

**BusinessConnect and SolutionsConnect**

It's time to make bold moves.

# The New Era of Cognitive Computing

Jason Leonard

Business Leader – Asia Pacific

May 2014

@jleonard\_IBM, jleonard@au1.ibm.com

**IBM Watson**



## Topics

The Cognitive Era of Computing

Transforming Business with IBM Watson

Developing Your Cognitive Strategy

# The new era of cognitive computing will transform our future

**Tabulating Systems Era**



**Programmable Systems Era**



**Cognitive Systems Era**

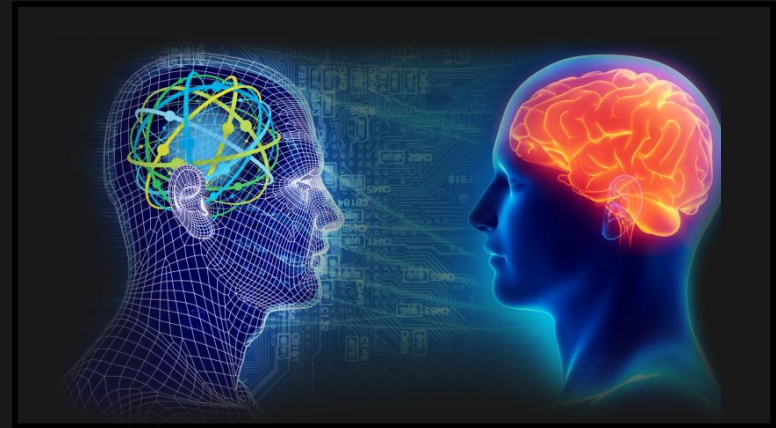


# Cognitive systems expand the problems we can address



## Programmatic Systems

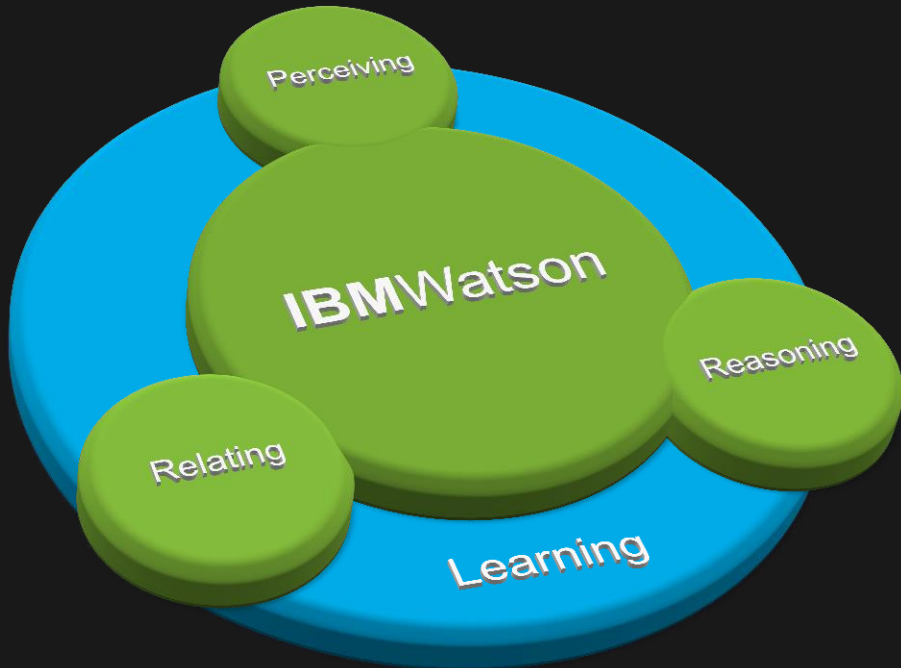
- Leverage traditional data sources
- Follow pre-defined rules (programs)
- Provide the same output to all users



## Cognitive Systems

- Are taught, not programmed.
- Learn and improve based on experience
- Interpret sensory and non-traditional data
- Relate to each of us as individuals
- Allow us to expand and scale our own thinking

