

Leading the way into the Cognitive Era with IBM Watson

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Agenda

Watson Overview

Watson Use Cases

Watson Cognitive Services

Watson Overview

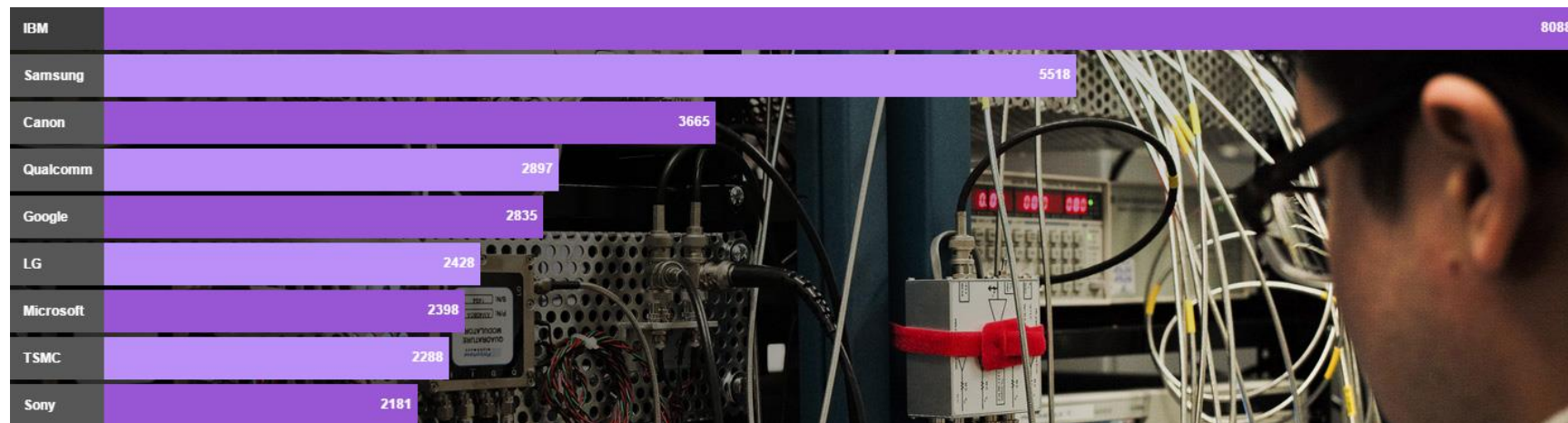
Everything started with a Research project...

Patent Leadership

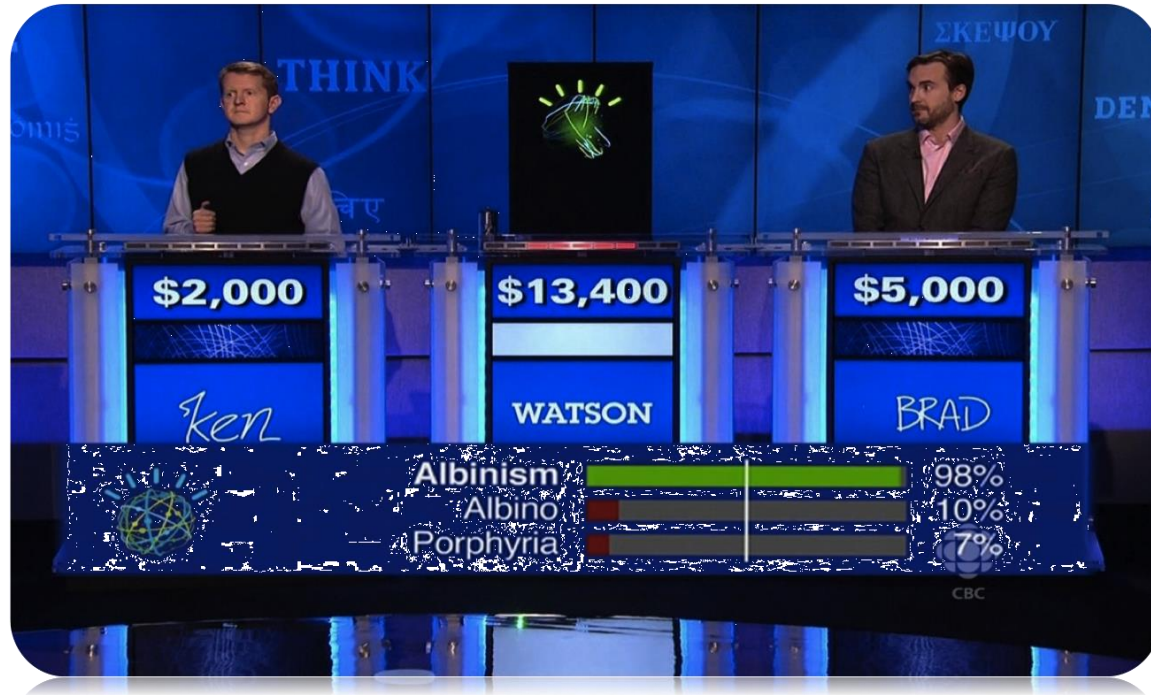
IBM Research is the innovation arm of IBM, driving 24 consecutive years of U.S. patent leadership and sustaining IBM's commitment to being the world's technology and innovation leader.



