

Watson

IBM

An explosion of what we can know

The Third Industrial Revolution is upon us – an information era where we begin to scale human knowledge, with the help of AI systems



Data has transformed every industry, profession, and domain

102,000,000

wearables shipped in 2016, growing to 237,000,000 by 2021

100,000

new cancer articles published every year

80,000,000

MRIs taken every year, up from 3,000,000 in 1980

2,200,000,000

locations generating hyperlocal weather forecasts across the globe every 15 minutes

2,581,586

Emails every second

10,000

new software vulnerabilities recorded in 2016, up 30% since 2011

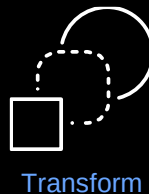
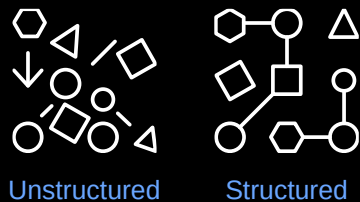
600,000,000

forms of malware - with close to 400k variations introduced daily

500

hours of video uploaded to YouTube every minute

With Watson you can harness the power of augmented intelligence



Your data + the world's data

Watson can ingest, cleanse, and comprehend multiple data types. Build off your domain expertise and the largest base of industry offerings in the market.

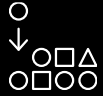
Ingests + transforms

Apply a powerful suite of Watson services and APIs to transform your data into valuable insights. Watson is optimized for robust AI workloads and lives on IBM Cloud.

Insights + outcomes

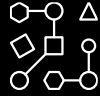
Watson extracts meaning to provide deep insights and produces powerful outcomes. Train your AI on what's important to your industry gain knowledge and make the most informed, reasoned decisions.

Four capabilities differentiate Watson from traditional programmed computing systems



Understand

Watson understands like humans do.



Reason

Watson reasons. It understands underlying ideas and concepts. It forms hypotheses. It infers and extracts concepts.



Learn

Watson never stops learning, getting more valuable with time. Advancing with each new piece of information, interaction and outcome, it develops “expertise.”



Interact

With abilities to see, talk and hear, Watson interacts with humans in a natural way.

How Watson learns

Watson ingests massive amounts of structured and unstructured data

Trains on data to grasp concepts, semantic meanings, and subtleties in language

Watson learns from inputs to understand natural language and extrapolate meanings in specific business domains

The dog ran up the street. It got a treat from its owner.

The dog ran up the street. It got a treat from its owner.

pet movement location food person

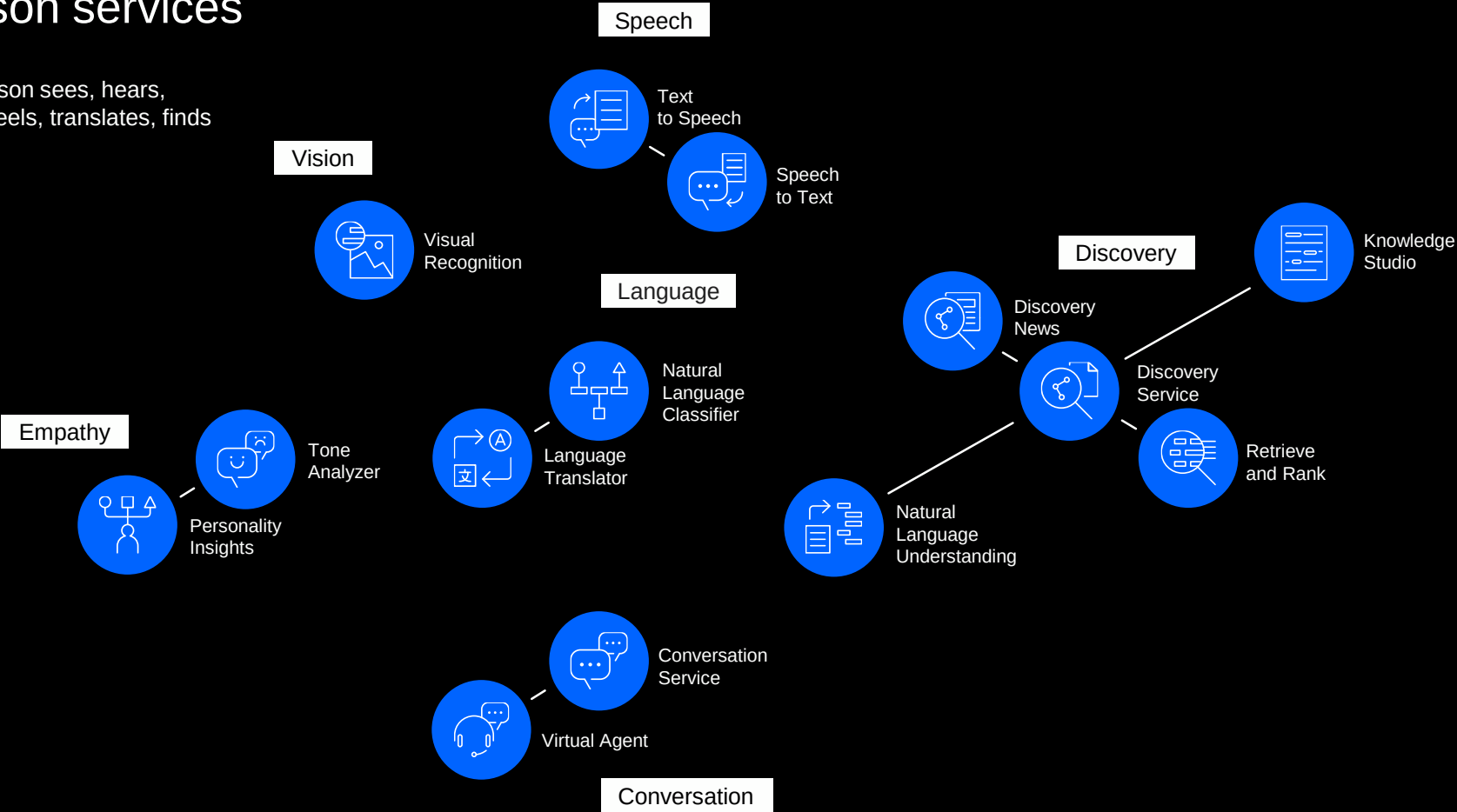
The hamster ran in its exercise wheel. It ate a carrot.

