

# **Engage your customer using cognitive analytics in IBM Watson Explorer**



OCTOBER 7 & 8, 2017

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2161 North First Street  
San Jose, Ca 9531

# Download & Go (D&G)

“A simple way to play”

Download & Go is IBM's innovative approach to delivering enterprise grade software in the hands of developers. Today you will go through this experience in this session.

Please download the IBM Watson Explorer App for your laptop from our github:  
<https://github.com/ibm-wex/WEX-D-G/tree/master/TechPreview/V12CE>

Initiate the installation of the application and let it go, we will come back to this later.

# Download & Go - Deliver Enterprise Software to Developers

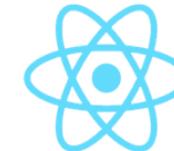
1. An easy way to build and deliver trial version for the packaged product.
2. It can also be used as dev/test version to get the customer's up to speed before using the main product.
3. The Download & Go applications are simple, easy to use, and user friendly. Best for both technical and non-technical users.



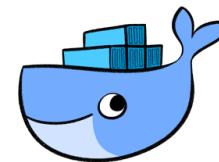
Electron



Node.js



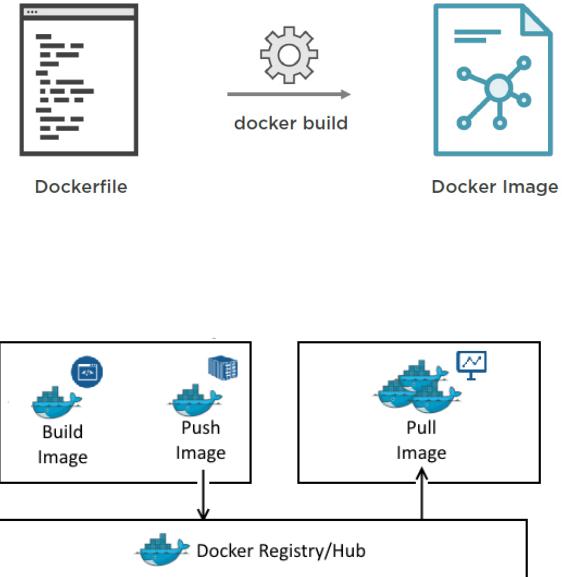
React



Docker

# Orchestration with Containerization

- Start to finish in less than 15 min
- All pre configured and ready to be used
- Cross-platform support
- Container environment is preconfigured through use of a dockerfile
- Easily deployed through Docker hub

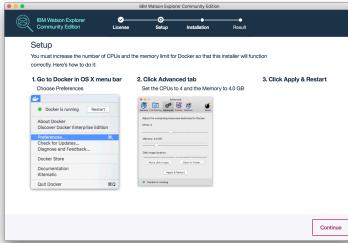


# Download & Go Flow

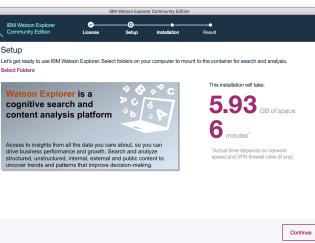
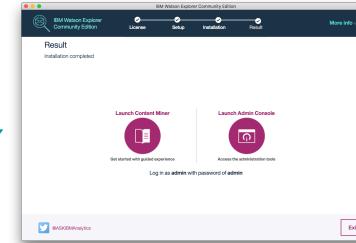
Get user agreement to application terms



