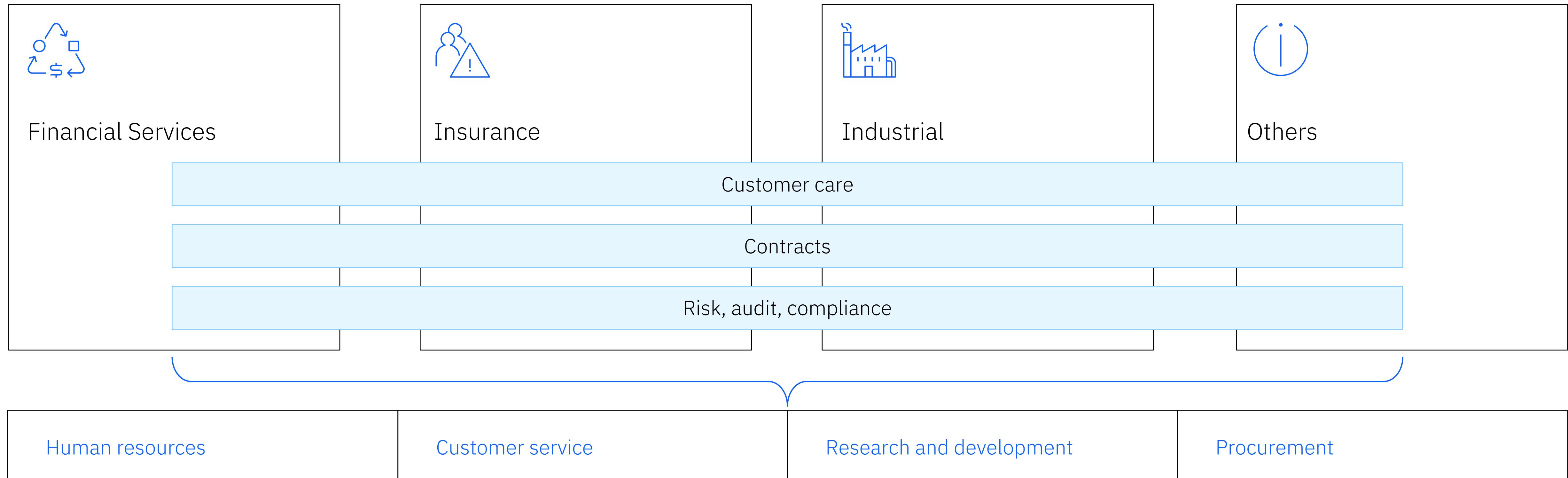
From a value for money standpoint, insight engines offer flexibility and broad applicability when it comes to getting and pushing knowledge to the broadest set of customers and employees.”

Gartner Magic Quadrant for Insight Engines 2021

Watson Discovery is evolving beyond an enterprise search solution, and into a powerful platform providing both document and language understanding to uncover hidden insights employees need when working on complex processes, such as:

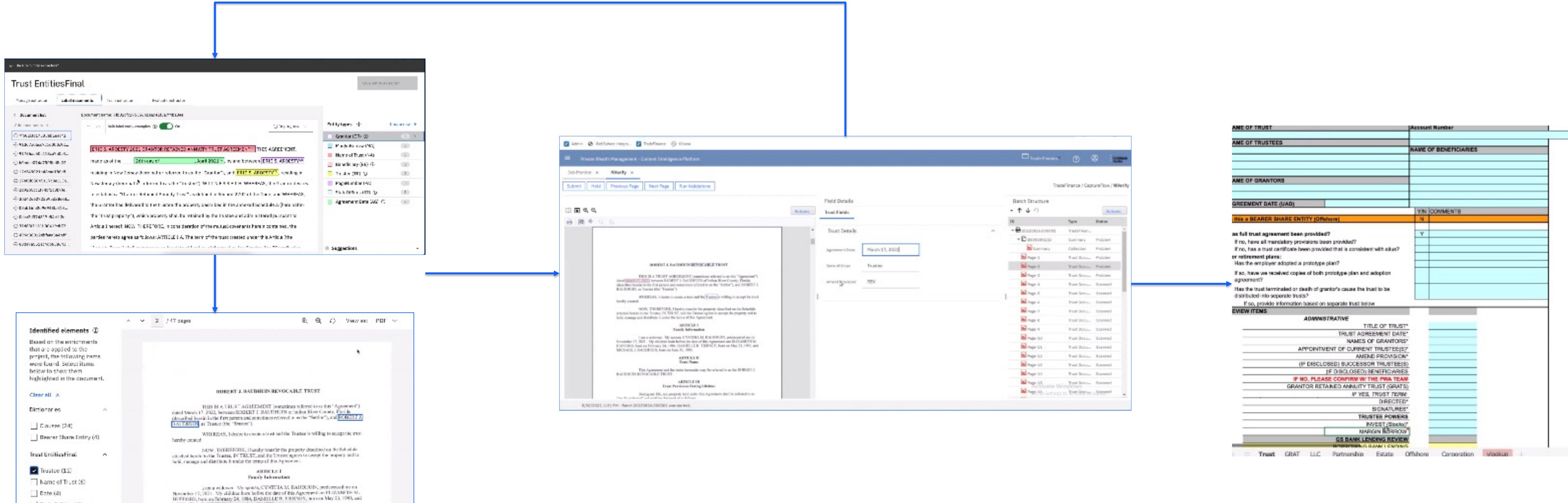
- Insurance Underwriting
- Investment Research Analysis
- Research and Development
- Contract Understanding
- Customer Care

Use cases: Vertical and horizontal markets



Private wealth management – client onboarding

Feedback loop - Validated documents are fed back into the entity extraction workspace; builder validates the feedback, retrains and redeploys the model