# Watson: A cognitive learning system that enhances our abilities to perceive, reason and relate



## **Perceiving:**

Watson understands the world as we do: it interprets sensory input beyond traditional data

## **Reasoning:**

Watson thinks through complex problems: it deepens our analysis and inspires creativity

## **Relating:**

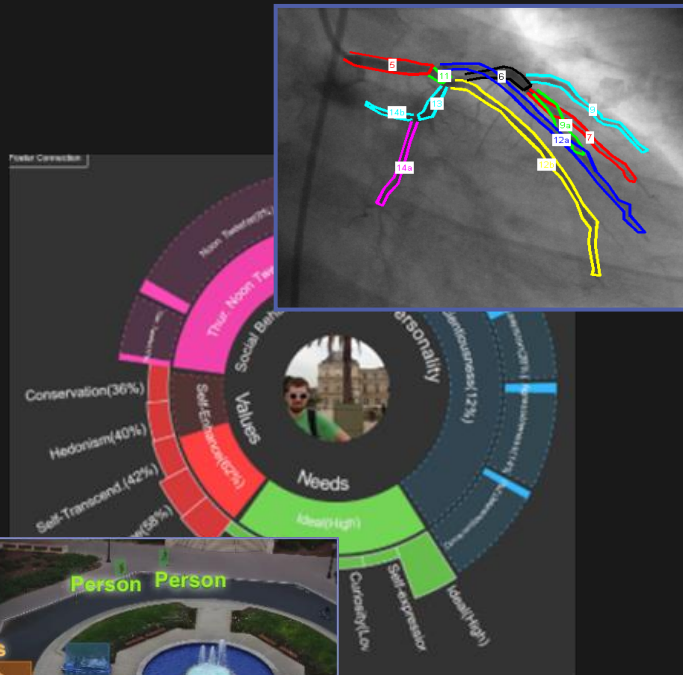
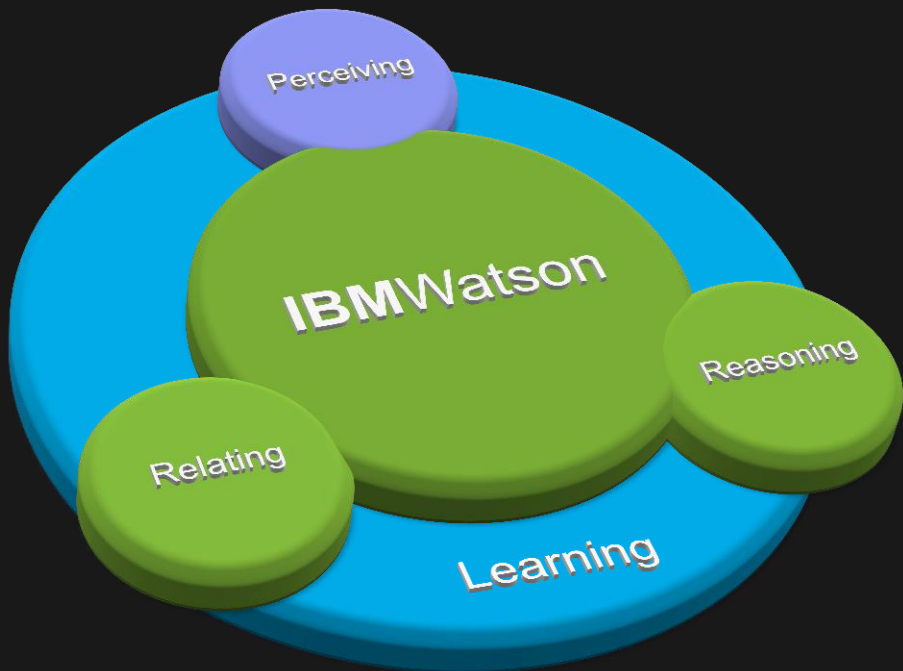
Watson understands how we communicate, and personalizes its interactions with each of us