pet movement location food



Watson services

How Watson sees, hears, speaks, feels, translates, finds



With Watson you can move millions of people smarter

KONE moves 1 billion passengers throughout the world every day, creating an enormous maintenance challenge

KONE equipped their elevators and escalators with IoT sensors, connected to the IBM Cloud and Watson, to analyze for wear and tear, bumpy ride, and misalignments

Solution makes preventative maintenance possible — saving downtime for KONE and their riders



Watson IoT



Retrieve
and Rank



With Watson you can redefine the customer experience

Staples Easy System with Watson,
allows an office manager
to place an order using any digital
channel – website, call center, email,
text message, or even the iconic
Easy Button

Solution resulted in higher order
frequency, larger average order
sizes, and improved customer
service scores



Conversation
Service



Text to
Speech



Retrieve
and Rank



Speech
to Text



Tone
Analyzer



STAPLES®

With Watson you can give one employee the insights of 1,000

Oil and gas platforms can cost \$500,000 per day to operate, and require real-time monitoring of thousands of inputs 24/7 by a crew living on top of 100,000 tons of steel in the middle of an ocean

With Watson, Woodside can analyze data from 80,000 sensors, 1 million documents, and 30 years of lessons learned from employees

Solution reduces time spent searching for expert knowledge by 75%



Watson IoT



Retrieve
and Rank



Conversation
Service



Document
Conversion



woodside

With Watson you can make banking personal

Bradesco customer support receives 30,000 calls per day related to customer support – an enormous expertise and workload challenge

With Watson, branch employees can now answer general and complex questions related to 59 products of Bradesco's retail banking portfolio – with customer satisfaction levels of higher than 85%

Solution covers 6,500 bank branches, more than 60,000 employees and is developed in 100% Brazilian Portuguese



Dialog



Retrieve
and Rank



Natural
Language
Classifier



Document
Conversion



Bradesco

With Watson you can file taxes with confidence

The US tax code is complicated, dense, and constantly evolving – every tax return can be filed in multiple ways that the IRS accepts

Watson is helping H&R Block's 70,000 tax pros make sense of 74,000 pages of tax code, thousands of yearly tax law changes, and Block's 600 million data points

With Watson, Block's tax pros can quickly create highly personalized solutions to help individuals find every deduction, credit, and opportunity they deserve



Conversation
Service



Natural Language
Understanding



Retrieve
and Rank



Tone Analyzer



**H&R
BLOCK**

With Watson you can talk to customers on their terms

Autodesk was faced with the challenge of scaling real-time customer service and support after shifting to a subscription-based business model

With Watson, Autodesk created a solution that supports 20,000 conversations per month and recognizes 40 distinct use cases, freeing agents to focus on customers with complex issues

The solution cut resolution time from 1.5 days to just 5.4 minutes for most inquiries



Conversation
Service



Natural Language
Understanding



AUTODESK.

With Watson you can transform personal healthcare

415 million adults with diabetes in the world – a number that could grow to 642 million by 2040

Cost of diabetes and prediabetes in US at \$322 billion

Sugar.IQ with Watson app features real-time, continuous glucose monitoring (CGM) to predict hypoglycemia 2 to 3 hours in advance, with an accuracy of 85-89%

With Watson, insights drive positive behavior changes among app users to control blood sugar levels



Watson IoT



Medtronic

Get started
with Watson

www.ibm.com/watson

A woman in a yellow sweater points at a computer screen while two men look on. The man on the left has a beard and headphones, and the man on the right wears glasses and a pink shirt. They are in a dark room with a colorful abstract painting in the background.

Thank you