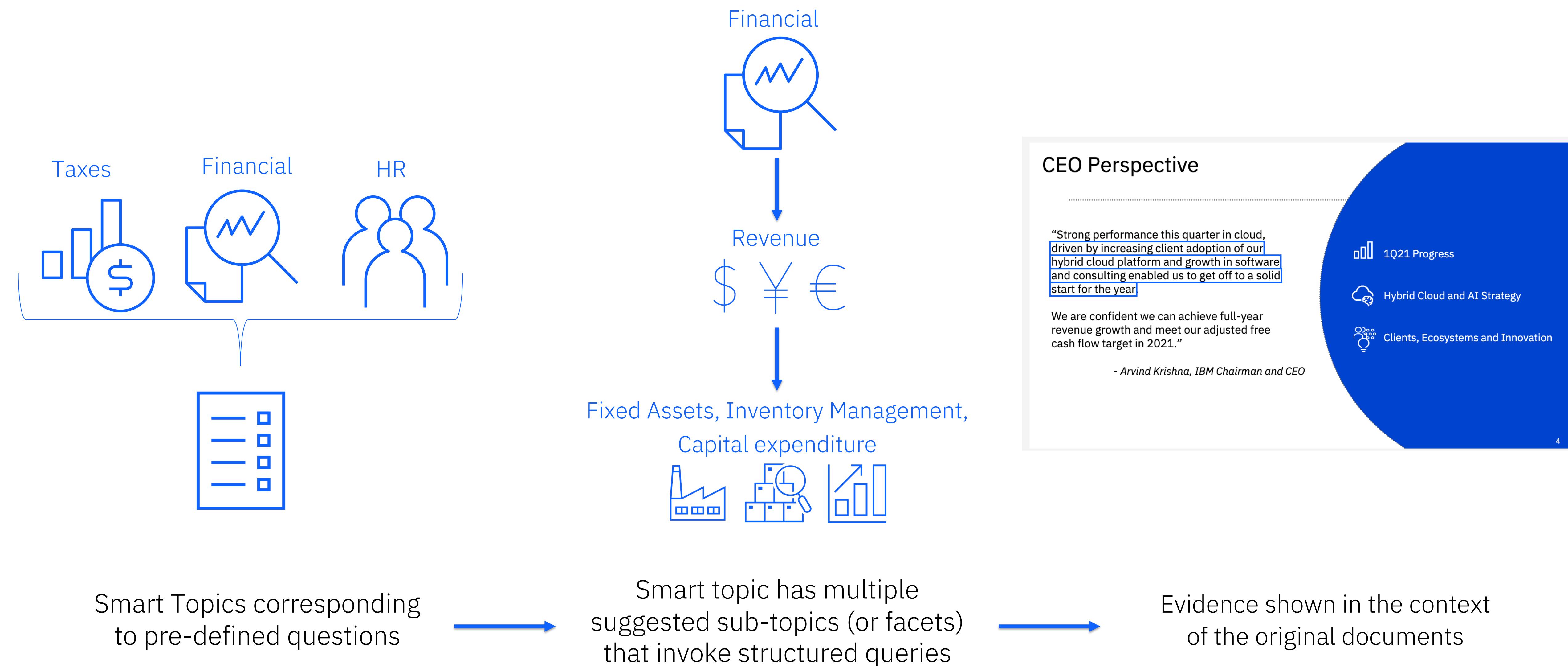


Builder
Subject matter expert trains Watson Discovery

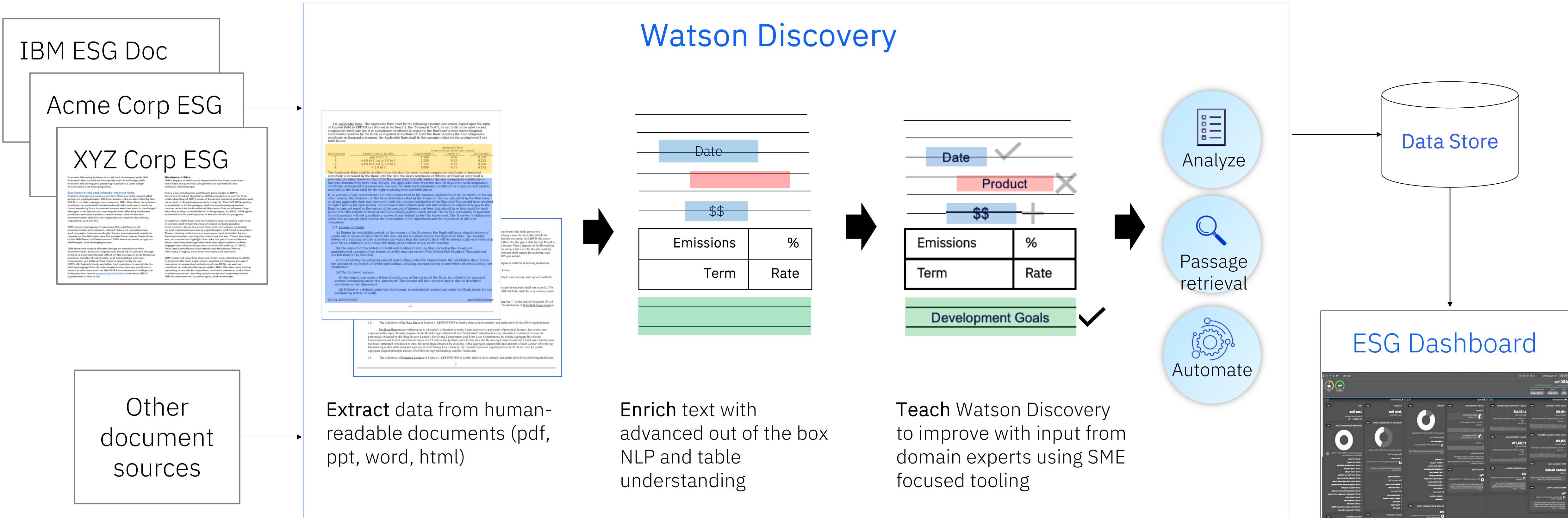
End user
Subject matter expert validates low confidence fields
as part of their daily tasks or workflow

Data uploaded into master

Due Diligence



Analysis of ESG documents displayed on a dashboard



Use case

Financial services

Use case description

Financial organizations spend lots of time and money to manually process and understand complex financial documents. These include annual reports, commercial mortgages, and financial statements.

Example users

Financial Analyst, Risk Advisor, Tax advisor

Key functionality

SDU, NLU Enrichments, Dictionaries, Patterns, Table Understanding

Business benefits

Businesses need AI to “read” these documents the way a human expert would — to find key sentences, tables, statements, and clauses that indicate shifts in performance and risks. Watson Discovery can be trained to detect that language to help humans make decisions and take actions.



Use case

E&Y

M&A due diligence

Industry: Professional Services

Geography: EMEA (United Kingdom)

EY Diligence Edge provides EY transaction professionals with an outside-in view of a target company and its competitors.

EY Diligence Edge can consolidate and analyze a range of external information, including news, financial and social media data, to assist M&A practitioners in providing strategic recommendations at the click of a button.



10-20%

Effort reduction

Up to 50k

Documents processed
each month

3-5 days

vs 2-3 weeks
for insights

Use case

ABN AMRO

[Call Center Agent Assist](#)

Industry: Banking

Geography: EMEA

Increasingly popular, digital fintech banks offers faster, more convenient, and more affordable financial services when compared to traditional banks, while setting a high bar for customer experience. To keep up with this industry shift, Dutch banking giant ABN AMRO Bank N.V. worked with IBM to bridge this digital transformation.

The engagement involved building two virtual assistants. which address varied questions that can't easily be anticipated and optimized for. The first, named Abby, is an internal virtual agent available through the bank's portals to support its technology services teams. The second, Anna, is an external-facing customer service virtual agent that assists the bank's retail and commercial banking customers.

1 million

Number of conversations Anna has with customers each year

90%

Percentage of customer requests Anna can answer without a live agent

Use case

Insurance claims

Use case description

Insurance companies spend thousands of hours reading and analyzing policies and health plans to find quote policies and handle claims.

Example users

Underwriters, Insurance Claims Adjuster, Insurance Broker

Key functionality

SDU, NLU Enrichments

Business benefits

Insurance claims automation increases efficiency and lowers operational costs, by reducing staffing levels and ensuring that experienced claims adjusters can be dedicated to higher value tasks & complex processes.

**Large managed
health care company**



Use case

DXC Technology

Call Center Agent Assist

Industry: Insurance

Geography: North America

CSRs at DXC's Life Insurance and Wealth Management contact center were overwhelmed with ten software systems needed to find information to help customers.

Now, they pull both customer and policy information from ten systems and compile it into one dashboard to use while addressing the customer. Additionally, Watson Discovery and Watson Assistant power a virtual agent, giving CSRs the ability to quickly search for direct answers while on a call with the customer.

30%

Reduction in
call-handle time

50%

Reduction in
customer hold time

Double digit

Increase in
employee
productivity

Use case

Understand risks and comply with regulations

Use case description

In a complex and changing regulatory environment, understanding and ensuring compliance is essential to minimizing risk and maintaining trust.

Example users

Compliance officer

Business benefits

Reduce compliance costs, speed up reviews with higher quality content. Average cost of compliance today is 6-10% of revenue.

Reduce regulatory risk and potential fines.
Over \$200B+ in fines since 2008.

Build competitive advantage and client trust.
87% of execs view reputational risks as more important than other strategic risks.



Use case

Citibank

[Understand risks and comply with regulations](#)

Industry: Banking

Geography: North America

With one of the largest corporate audit departments in the world, Citi has 2500 auditors going through documentation reviews and risk assessments. Citi needed to plan and scope audits more effectively.

IBM helped Citi save hundreds of thousands of billable hours each month, reducing the processing time for the thousands of transcripts between their agents and customers.

2,500

Internal auditors

100,000s

Billable hours
saved monthly



Use case

Contract understanding

Use case description

Enterprises hire thousands of people to manually process legal agreements. Watson Discovery can combine multiple AI technologies to identify, then abstract data from legal agreements, in order to reduce client staffing and increase focus on higher value work.

Example users

Procurement Officer, Financial Lender, Real Estate Agent, Insurance Broker, Insurance Agent

Business benefits

Reduce operational costs by 70% and simplify complex content workflows. Automate data extraction and generate insights.

Reduce Onboarding time by 88%.

Reduce Human Error-Related liabilities by 40%. Improve decision making with accuracy and manage risk better.



Use case

ContractPodAI

Contract Lifecycle Management

Industry: Legal

Geography: EMEA (United Kingdom)

With one of the largest corporate audit departments in the world, Citi has 2500 auditors going through documentation reviews and risk assessments. Citi needed to plan and scope audits more effectively.

IBM helped Citi save hundreds of thousands of billable hours each month, reducing the processing time for the thousands of transcripts between their agents and customers.

>400,000

Contracts in
inventory

50%

Faster contract
renewals



Use case

Contract center insights

Use case description

Use Watson Discovery's Content Miner post-call (offline) to find insights in vast amounts of conversation logs, in order to improve contact center performance and understand customer behavior.

Example users

Quality Managers, Quality Assurance Manager, Compliance Manager, Contact Center Supervisor

Key functionality

NLU Enrichment, Content Miner

Business benefits

Improved call center performance and customer satisfaction.

DTE demo →

Tire Manufacturer



**Global Consumer
Electronics Company**

Use case

Global Consumer Electronics Company

Contact Center Insights

Industry: Consumer Goods

Geography: Worldwide

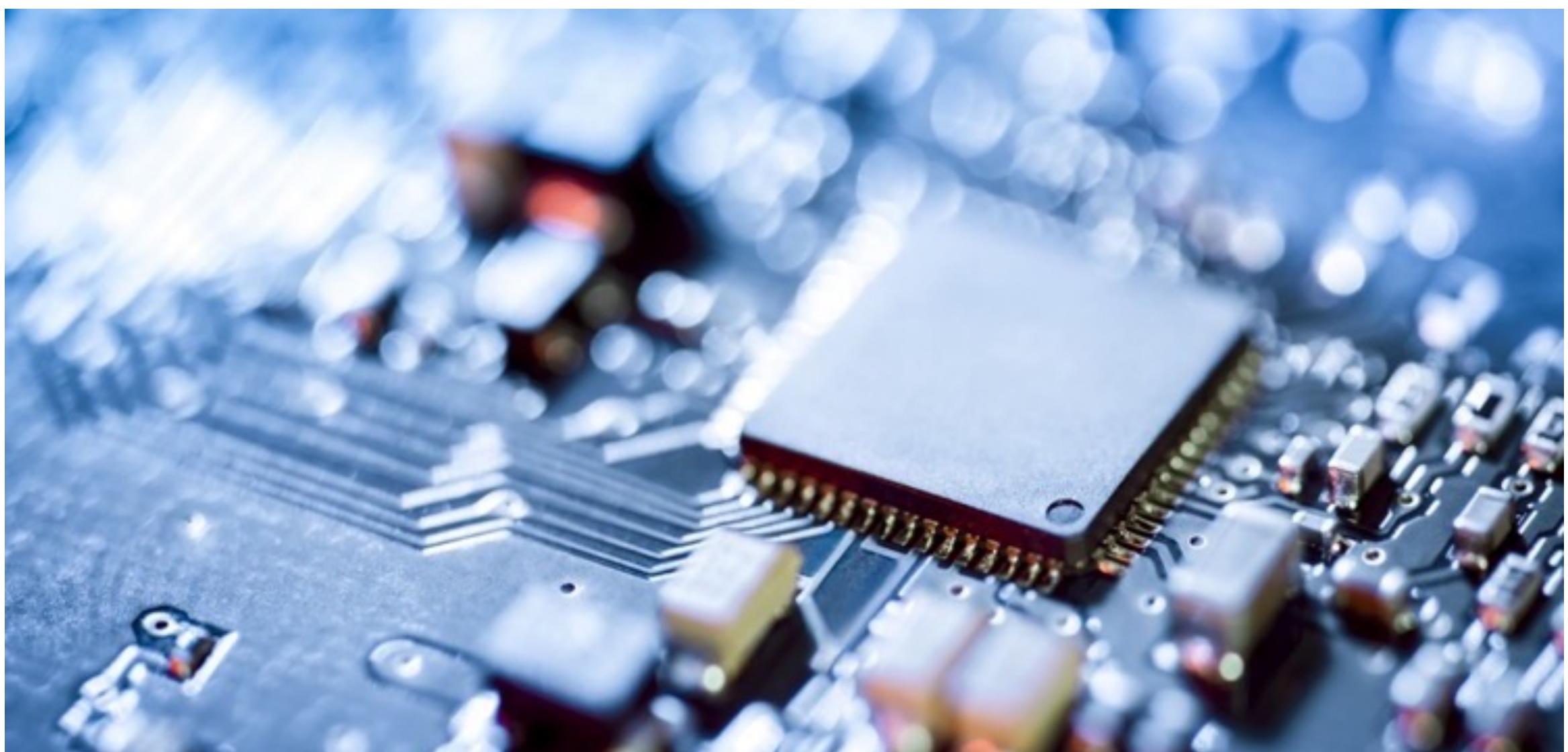
Highly successful in building an effective brand image by developing innovative products, this company saw a decline in the appeal of their products. They launched an initiative to better align their product-planning efforts with the needs and opinions of their customer.

