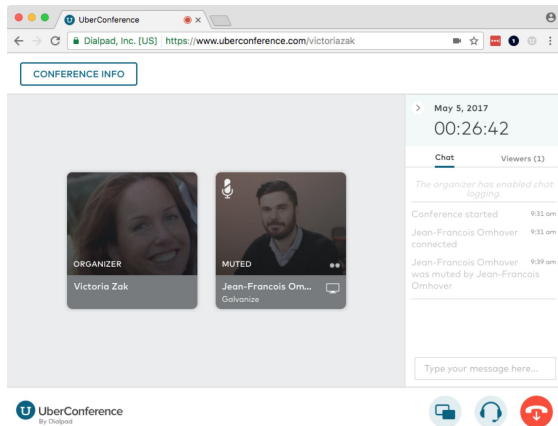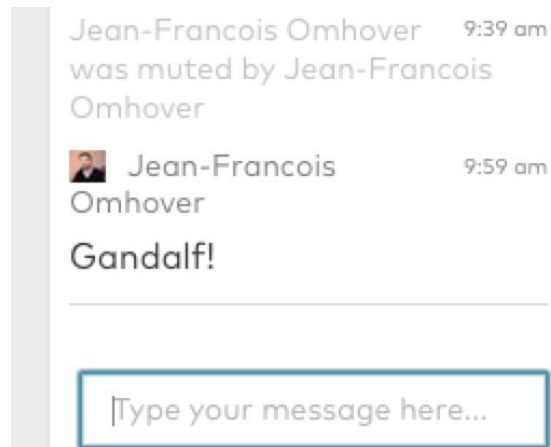# WEEK 1 - Virtual Meeting 1

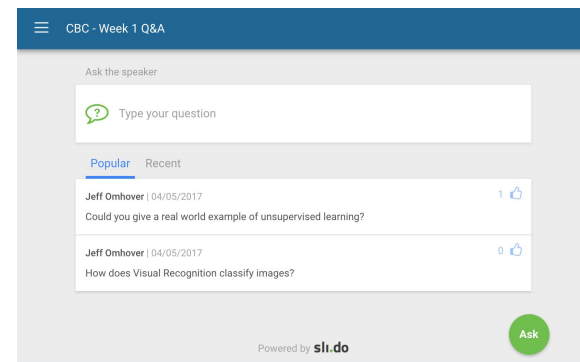Review, Questions & Answers

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HOW WE WILL WORK

Live stream
Uberconference

Live answer (polls)
Uberconference chat

Submit Questions
Upvote other's questions
sli.do

UNITS OF THE WEEK
FOCUS OF TODAY'S MEETING

Course Units

Unit 1	Unit 2	Unit 3
Introduction to Week 1	Cognitive Technologies	Hello Cognitive World

Unit 4
Visual Recognition

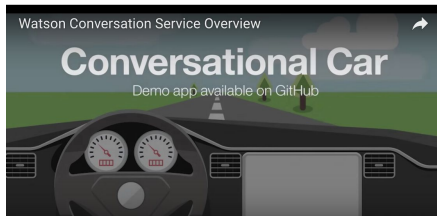**But you can still ASK ANYTHING! (please)**

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"COGNITIVE BUILDER"

BlueMix / Watson

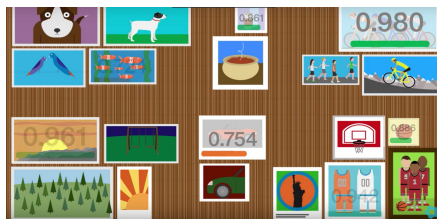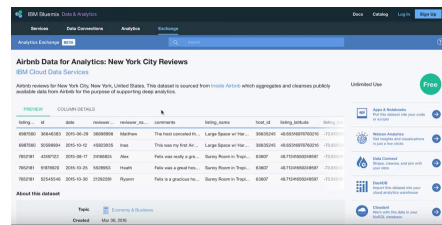Platform for building
data-based products

Machine Learning
& Artificial Intelligence components (Watson)

Cloud, data storage, data streaming and
processing
Internet of Things
...

