Welcome to the Cognitive Era.
A new era of technology.
A new era of business.
A new era of thinking.
A Cognitive Business is here. Digital is not the destination but the foundation for a new era of business; we call it cognitive business, and IBM Watson is the platform. Today Watson is helping doctors reimagine medicine, and leaders reshape industries as diverse as retail, banking and travel. And Watson is taught by industry experts, so their know-how can reach more practitioners.

Cognitive Business is a business that thinks. A new era of technology is giving rise to a new era of business, made possible by three historic shifts:

1. A World Awash in Data.
80% of all data is invisible to today's computers. Now consider that by 2017 healthcare data is expected to grow by 99% government and education data by 94% utilities data by 93%.

Take just one example: a car is now a platform for software, containing 100 million lines of code—93 million more than advanced passenger jets.

Technology that takes in data in all forms—including unstructured—and understands it, learns from it and reasons through it. This is what business has been waiting for. IBM Watson™ now works with over 70,000 developers and 350+ partner companies who have launched 100 cognitive applications.


Cognitive Engagement.
In Hospitality: How do you keep hotel guests satisfied when 90% of unhappy customers don't complain? Watson contributed to a platform trusted by major hotel chains to anticipate and respond to service issues.

In Government: Watson is helping cities run better. Working with a startup, Watson's question answering and natural language capabilities let users ask common questions—“How do I pay a parking ticket?”—without waiting on the phone or for an email reply.


Cognitive Products and Services.
In Media: A leading broadcast network grew viewership through look-alike modeling, ratings and streaming data analysis. They saw faster, more accurate ratings predictions in some cases six weeks in advance of a show’s release.

In Games: A Watson partner is creating a toy dinosaur that can answer a child’s questions, help her learn spelling, vocabulary, math and more. The toy listens, learns and adapts to a child’s personality—even her sense of humor—and evolves over time to match each stage of the child’s development.

Cognitive Exploration and Discovery.
In Pharmaceutical: Comparative effectiveness studies are time-consuming. It takes three PhDs an average of six months to read through all previous clinical trials for relevant results. Working with Watson, one company is speeding up the process, helping to get safer medicines to market faster.

In Science: Working with a leading medical school, Watson helped scientists identify six proteins that modify p53, a protein related to many cancers. It typically takes the life science industry years to accomplish what Watson did in mere weeks.

Cognitive is accelerating high-stakes research.
IBM Watson is the platform for Cognitive Business.

Watson is designed to understand, reason and learn; in a sense, to think.
Watson’s capabilities are available as 28 cloud-based APIs – a total expected to rise 50% by the end of 2016 – so you can build cognition into new applications, products, processes – the core of your digital company.

When your business thinks, you can outthink: challenges, competitors, limits.

A Key to Watson APIs

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LTL Language Translation
TRA Tradeoff Analytics
IT Image Tagging
TA Tone Analyzer
DI Dialog
WM Watson News
SIT Speech to Text
SA Sentiment Analysis
IIE Image Link Analysis
TE Text Extraction
FD Feed Detection
CT Concept Tagging
TX Taxonomy

Mr Message Resonance
Pr Personality Insights
Ke Keyword Extraction
Pi Concept Expansion
Re Relationship Extraction
Vr Visual Recognition
Fd Face Detection
TIS Text to Speech
Ee Entity Extraction
NIC Natural Language Classifier
Ae Author Extraction
Rr Retrieve & Rank
Ci Concept Insights

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Cognitive Oncology is here. Watson for Oncology uses cognitive technologies to help doctors analyze a patient’s medical information against a vast array of data and expertise to provide evidence-based treatment options. Watson can analyze the meaning and context of structured and unstructured data in clinical notes and reports, combine data from the patient’s file with clinical expertise and external research, and identify potential treatment plans for the individual patient.

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Cognitive Inventory is here.
When a product is “hot,” how do you keep the right style, the right color and the right sizes on the shelf and ready for customers to buy? A major retailer uses predictive analytics combined with demographic data to help reduce lost sales due to out-of-stock situations.
Cognitive Sports is here. Now 33 million fantasy football fans can apply cognition to the hardest questions: who to draft and who to trade.

Cognitive Energy is here. Now alternative providers can help pinpoint, with far greater precision, the best sites to generate energy.

Cognitive Insurance is here. Now fraudulent insurance claims can easily be separated from legitimate ones, to better balance efficiency and safety.

Cognitive Education is here. Now schools can see new factors affecting performance, to predict – and help – the students most at risk of dropping out.
Cognitive Finance is here.

There’s a risk in merger and acquisition deals; up to nine out of ten fail. With IBM Watson Tradeoff Analytics, clients can analyze richer and more diverse data sets, designed to provide context around specific concerns and priorities. Clients can see risks and opportunities more clearly, and gain more knowledge to decide and more confidence to act.
Is your business ready to be a Cognitive Business?

You can start today. Watson is open for business on the cloud, with 28 API services that let you integrate cognition into your company’s digital presence. But to create a true cognitive business, you’ll want to drive this deeper into your enterprise. Here’s how:

   Which experts will train the system? Which products, services, processes and operations should be cognitive, and which not? What data do you need?
   IBM Cognitive Business Solutions is supported by over 2,000 specialists, the collective experience gained in over 50,000 analytics engagements and world-leading IT consulting services and partnerships, such as Facebook.

2. Extend Cognitive with Analytics.
   Ensure you can collect and curate the right data – structured and unstructured. The data you own, data from others and data available to all.
   IBM Analytics leads the way with data partnerships, such as Twitter and The Weather Company, and enables anyone engaging with data to ask questions, uncover patterns and pursue breakthrough ideas.

   Optimize cloud services for your industry, your data sets and cognitive APIs. The hybrid platform you build on must be able to integrate front-office data with core systems of record.
   IBM Cloud offers a robust, complete and secure hybrid cloud. And IBM Bluemix® is growing 10 times faster than the overall PaaS market, with more than 100 services in 99 countries.

   Evolve your IT infrastructure for cognitive workloads.
   IBM Systems – from software that integrates and manages APIs, to POWER® and mainframe servers, to flash and software-defined storage – are designed for the data and analytics required to deliver cognitive services. And IBM Global Technology Services® is starting to apply Watson to the way services are delivered.

   As cognition moves into every part of your business – and every part of the world – it is essential that every transaction, piece of data and interaction becomes secure. Your business, and your reputation, depend on it.
   With a team of 6,200 security professionals in 36 security centers worldwide, monitoring 133 countries and 20 billion events per day, IBM Security can act on threats before they become attacks.

When your business thinks, you can outthink.

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