Watson Discovery gathers over 2 million customer inquiries in 15 different languages from its call centers, in addition to customer messages about its products from social networks like Twitter and Facebook. The resulting analysis of customer opinions provided insight into the needs of their customer base, enabling the client to sort specific demands by demographic categories such as gender, age, region, and intended purpose of the user.

Maintain leading market share

50%

Increase in sales



Use case

Tire Manufacturer

Contact Center Insights

Industry: Consumer goods

Geography: Japan

This client needed the ability to measure the ROI of its marketing campaigns, their effectiveness, and to be able to modify ineffective campaigns in near-real time. The goal was to discover the public's reaction to product campaigns by evaluating and analyzing the content of social media sources.

This manufacturer can now make changes to its campaigns based on analysis of information in social media postings. The solution can analyze and reveal previously obscured opinions, giving the company new insight into how and why its campaigns succeed or fail. With this enhanced consumer insight, this client expects to increase sales and improve its image by developing more flexible and cost-effective marketing strategies.



120%

Sales growth

160%

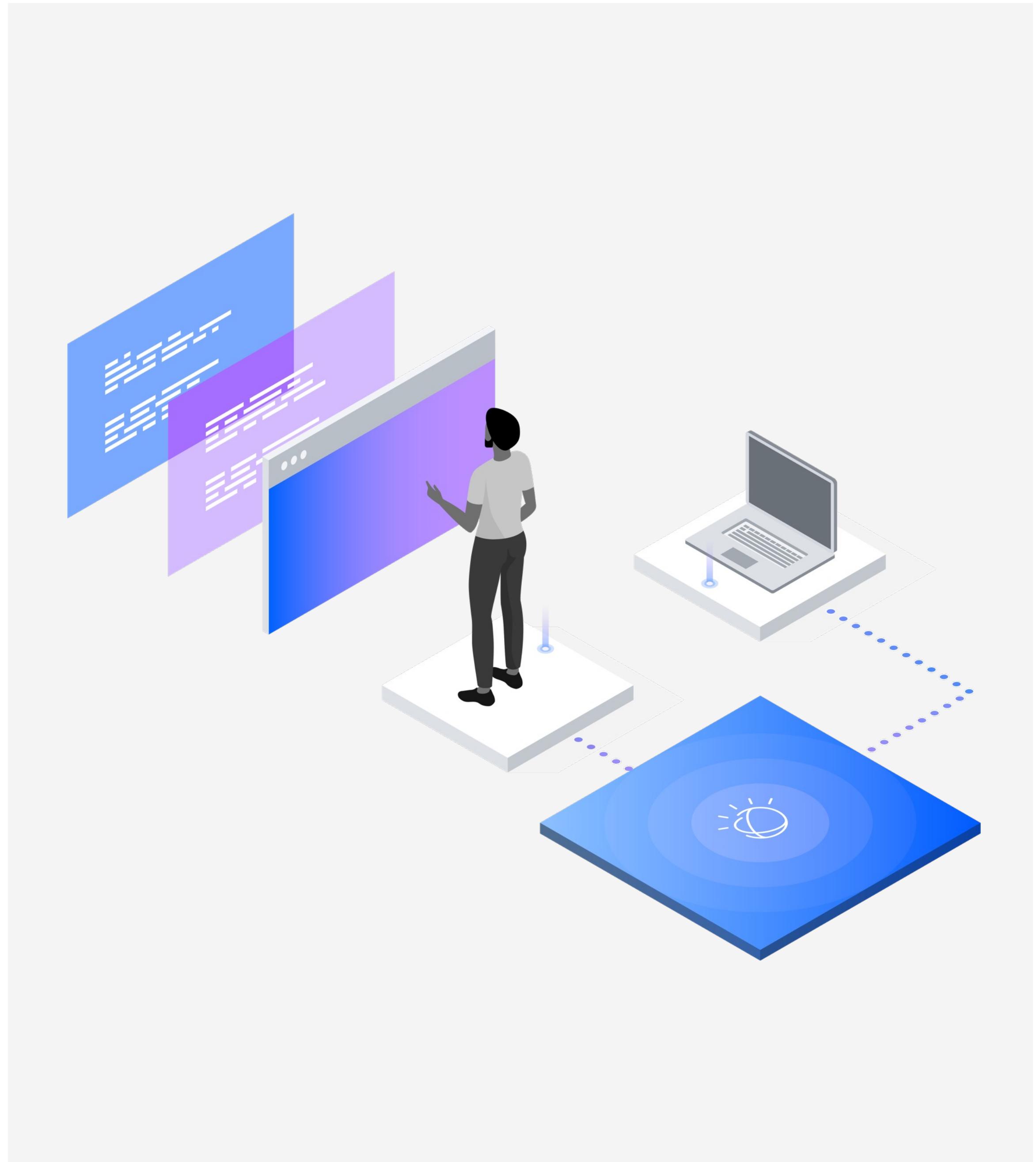
Profit rate growth

190%

Operating profit growth

Additional Data and AI Client References

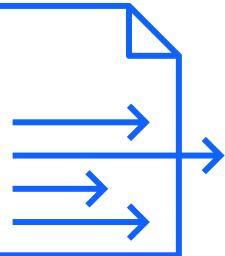
- [Data and AI References Seismic page](#) →
- [Full deck of one pagers on Seismic](#) →
- [Client Story Repository on Box](#) →
- [IBM Case Studies site](#) →
- [IBM Watson blog](#) →
- [IBM Cloud blog](#) →



Watson Discovery today

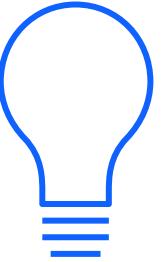
A complete solution for Document and Language intelligence that accelerates high value insight processes across the Enterprise

IBM's primary offering for [understanding the language of business](#)



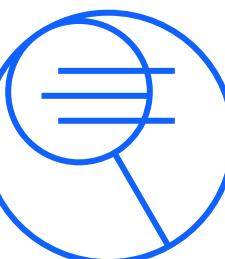
Extract

Extract data from human-read documents (pdf, ppt, word, html)