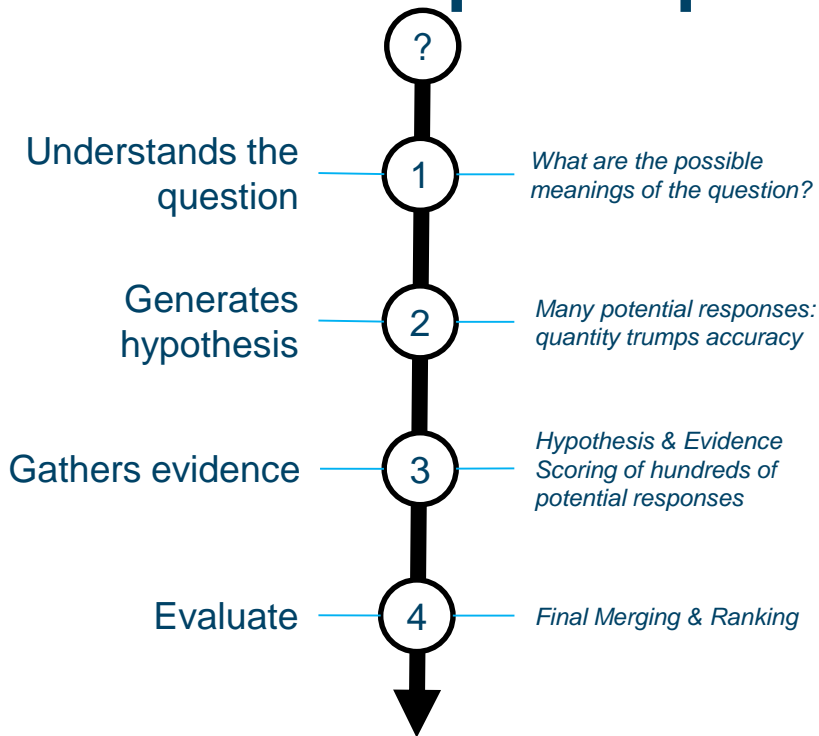
IBM patented more than 2,700 AI and cognitive computing inventions in 2016



2011: IBM Watson wins « Jeopardy! »



How to respond quickly and accurately?



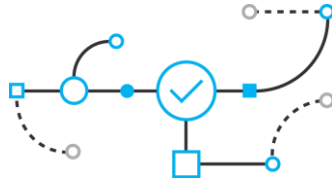
<https://www.youtube.com/watch?v=DywO4zksfXw>

Three capabilities differentiate cognitive systems from traditional programmed computing systems...



Understanding

Cognitive systems understand like humans do.



