



Highlights

- Training, twelve month access to Watson Developer Cloud, data, and development tools
 - Enterprises create non-production cognitive applications using their own data and expertise
 - Learn about the new era of computing and evaluate potential for live deployment
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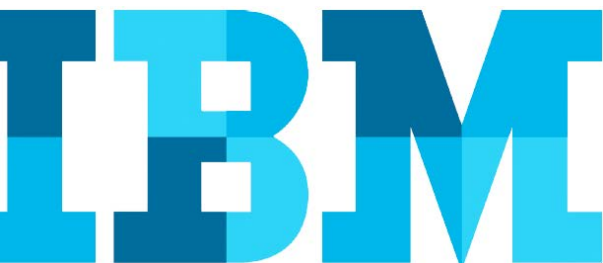
Watson Developer Cloud Enterprise

Trial enterprise development and testing of cognitive applications

The Watson Developers Cloud has been used to create cognitive applications that have the potential to disrupt industries. Until now, access has been limited to Watson Ecosystem program participants -- ISVs building apps for use by other companies and users. Now, IBM is introducing the new Watson Developer Cloud Enterprise to extend the rich development, training, testing, and configuration environment to enterprises interested in creating Watson-enabled applications for their own use. Such applications have the potential to transform how enterprises extract knowledge from data, interact with technology and engage with their constituents. This evaluation can help foster better hands-on understanding of Watson, lead to faster time to market and more informed decisions about how to best engage in the dawning era of cognitive systems.

What are the key elements?

- **Training**: forty hours of on-site training by Watson experts
- **Access**: to the Watson Question & Answer API
- **Resources**: for enriching data, application development, training, and testing in a non-production "sandbox" environment by up to ten concurrent developers
- **Content**: fuel the application with up to 10GB of public and private enterprise data



Watson Technology

- **Natural language processing** – Advanced language analytics extracts meaning from plain text taking factors like context, ambiguous wording, and colloquialism into account
- **Hypothesis generation and evaluation** – Analytic algorithms provide responses in the form of confidence-scored possibilities with full transparency into supporting evidence
- **Machine learning** – Improves through both training and experience providing better results over time.
- **Other key technologies** – Watson solutions are powered by massively parallel Power hardware and are offered as a service through the cloud for greater elasticity and scalability. They can be accessed by many simultaneous users through their choice of devices like smart phones and tablets. Watson's responses take earlier dialogue with users into account and are driven by hundreds of analytic algorithms for discovery and communication of meaningful patterns in data.

For more information

To learn more about IBM Watson and Cognitive System, contact your IBM sales representative or visit ibm.com/watson



Figure 1. Watson Experience Manager provides comprehensive content management, development, training, and testing resources for cognitive apps

IBM Watson

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