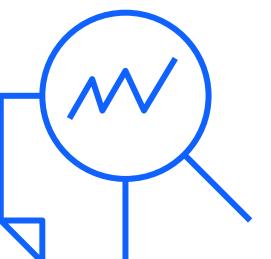
Enrich

Enrich text with most advanced out of the box NLP



Enhance

Teach Discovery to improve with input from business users



Analyze

Analyze data at scale to find answers, insights, patterns

Feature: Extract

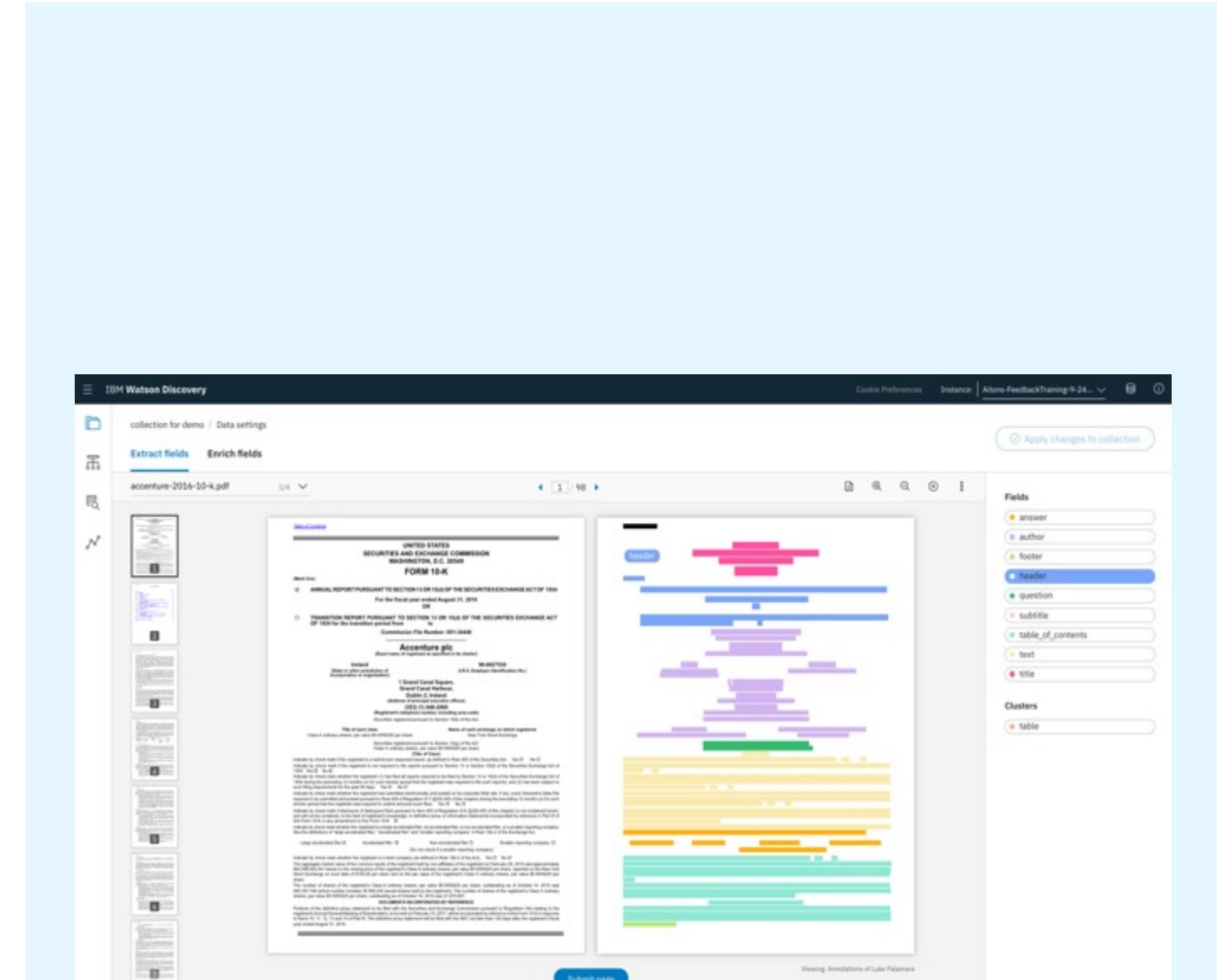
Smart document understanding

Visually teach Watson Discovery how to interpret document structure and components

- A single trusted view of data
- Improving speed to decisions
- Overcoming difference errors
- Enforced data governance

Enables a user to:

- Get more accurate insights and answers



Feature: Extract

Table identification and retrieval

- Identify tables that contain answers to a user's natural language query
- Out of the box table extraction and table structure training finds most the relevant table

Enables a user to:

- Find answers in previously hidden or difficult to evaluate content
- Get results in the context of the original source to provide stronger evidence

The screenshot shows the IBM Watson Discovery interface. At the top, it says "IBM Watson Discovery" and "My projects". Below that, it says "ASP-Test / Improve and customize". A search bar contains the text "Silver Card". To the right of the search bar is a button labeled "Show table results only" with a green "On" indicator. On the left, there's a sidebar titled "I want to ..." with several options: "Customize display", "Extract meaning" (which is selected), "Teach domain concepts", "Define structure", and "Improve relevance". The main content area displays three extracted table structures under the heading "INTEREST RATES AND INTEREST CHARGES". Each table has a "View table in document" link below it. The first table is for "Pricing & Terms for Silver Credit Card" and mentions "Purchase Annual Percentage Rate (APR) - 15.99% to 22.99%, based on your creditworthiness.". The second table is for "Pricing & Terms for Gold Credit Card" and mentions "Purchase Annual Percentage Rate (APR) - 13.99% to 20.99%, based on your creditworthiness.". The third table is partially visible at the bottom.

Feature: Extract

Enhanced document preview

Visualize search results and outputs from applied enrichments, in the context of the original PDF documents.

Enables a user to:

- Preview the outputs of the enrichment capabilities of Watson Discovery
- Gain insight if the out-of-the-box enrichments are enough for the client use case, or if additional enrichments are necessary
- Available on pre-built [Keywords](#) → & [Entities](#) → enrichments

The screenshot shows the Watson Discovery interface with the following details:

- Header:** Contract Understanding / Improve and customize / ← Point 360 - Bank of America Libor.pdf
- Tabs:** Contract Data (selected) and Document
- Document Content:** A PDF page titled "AMENDED AND RESTATED STANDARD LOAN AGREEMENT". It discusses the amendment of a prior loan agreement dated August 7, 2007, between Bank of America, N.A. ("the Bank") and Point 360, a California corporation ("the Borrower").
- Left Panel (Contract Data):**
 - Identified elements:** Based on the enrichments applied to the project, the following items were found: Number (128), Organization (6), Date (2), Location (1), and PhoneNumber (1).
 - Top entities:** A list of entities found in the document.
- Right Panel (Matches found):** A sidebar showing related matches based on the selected elements. It includes filters for Organization (6), Location (1), PhoneNumber (1), Number (1), and Date (2). The "Date" filter is currently selected.

Feature: Enrich

Custom Natural Language Processing (NLP)

Out of box models that understand:

- Keywords
- Entities
- Concepts
- Document sentiment

Advanced NLP customization through:

- Watson Knowledge Studio custom models
- Advanced Rules Models
- Watson Explorer Content Analytics Models
- Dictionary and Character Pattern Annotators

Enables a user to:

- Teach WD the language of their business domain to surface more insights

The screenshot shows the IBM Watson Knowledge Studio interface. On the left, there's a sidebar with icons for 'Mention' (selected), 'Relation', and 'Confidence'. The main area displays a document titled '2004-02-001.docxml' with four numbered annotations:

- Vehicle 1, a 1995 Honda Civic was traveling north on a two lane undivided roadway, negotiating a curve to the left on an upgrade.
- V1 went over the right lane line, overcorrected and went over the left lane line into the southbound lane.
- V1 overcorrected again and went across the northbound lane, over the right lane line.
- The vehicle departed the right shoulder and entered a 2-foot ditch, impacting the embankment with its front right.

Annotations are highlighted with colored boxes: Vehicle 1 (yellow), 1995 (green), Honda (teal), Civic (light green), roadway (pink), lane (purple), southbound (pink), lane (purple), northbound (pink), lane (purple), shoulder (pink), ditch (pink), embankment (pink), front (red), and right (red). To the right of the annotations is a legend titled 'Entity Mention' with columns for 'Type', 'Subtype', and 'Role'. The legend entries are:

Type	Subtype	Role
e	ACCIDENT_OUTCOME	
c	CONDITION	
i	INCIDENT	
f	MANUFACTURER	
m	MODEL	
y	MODEL_YEAR	
x	PART_OF_CAR	
p	PERSON	
s	STRUCTURE	
H	VEHICLE	