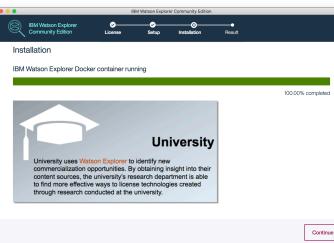
Ensure Docker settings are adequate



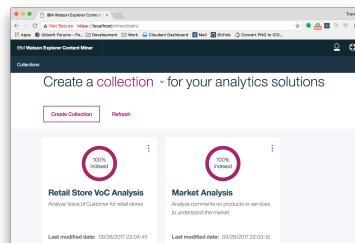
Launch the IBM enterprise software



Install and start Docker daemon



Pull Docker image and start container



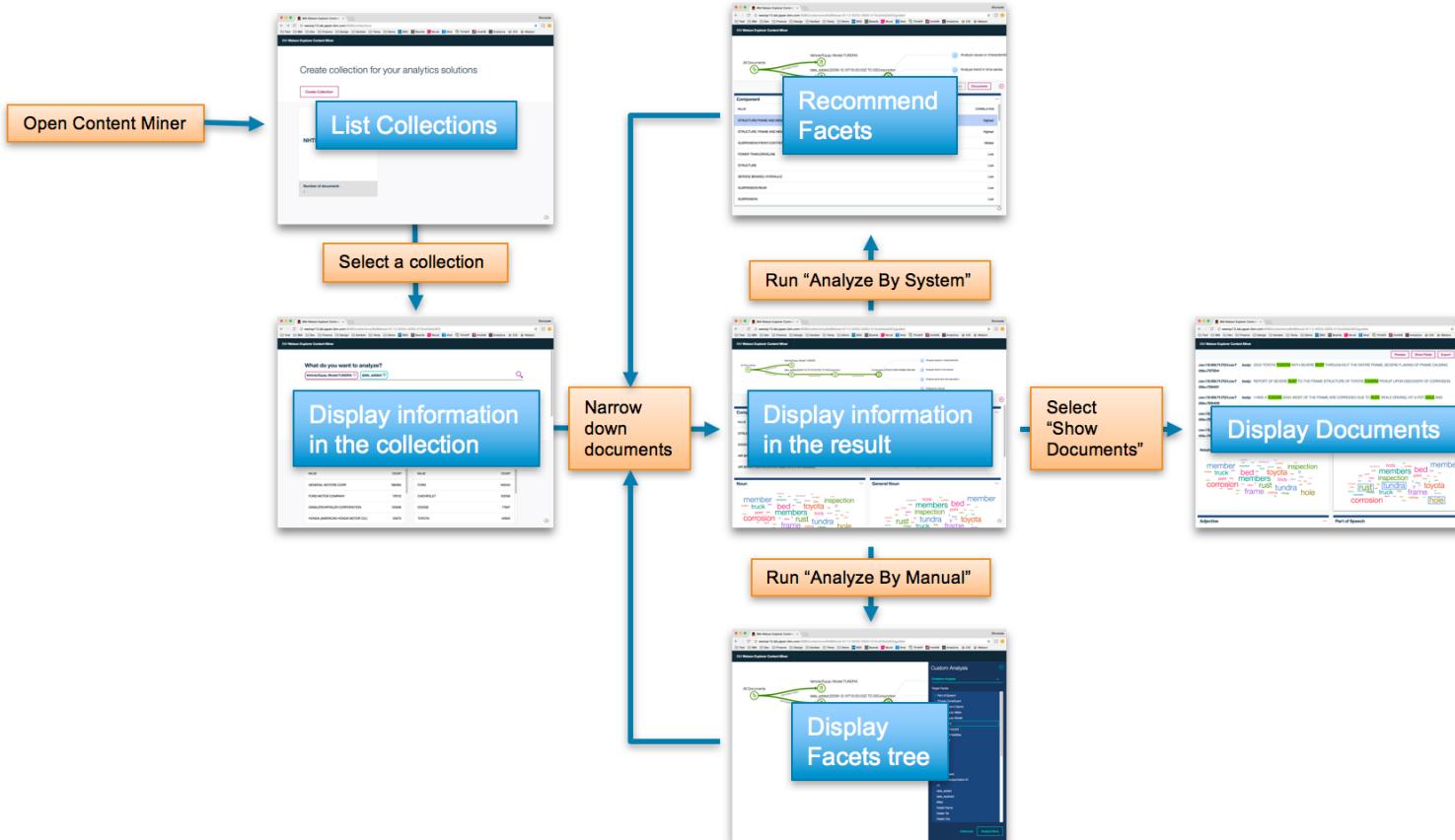
Explore IBM enterprise software