"Conversation"
can make a
product talk

"Discovery"
can help you mine
insight in (any) data

"Visual Recognition"
can detect objects
in images

bla bla bla bla bla bla bla
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bla bla bla
bla bla bla bla bla

"COGNITIVE" ???

WHAT DOES IT TAKE FOR A PRODUCT?

A car.

Not cognitive.

Cognitive Products understand, reason, learn

You add sensors (live speed, direction, gear switching, foot pressure on the pedals... you name it) and connectivity.

Still not cognitive. Just connected.

Now the car uses its sensor to make a model...

Cognitive !

Wait... a model of what?

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WHAT DOES IT TAKE FOR AN ORGANIZATION?

An organization with its entities, agents, workflows...

Not cognitive.

Cognitive System to support decisions

This organization collects data, not only spreadsheets,
but all the traces of the interactions it has.
Mostly natural language.
Uses performance metrics and dashboards to drive the org.
Still not exactly cognitive.

Augmented by Cognitive Technology

Now that organization leverages its data to mine insights about
its clients, its bottlenecks... or to design new services.

Cognitive !
What kind of insights? Where is the model in that?
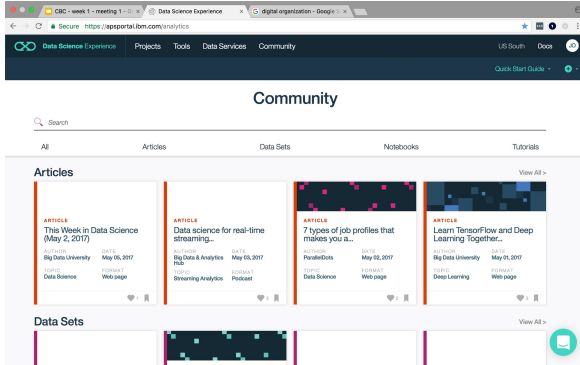
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LET'S TRY A FUZZY CASE: COGNITIVE SEARCH ENGINE ?

How does SEARCH relate to cognitive technologies?

What kind of MODELS are there in search engines?
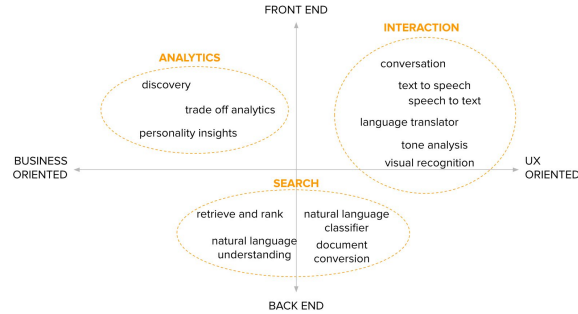
What kind of models COULD THERE BE?

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COGNITIVE + RELATED TOOLS IN THE IBM SUITE

DSX - datascience.ibm.com

WATSON
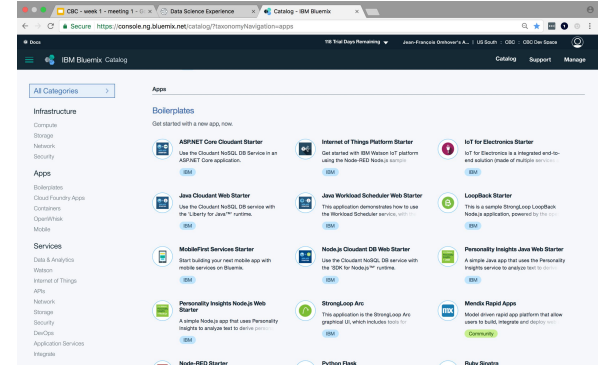
BLUEMIX

Early phase / Design Phase

Development Phase

Integration/Deployment Phase

Data Science
Creating Cognitive Technologies

Cognitive Technologies
"Ready to use"

Support Components
DB, Containers...

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WEEK 1 - Virtual Meeting 1

Review, Questions & Answers

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