Reasoning

They reason. They understand underlying ideas and concepts. They form hypothesis. They infer and extract concepts.



Learning

They never stop learning getting more valuable with time. Advancing with each new piece of information, interaction, and outcome. They develop “expertise”.

.... allowing them to interact with humans.

What is Watson today?

Industries and Professions

Watson
Commerce

Watson
Education

Watson Financial
Services

Watson Health

Watson IOT

Watson
Marketing

Watson Supply
Chain

Watson for
Cyber Security

Offerings & Solutions

Products

Watson Analytics

Watson Explorer

Watson Knowledge
Studio

Watson Virtual
Agent

Primarily Software-as-a-Service

Watson Developer Cloud

Language

Speech

Vision

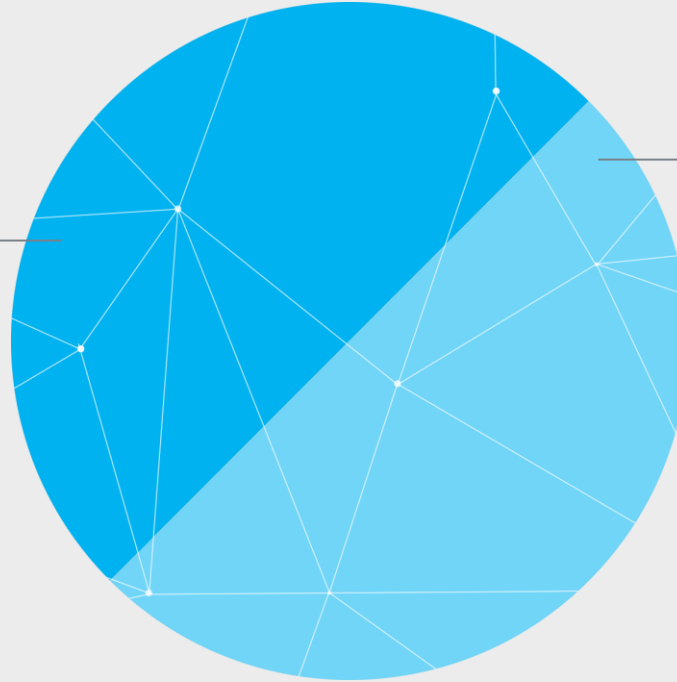
Data Insights

Enable cognitive computing features in your app using APIs.

Cognitive systems forge a new partnership between man and machine.

Humans excel at:

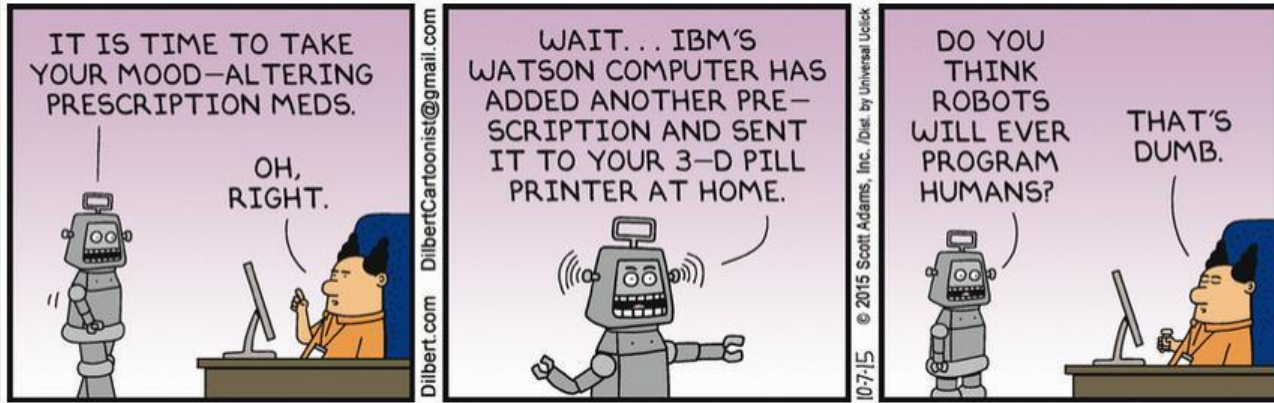
- Common Sense
- Morals
- Imagination
- Compassion
- Abstraction
- Dilemmas
- Dreaming
- Generalization



Cognitive Systems excel at:

- Locating Knowledge
- Pattern Identification
- Natural Language
- Machine Learning
- Eliminate Bias
- Endless Capacity

So, will artificial intelligence replace us?