Feature: Enhance

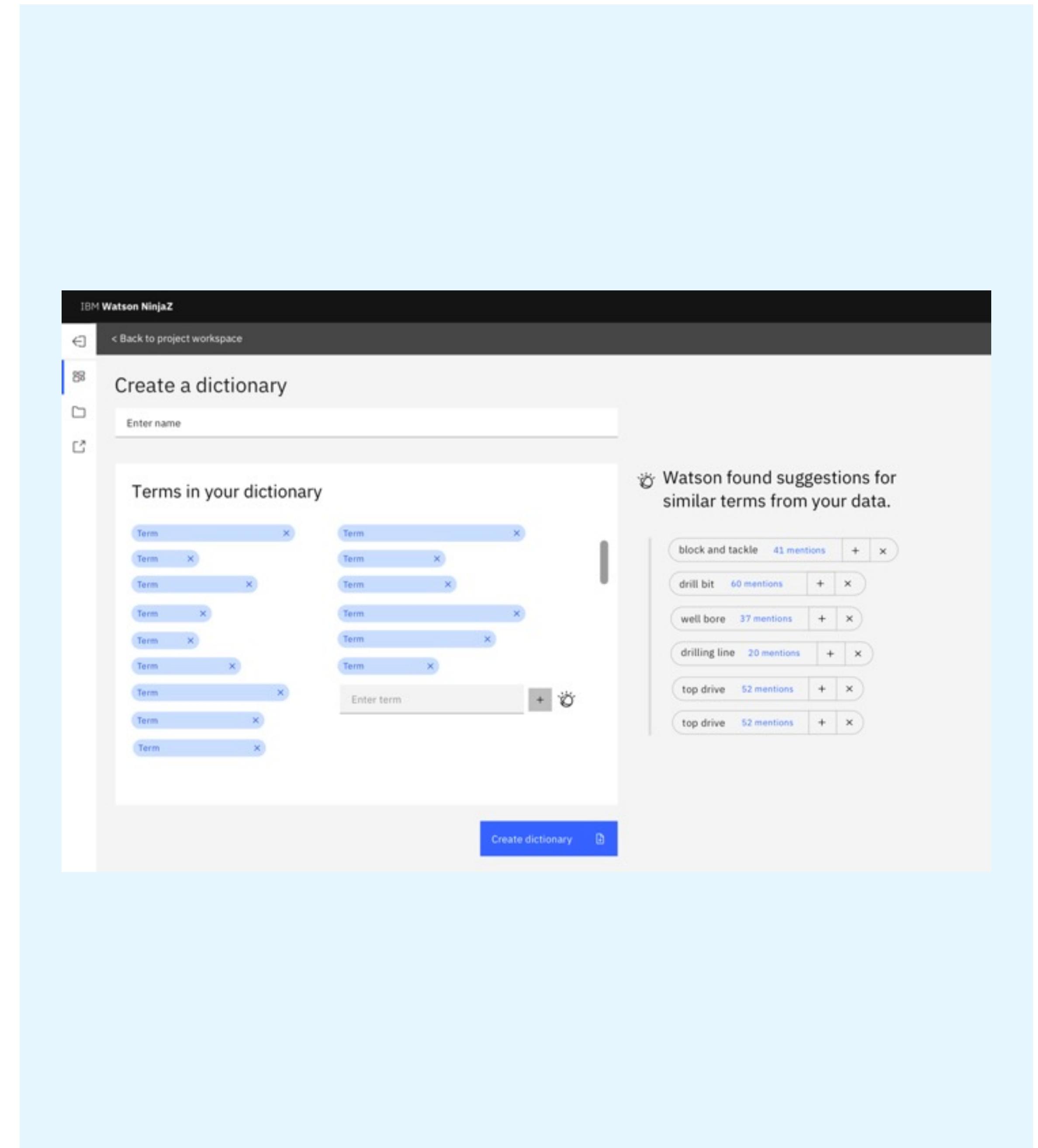
Rapid Model Development

Build a custom dictionary for use as annotations or facets quickly

- UI provides recommendations for similar terms to quickly build the dictionary
- Requires no additional software – learns from knowledge that exists in your corpus
- Can be performed by business user or anyone with domain knowledge

Enables a user to:

- quickly build a dictionary from scratch to provide deeper understanding of the user's business and domain



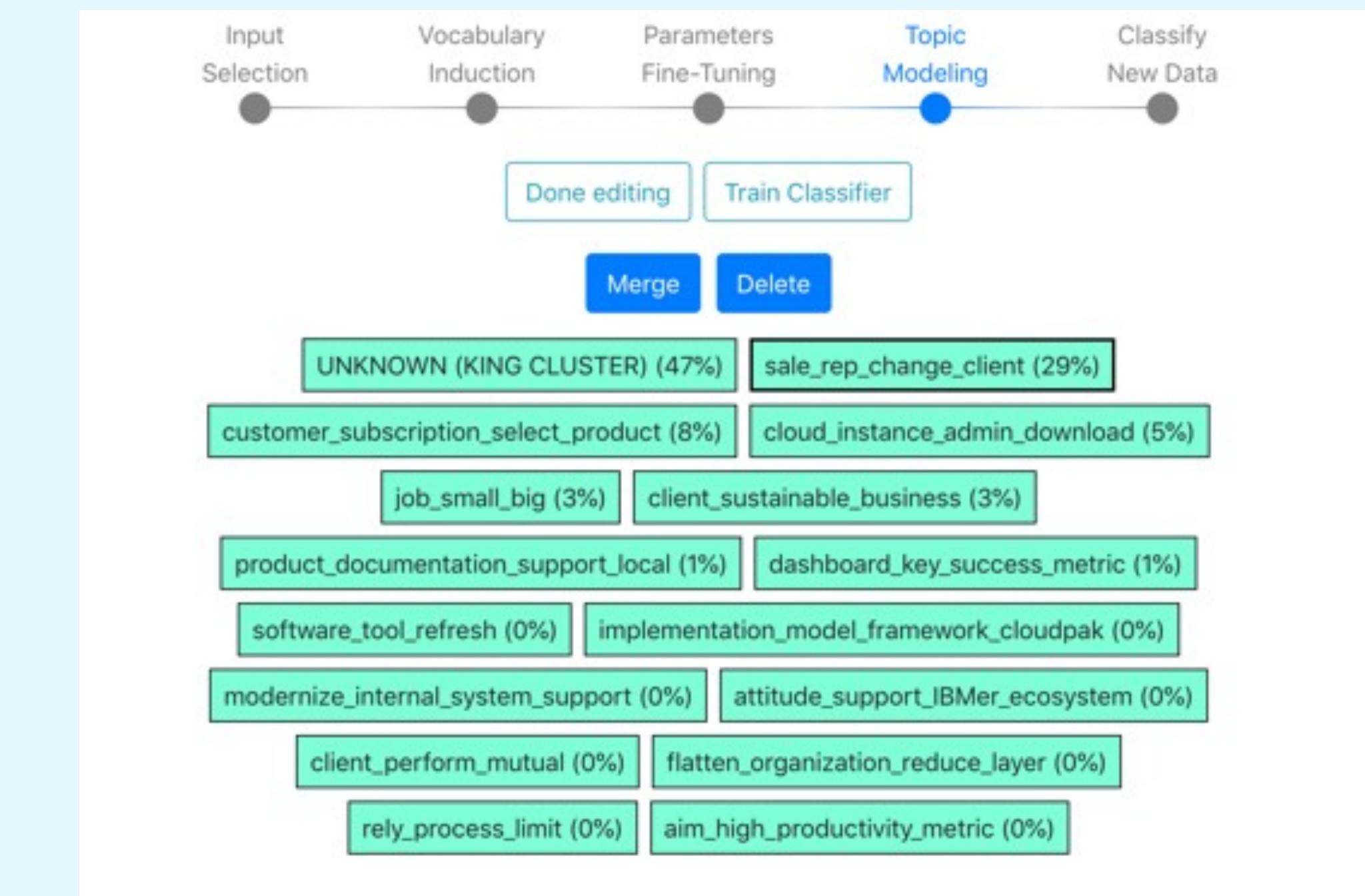
Feature: Enhance

Advanced Topic Clustering (Beta)

- Automatically identify topic clusters from documents
- Workflow enables refinement of clusters through merge, delete, split and custom dictionaries
- Can perform temporal analysis to identify emerging topics in a changing data set

Enables a user to:

- Trending topics or issues for customer support
- Content clustering for enhanced search navigation



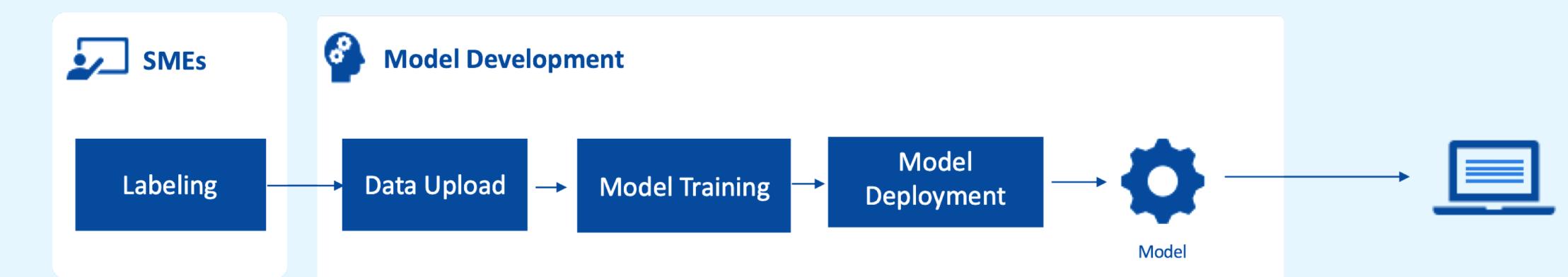
Feature: Enhance

Sentence and Document Classification (Beta)

- Train Discovery to classify sentences or documents for a custom domain utilizing current state of the art language model for NLP
- Leverages customized BERT model built on top of pretrained base

Enables a user to:

- Voice of the customer analysis
- Call recording and transcript understanding
- Governance document understanding



SENTENCE	LABEL
The rooms were too cold	temperature
Breakfast did not include gluten free option	catering
Every meal was delicious and there was something for everyone	catering
I am very comfortable in the sessions room	temperature
This car is super cool to drive	
I think more people would stay awake in the meeting	

A blue bracket on the right side of the table groups the first five rows under the heading 'Labeled Sentences'. Another blue bracket groups the last two rows under the heading 'Unlabeled Sentences'.