# Content Mining & Analytics – Top 10 Use Cases

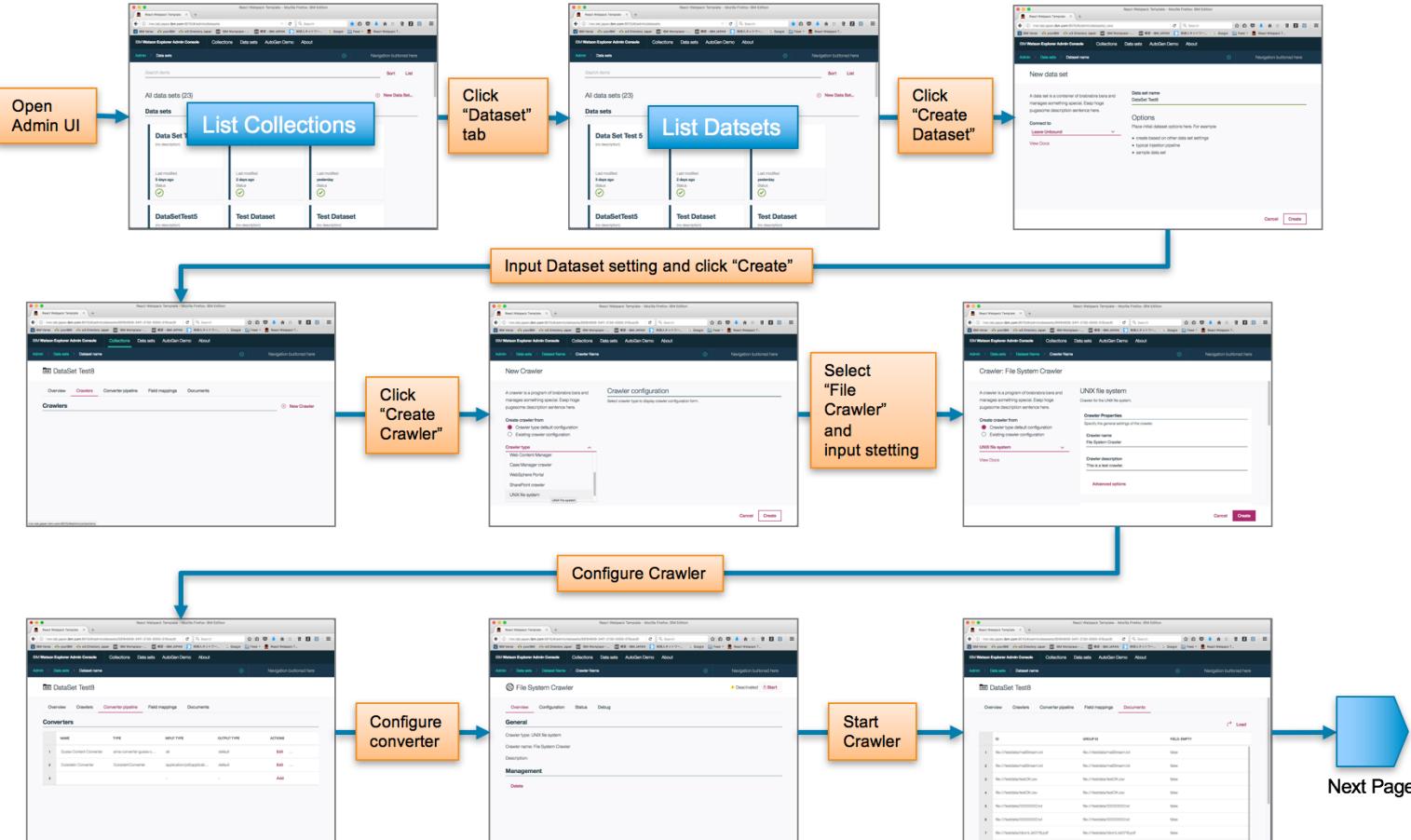
1. Risk Management
2. Knowledge Management
3. Customer service
4. Fraud detection through claims investigation
5. Cybercrime prevention
6. Contextual advertising
7. Content enrichment
8. Spam filtering
9. Social media data analysis
10. Business intelligence