## **Learning:**

Watson learns from every interaction, scaling our ability to build experience

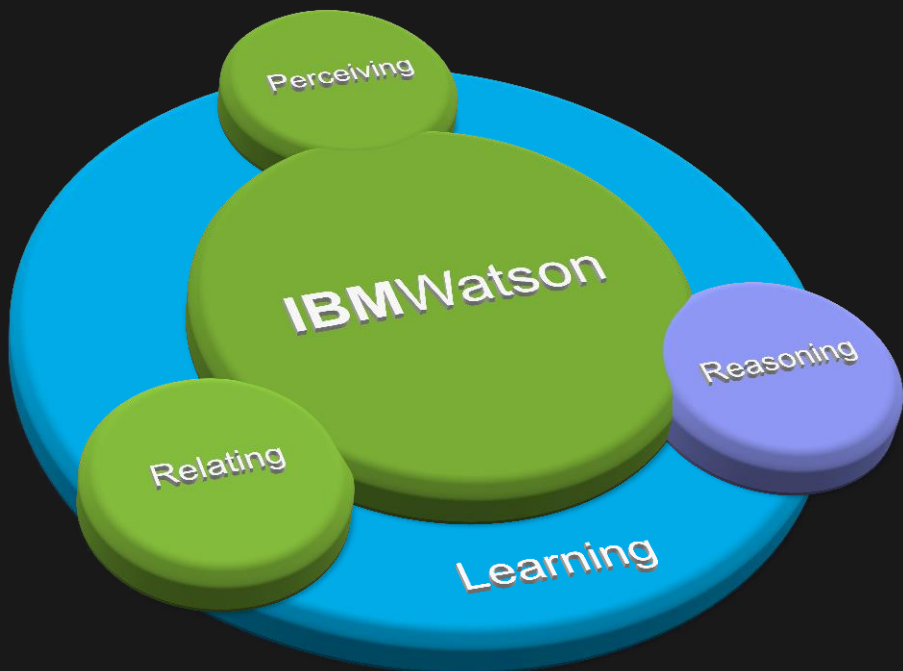
# Cognitive computing – Perceiving

*Watson understands the world as we do*



# Cognitive computing – Reasoning

*Simplifies complex thinking and inspires creativity*



**IBM WATSON**

Scenario: "The radiological examination shows radiolucent tumor with thickened cortex. There are spotty calcifications."

Solution: "The adjacent cortex is thickened and eroded and tumor has extended into the soft tissue."

Statistics: "The adjacent cortex is thickened and eroded and tumor has extended into the soft tissue."

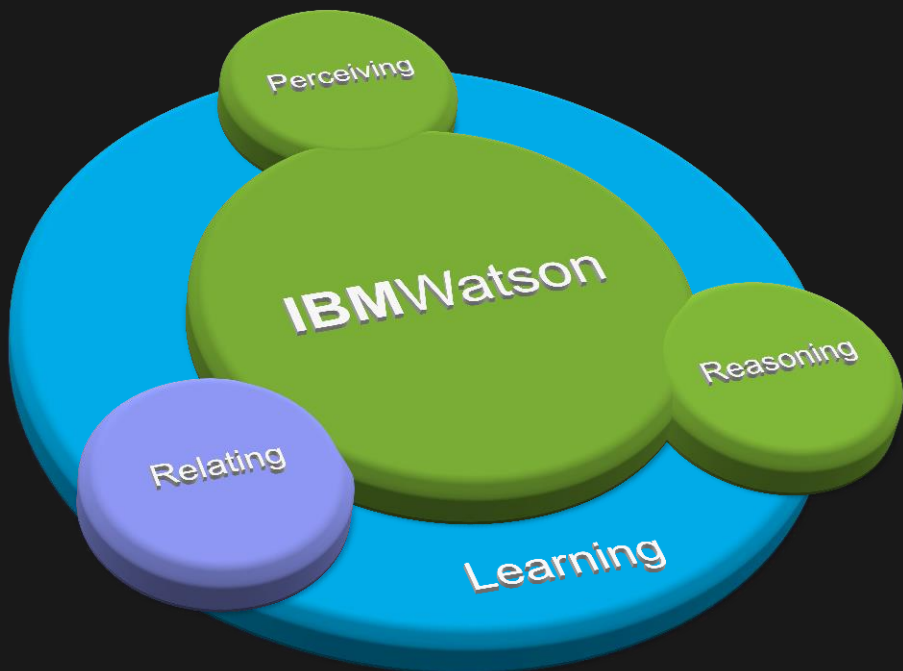
Network diagram labels: *sox9*, *smad4*, *icr711*, *arid1a*, *kras*, *placa*