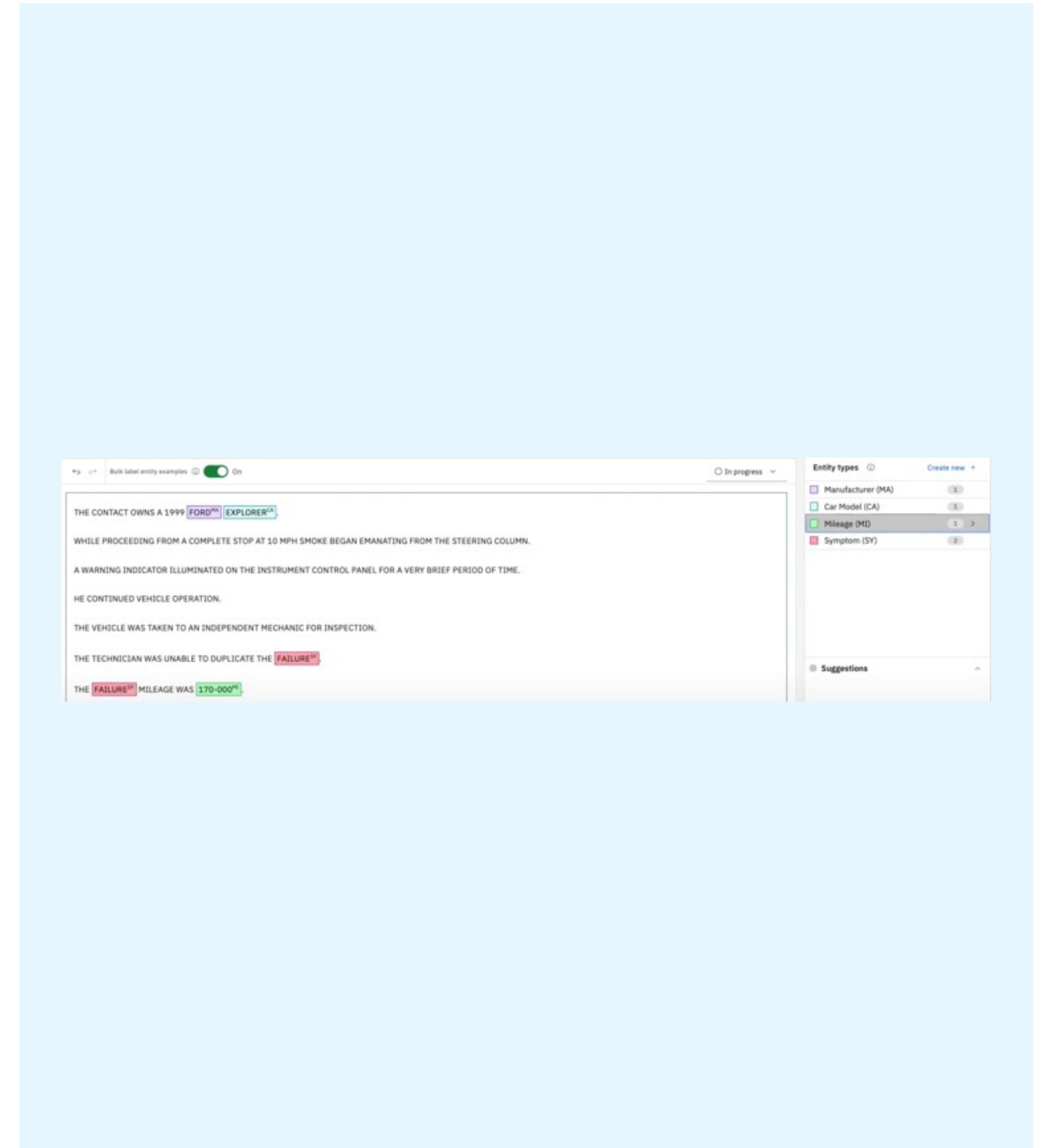
Feature: Enhance

Entity Extractor (Beta)

- Define entity types, iteratively label and train models, analyze the model's performance, deploy, and apply to your collection
- A single, unified, business-user friendly UI
- Search facets are automatically created when applying the model to your collection

Enables a user to:

- Label examples in a rapid and consistent way to effectively infuse domain customization capabilities into their application



Feature: Enhance

Pattern Induction

Combines the expertise of domain experts with automatic learning capabilities to quickly develop a high-quality extractor to surface insights from hundreds and thousands of documents

Potential use cases:

- A financial analyst needed to extract a company's revenues from quarterly reports and market analyst reports
- A quality assurance professional extracting product numbers to solve customer complaints

Enables a user to:

- Automate the complexity of manually building rules to teach Watson Discovery how to extract similarly patterned information from your data to find insights at scale

The screenshot shows the Watson Pattern Induction interface. At the top, there is a 'Create pattern' dialog with fields for 'Pattern name' (set to 'Beta') and 'Language' (set to 'English'). Below this, a green banner says 'You've identified enough examples! Review results that were extracted based on your examples.' The main area displays a document titled 'IBM Reports 2016 Second-Quarter Earnings.txt'. The text discusses IBM's revenue performance, mentioning \$20.2 billion from continuing operations, \$30.7 billion in total revenue over 12 months, and \$8.3 billion in cloud revenue. It also quotes Ginni Rometty, IBM chairman and CEO, about establishing the company as a leading cognitive solutions and cloud platform company. On the right side, there is a 'Validate suggestions' panel with tabs for 'Validate suggestions' (selected) and 'Review examples'. This panel lists several statements with checkboxes for 'Yes?' and 'No?'. Some statements are partially visible, such as '...illion and invested nearly \$2 billion in capital expenditures, while returning more tha...' and '...ration software) -- revenues of \$8.3 billion, down 2 percent (flat year to year adjustin...'. There are also sections for 'Pattern excerpts' and 'Review examples'.

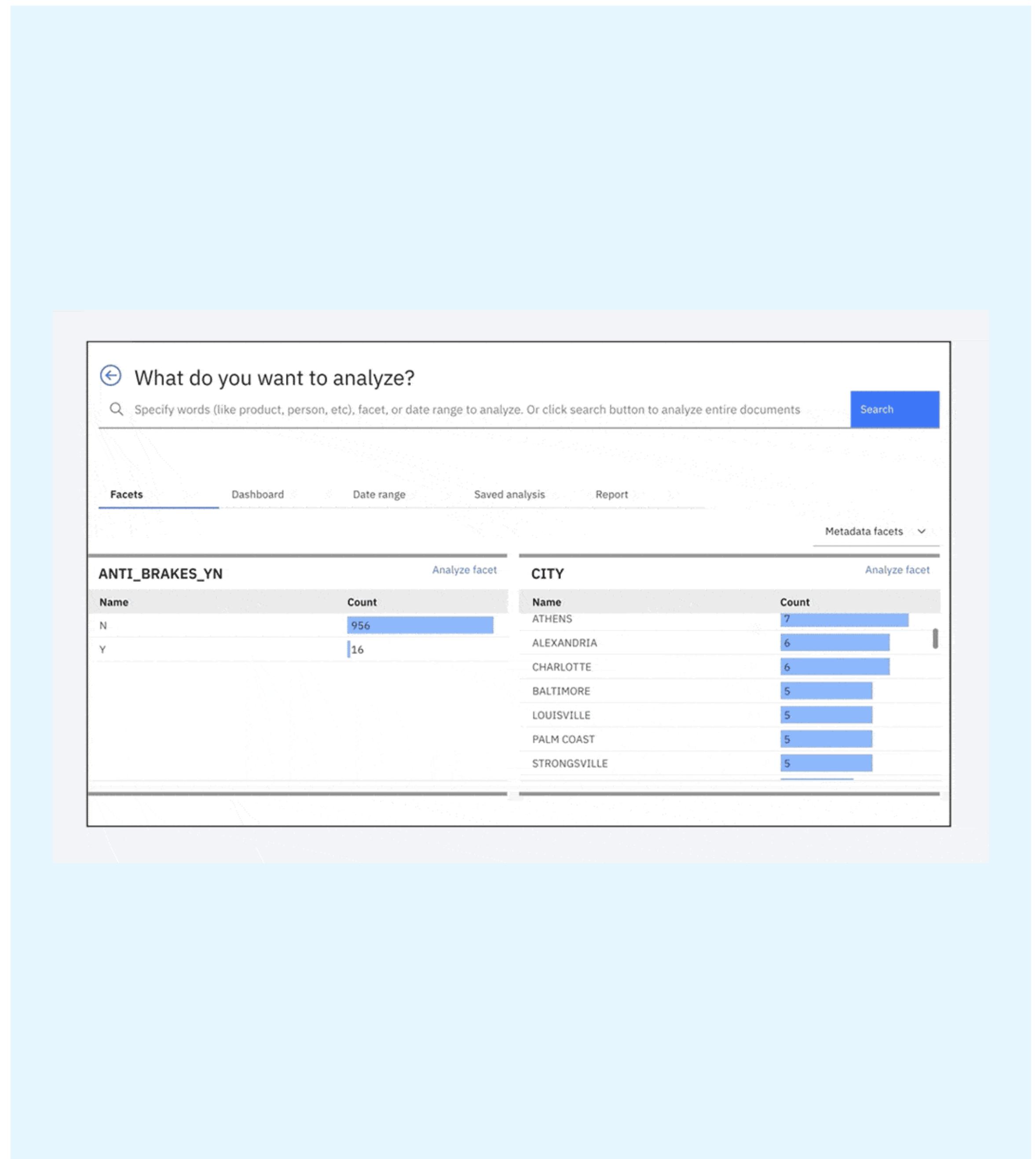
Feature: Analyze

Content Miner on Watson Discovery

- Uncover hidden insights and relationships using deep analytical techniques
- Simplified setup flow to get non-technical users started more quickly

Enables a user to:

- work advanced customer care analytics use cases
- Deeper insight in Voice of the Customer
- Root cause analysis for product issues
- Analyze effectiveness of sales and marketing



Feature: Analyze

Analyze API

Analyze the output of individual documents from the Watson Discovery NLP pipeline without storing the source documents

This approach is ideal for business automation purposes

Enables a user to:

- Classify emails by using Analyze API to synchronously call Watson Discovery, get a classification of the email, and use the output of that classification in business logic as one example