Watson Use cases

Pioneering new ways to shop

STAPLES®

Make More Happen

"With Staples Easy System, ordering will transcend the limitations of apps and browsers, giving customers access to nearly 500,000 products ranging from office and breakroom supplies to furniture and technology products and services, anytime, anywhere and on any device, using the interface that is most convenient to them."

An aerial view of a large offshore oil platform, likely the Woodside platform, situated in the middle of the ocean. The platform is a complex of yellow metal structures, including a tall derrick and various pipes and walkways. The sun is setting on the horizon to the left, casting a warm orange glow across the sky and the water's surface. The sky is filled with soft, wispy clouds. The water is a deep blue with gentle ripples. A red banner with white text is overlaid on the center of the image.

Woodside | With Watson™

<https://www.youtube.com/watch?v=GFZ2laTVkY8>

Watson Cognitive Services



https://www.ibm.com/watson/developercloud/

Most Visited

WDC App Gallery

RG16 FR

RG16 multi

US16

RG VIP

Webmail

Watson

Watson

Watson

IBM Voices

WCA

Watson Analytics

Watson Developer Cloud

Start free on Bluemix

Sign in to Bluemix

APIs

Docs

Developer Tools

Starter Kits

Community

Language

Conversation

Document Conversion

Language Translator

Natural Language Classifier

Natural Language Understanding

Personality Insights

Retrieve and Rank

Tone Analyzer

Speech

Speech to Text

Text to Speech

Vision

Visual Recognition

Data Insights

Discovery

Discovery News

FEATURED APIS

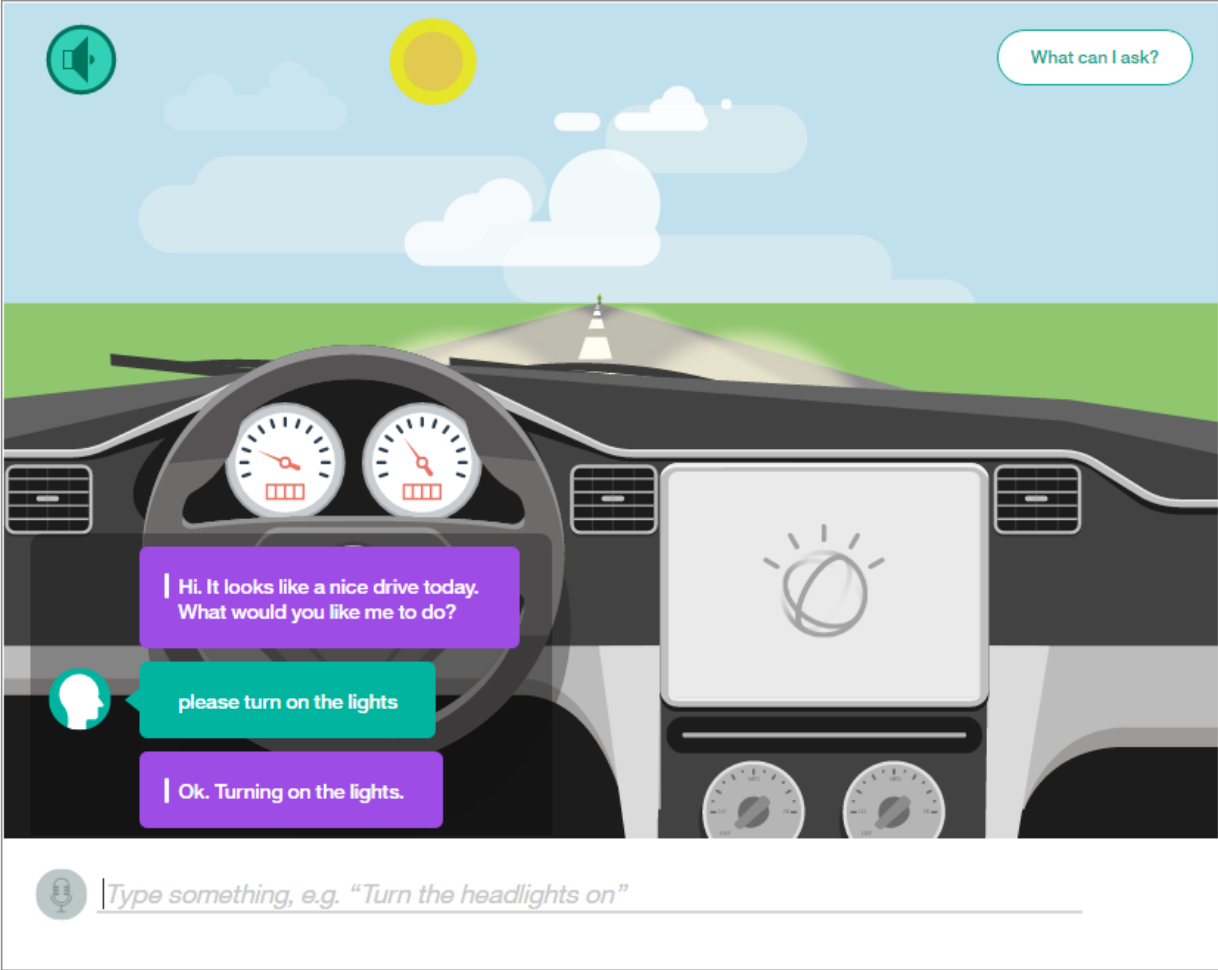
Conversation

Build chatbots that understand natural language and deploy them on messaging platforms and

Discovery

Rapidly build a cognitive search and content analytics engine.

Conversation



Discovery