Medical terms: Enchondroma, Periosteal reaction, Chondrosarcoma, Osteogenic sarcoma, Giant cell tumor of bone, Synovial sarcoma



# Cognitive computing – Relating

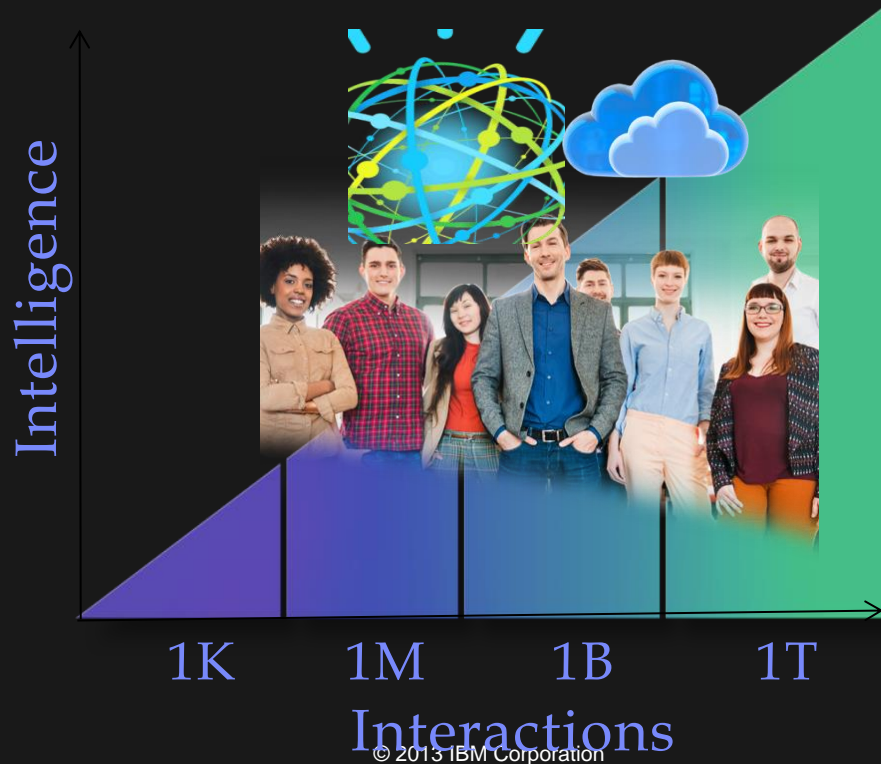
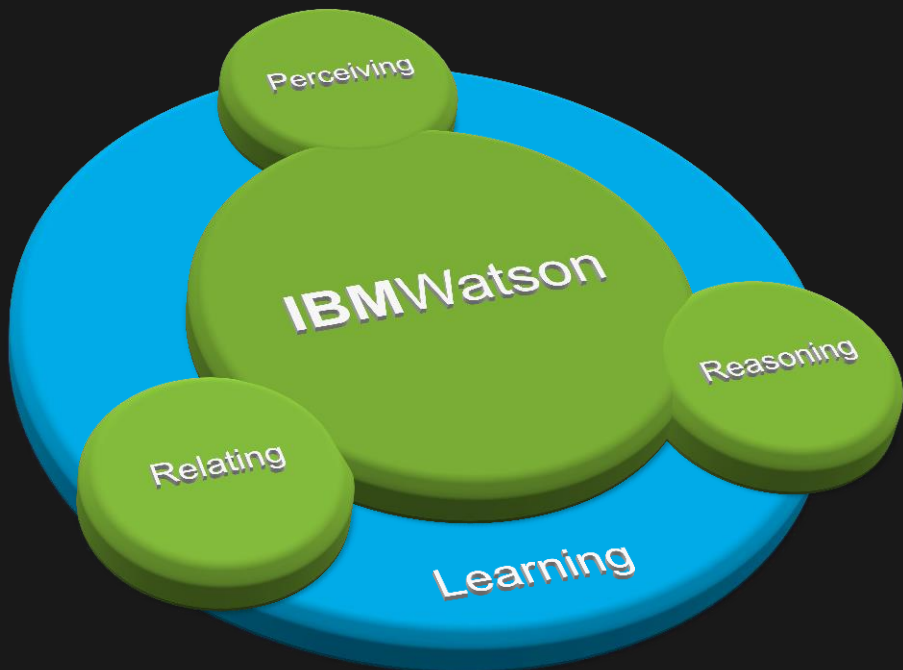
*Adapting and personalizing interactions to each individual*