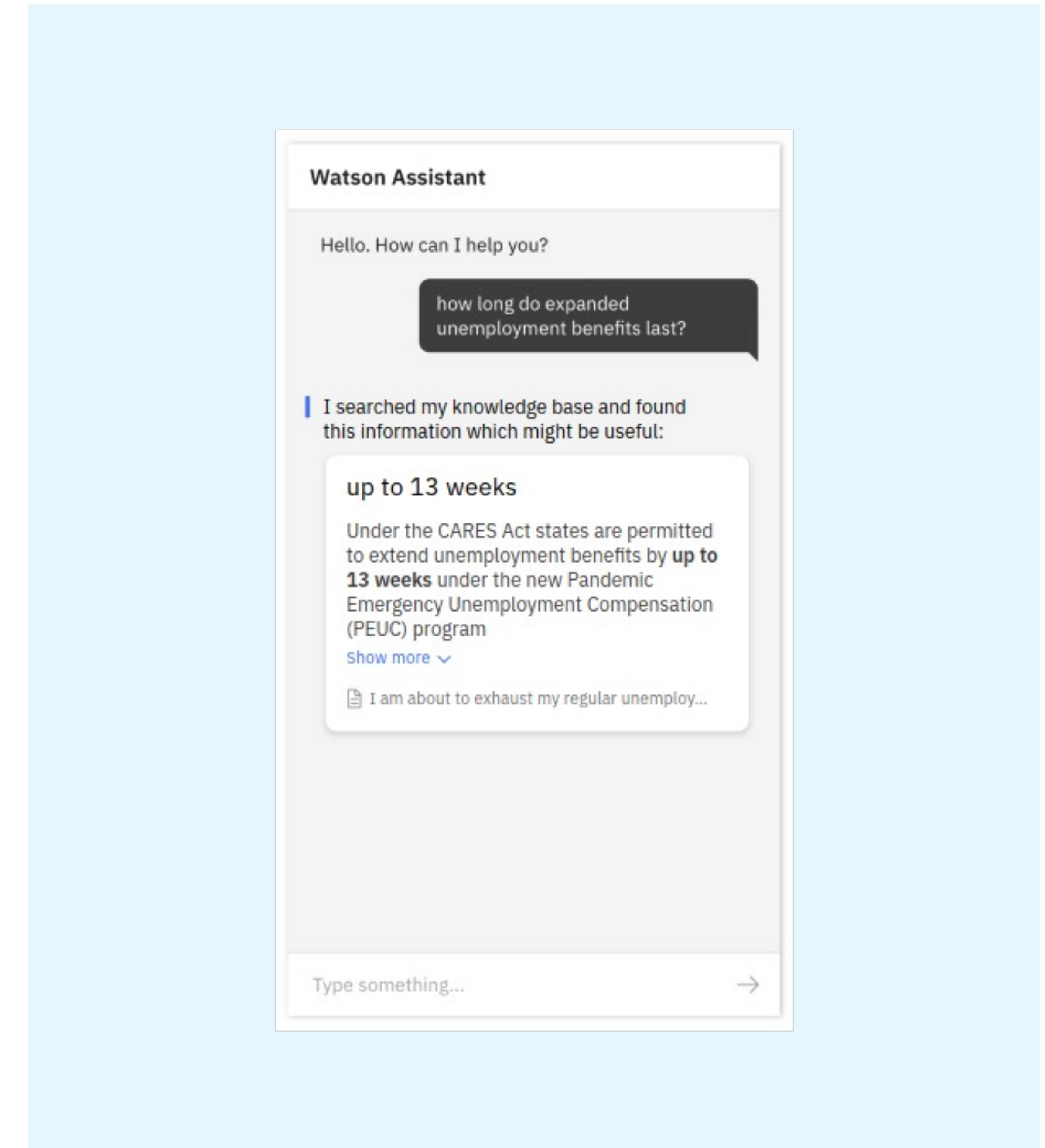
Answer Finding

Previously, Watson Discovery would identify the best “passages” that correspond with queries. Now, Answer Finding is much more precise through a new process:

- Retrieves candidate paragraphs from the set of enterprise documents
- Searches for the precise answer to the question at hand
- Produces a concise answer

Enables a user to:

- Return a fact or short answer from a long passage



Feature: Analyze

FAQ extraction

- Quickly train a chatbot to answer common questions
- Watson crawls web pages to detect FAQs, then uses the content to automatically create intents

Enables a user to:

- Avoid spending hours or days training or updating their virtual assistant

The screenshot illustrates the Watson Discovery platform. On the left, a 'Watson Discovery: FAQ' page displays a list of frequently asked questions and answers, such as 'What is Watson Discovery?' and 'How can I deploy Watson Discovery?'. Below this is a 'Personal' page titled 'What you'll need' with steps for ordering a card reader online. An arrow points from the FAQ section to the right side of the screen.

Assistant preview

Hello. How can I help you?

What qualifies as a meaningful interaction?

I searched my knowledge base and found this information which might be useful:

A message that your user sent into your assistant that received a response is a meaningful interaction. Welcome messages at the beginning of a new conversation are not charged.

Show less ^

What qualifies as a meaningful interaction?

Show more results

Type something... ▶

Feature: Analyze

Watson Assistant Search Skill

Simple integration between Watson Assistant and Watson Discovery can provide answers to all customer and employee questions:

- Improve the coverage of your assistant by calling out to a “search skill” from any dialog node
- Search results are formatted automatically by search skill
- Ingestion and Sync to common knowledge base and CMS products, like Salesforce Knowledge, Box, SharePoint, and more

Enables a user to:

- Create a conversational assistant with no “dead end,” without training for all possible customer questions

The screenshot shows the configuration of a "Skills / DemoSkill". On the left, there's a "Configure Search Response" section with fields for Title (optional), Body (optional), and URL (optional). The "Title" field contains "Example: Visa Signature". The "Body" field contains "Example: Chase Sapphire®. For questions, call 1...". The "URL" field contains "Example: This guide applies to Benefit Informati...". Below these fields is a message definition area with tabs for "Message", "No results found", and "Connectivity issue". The "Message" tab is selected and contains the text: "I searched my knowledge base and found this information which might be useful:". To the right, under "Try it out", there are two examples of how search results might be surfaced. The first example, titled "Lost Luggage", shows a card with the title "Lost Luggage" and the body "The benefit amounts for jewelry, watches, cameras, video recorders, and other electronic equipment are part of and not in addition to ...". The second example, titled "Travel and Emergency Assistance Services", shows a card with the title "Travel and Emergency Assistance Services" and the body ". * Lost Luggage Locator Service can help you through the common carrier's claim procedures or can arrange shipment of ...". Both examples show truncated titles and bodies.

Geographic Investment: Language Support

Arabic	Hindi
Bosnian	Italian
Chinese Simplified	Japanese
Chinese Traditional	Korean
Croatian	Norwegian (Bokmål, Nynorsk)
Czech	Polish
Danish	Portuguese (BR)
Dutch	Romanian
English	Russian
Finnish	Serbian
French	Slovak
German	Spanish
Hebrew	Swedish

[Check the latest language support here →](#)