Add a cognitive search and content analytics engine to applications to identify patterns, trends and actionable insights that drive better decision-making

Select a dataset to view output



Wearables used in sports



Articles about cognitive computing



President's involvement in education

Articles JSON

Search articles over
12/08/2016 - 12/15/2016

Where
Barack Obama

is mentioned
as a Person

and the Sentiment is
Any

where the Taxonomy is
Education

Search articles over
Title

Query

```
/discovery-experimental/api/v1/environments/bb6ffe96-53d5-44b3-8838-92dd1664df8d/collections/0288e2a0-a1c1-4a38-a376-3c3bd89e927b/query?version=2016-11-09&count=10&filter=taxonomy:(label:education),entities:(text:Barack%20Obama,type:person),publicationDate.date%3E%3D20161208&return=enrichedTitle.text,url,author,entities,concepts,taxonomy
```

Results

6 Ways the Next President Can Improve Education

<http://time.com/4545088/next-president-education/>

<https://discovery-news-demo.mybluemix.net/>

Building a virtual assistant at the French Open

My match - My picture

The schedule of the day is long! Let IBM Watson help you decide which match to watch.

Hello! I am Watson. I am here to help you plan a good day at Roland-Garros. The program is very interesting but densely packed. I can help you choose if you are ready to answer a few questions. Do you agree?

Yes

Very well. Read carefully the questions to be ready to return the ball. On the right side of the screen, you can see the countries of today's players. Tell me, which country do you prefer? Serbia? France? Or any other country among the 53 represented in this championship?

Germany

69

Remaining matches
Eliminated matches

Here is the list of the countries of the players playing today. The size of the bubbles is proportional to the numbers of players from these countries.

IBM at Roland-Garros | Roland-Garros

FR | EN | ES | AR



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Thank You