# Cognitive computing – Learning

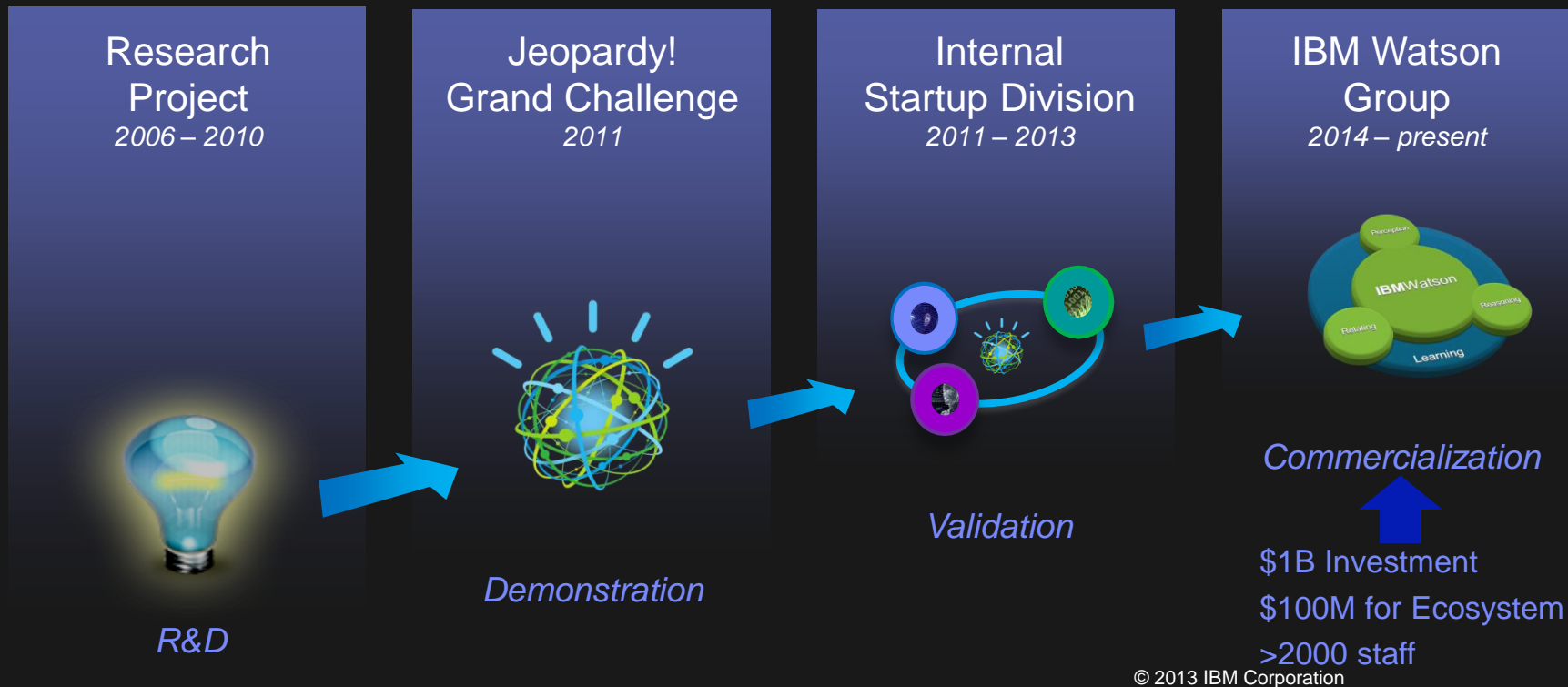
*Continuously improving insight with experience*