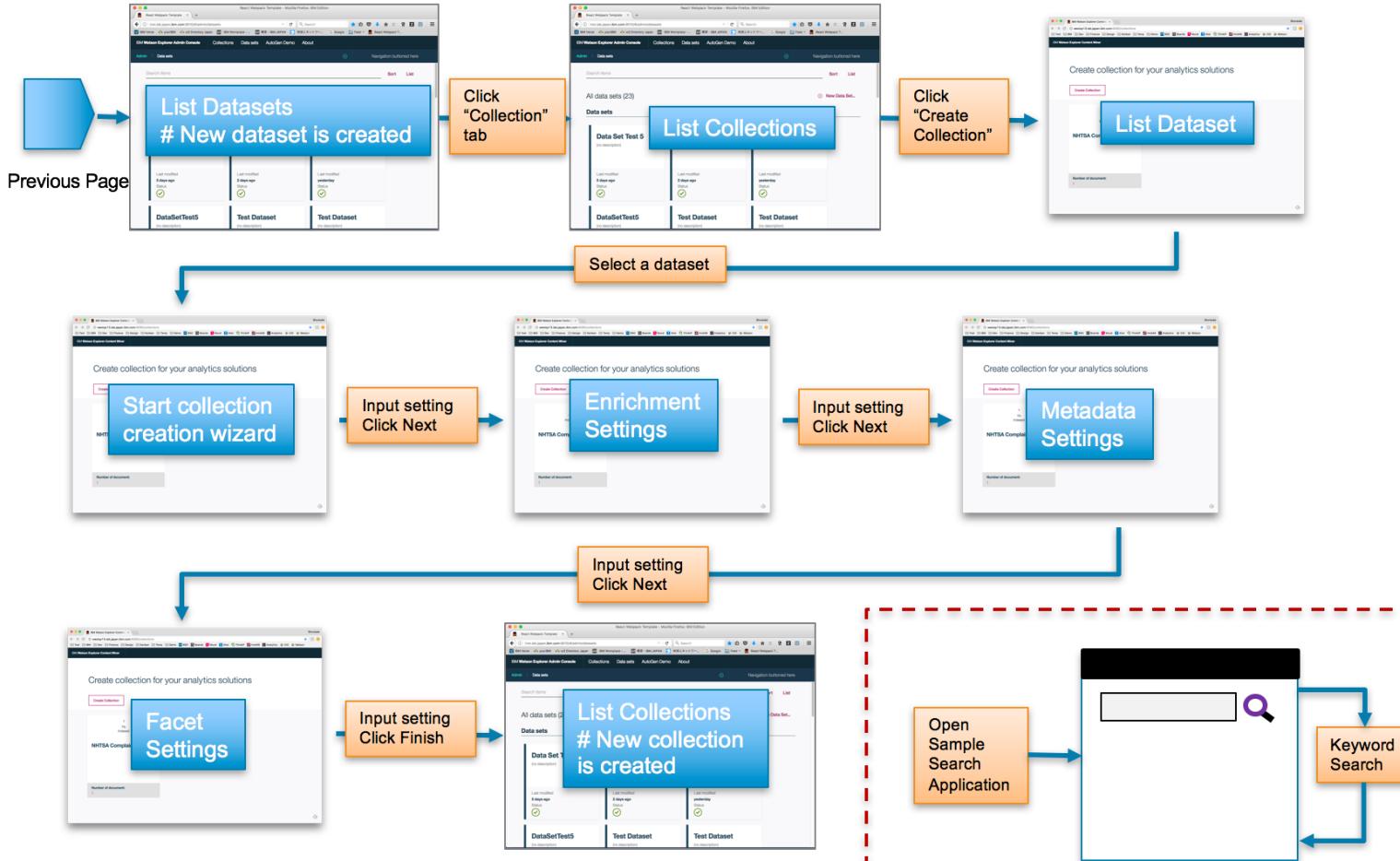
# User flow for mining sample contents



# Mining your own content (1)



# Mining your own content (2)



# Guided mining with your own data

- Ingest your own data using CSV Importer
- Assume Twitter and Slack is the data so pre-defined configuration can be provided, 2 collections are already created with appropriate settings for Twitter or Slack
- Export data from user's Twitter account or Slack channel by following the instruction from Twitter or Slack
  - Twitter: <https://support.twitter.com/articles/20170160#>
  - Slack: <https://get.slack.help/hc/en-us/articles/201658943-Export-your-team-s-Slack-history>
- Open Cognitive Miner
- Create a dataset
- Create a collection
- Import the CSV and Start mining

# Guided mining with your own data (flow)



# Provide your feedback

- In the App
- In Github: <https://github.com/ibm-wex/WEX-D-G>
- Join the conversation: <https://twitter.com/AskIBMAalytics>
- Talk to an expert: <https://www.ibm.com/us-en/marketplace/content-analytics>
- Watch an intro video: <https://www.youtube.com/watch?v=feLLE-MrLhE>

Thank you