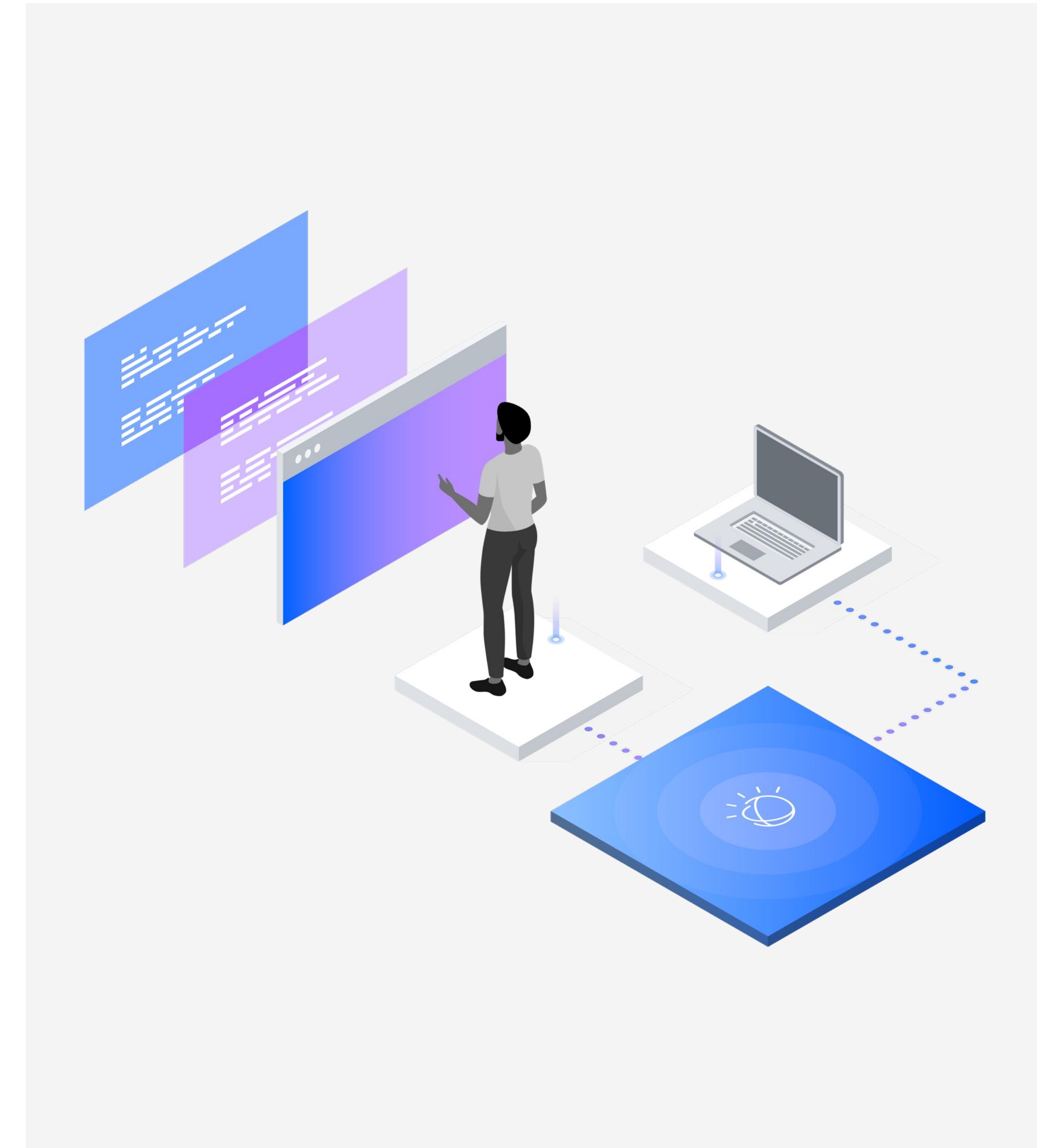


Deprecation of Watson Discovery v1 and migrating to v2

Watson Discovery version 1 deprecation was announced publicly on July 12th, 2022

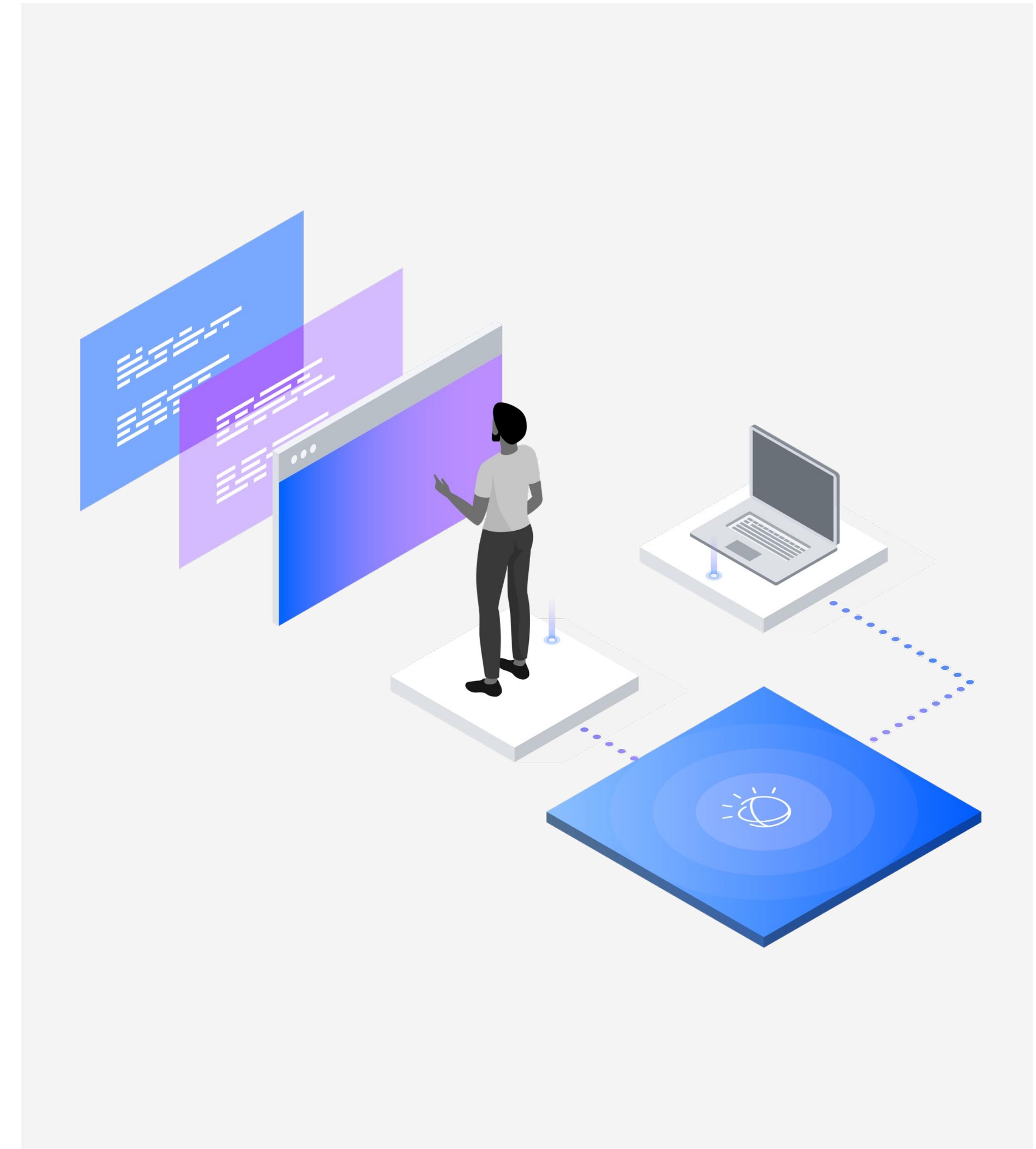
Click [here →](#) for more information on the migration guidance

Existing customers who use Watson Discovery version 1 on IBM Cloud are asked to migrate to Watson Discovery version 2 on IBM Cloud by the end-of-support date of July 11th, 2023



Progress and close your opportunity

- Re-emphasis of customer and Industry need
- What it takes to win
- What's your client's objection?
- IBM differentiators to solidify your position
- Key questions for customers



What it takes to win

Work with customers to identify processes and activities where knowledge workers are spending time manually researching and analyzing complex business documents.

Build a strategy to communicate key value to disparate stakeholders with the respective viewpoints on the right.

Business Value/ Political Win

Know the key stakeholders, champions, detractors, decision makers

- Use client workshops or engage in an MVP to ensure that project aligns with key business initiatives
- The CFO is convinced that deploying the solution will save significant costs and enable additional revenue
- The Key stakeholders validate that the outcome of deploying the solution will result in tangible business value

Financial Value Win

Alignment with key business initiatives, TCO, ROI, Economic benefit

- Use the 2021 Forrester Total Economic Impact Report to highlight tangible Return on Investment >350%, return of over \$6M over three years, and 50% reduction in data gathering tasks
- Share customer success stories

Technical Win

Demonstration of technology, POCs, trials, use cases

- Review architecture for similar client use cases to validate technology stack
- Work with technical team to show customized demonstration meeting technical requirements
- If necessary, leverage promo code to perform short POC on an IBM cloud account to prove conceptually

Client objections: easy

	Client objection	IBM short answer	More details
Business / Political Win	CEO says our current business processes are fine and due to the current business climate we are not making further investments	Watson Discovery has been proven to increase employee productivity up to 75% and save millions of dollars by improving current processes	Woodside Energy Case Study →
Financial Value Win	We could probably deploy a similar solution by using a suite of Open-Source technologies	IBM embraces and leverages open-source and can help you avoid losing valuable time-to-market. Also, take advantage of IBM's support and future innovation	Gartner Research →
Technical Win	We are currently evaluating several technologies and want to make sure we make the right decision for our company	Recent Analyst Reports from Gartner and Forrester show IBM as a leader in Discovery insights and our development organization continue to innovate in Natural Language Processing	Forrester Report → Gartner Report →

Client objections: intermediate

	Client objection	IBM short answer	More details
Business / Political Win	We are still shaping our corporate AI strategy and want to ensure we pursue a holistic overall rollout strategy across our business	IBM is a leader in AI, has integrated AI technology across our offerings and can also offer consulting services	Unlock AI in your organization →
Financial Value Win	We are not certain that deploying this solution will result in compelling business value	We will perform a complimentary AI workshop to ensure that this solution will have a positive financial impact on meaningful Business Processes	Set up a workshop to identify use cases and find relevant client success stories to show how IBM has delivered positive outcomes and ROI
Technical Win	Our documents are complex, contain many tables and a lot of industry specific language which is historically challenging for computers to understand	Using Smart Document Understanding and Watson Knowledge Studio, we have the ability to customize our solution to meet your needs	Demo Watson Discovery Advanced Natural Language Processing (NLP) features

Client objections: advanced

	Client objection	IBM short answer	More details
Business / Political Win	We are a conservative company and culturally we don't want to be on the "bleeding edge" of technology in our Industry	Watson Discovery is a proven technology with over 12,000 clients globally gaining significant business value	Client references →
Financial Value Win	We need to ensure that the Total Cost of Ownership and Return on Investment for this project are credible and compelling	We can share the results of the investigation that Forrester did across multiple clients in this area	Forrester Total Economic Impact report →
Technical Win	Our environment is complex, and our security rules do not allow our data to leave our premises. How can we be sure it will work?	Our Watson Anywhere approach will allow you to deploy on premises and our technical team can work with you to ensure you have all the technical validations you need	Watson Discovery Sales Kit with links to Sales Plays →

“How is Watson Discovery different from a content management system, or a knowledge management system?”

A content management system does what it says it does – it manages your content. Watson Discovery is about getting to the right answer, the right message, and the right table in a specific document across thousands, if not millions of documents. It gets you to that specific insight, that will help you get to a critical business decision faster.

Key questions for clients

Pre-empt objections and identify roadblocks to opportunity progression and closure

When do you anticipate go-live for this project?

Many projects can be classified as “Nice to Have” but we need to focus on “Need to Have.” A clear and compelling go-live date will highlight the level of urgency associated with this project.

What is the impact of keeping the status quo?

If there are clear financial or regulatory pressures which are driving this project, then working with the client to provide a clear understanding of the TCO and ROI will aid in keeping the project on the agreed timeline.

How will funding for this project be approved?

Always understand who are the gatekeepers, the influencers, and how the ultimate purchasing decision is made. Always validate the answer to this question.

Watson Discovery plans

[Latest pricing deck →](#)

Multi-tenant (Public Cloud)	Single-tenant (Public Cloud)	Deploy anywhere (Cloud Pak)
<p>Plus (v.2)</p> <ul style="list-style-type: none">• Paid plan with Trial to encourage productive usage at a low entry cost and drive to Premium with scale• SMB target for self-serve• PoC/Dev for enterprises• Free 30-day trial	<p>Enterprise (v.2)</p> <ul style="list-style-type: none">• For businesses looking for more scale• Additional features (i.e. Content Miner)• Tiered pricing	<p>Premium (v.2)</p> <ul style="list-style-type: none">• For businesses with high security needs• Data isolation and high SLA uptime• Tiered pricing