# Cognitive Computing will continue to advance and evolve

	Today		Tomorrow		Future
Perceiving	Language	→	Personality	→	Current Attitude
Reasoning	Synthesis	→	Inferences	→	Conjecture and Debate
Relating	Questions & Answers	→	Personalized Dialog	→	Empathizing & Humor
Learning	Direct Feedback	→	Implied Feedback	→	Conceptual Application

# Watson has graduated from a startup to a full business



## Topics

The Cognitive Era of Computing

Transforming Business with IBM Watson

Developing Your Cognitive Strategy

# Transforming Cancer Care

## Our initial focus for Watson was in Healthcare

### Opportunity:

Meaningful test case to see if Watson can be applied to real problems

### Language:

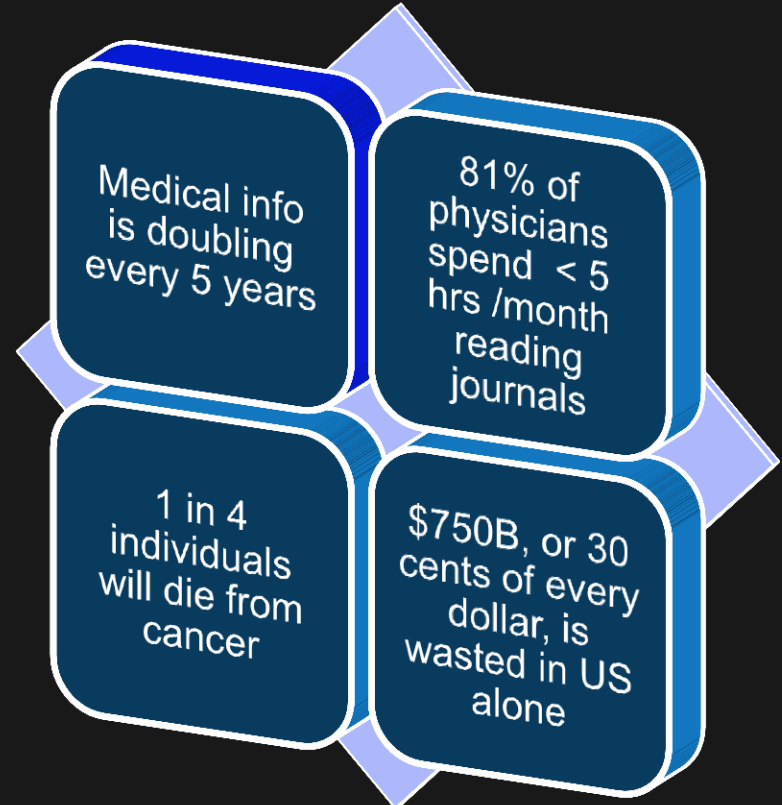
Medical language is highly specialized and new content is produced regularly

### Complexity:

Patient cases are extremely complex often requiring 25 page long questions

### Potential:

Put the right information at a physician's fingertips to help them make better decisions



# Watson can read & understand these medical records in seconds



# The Watson Oncology solution is helping physicians



## **Cancer Treatment Focus:**

Watson helps physicians evaluate treatment options for patients using expertise & evidence

## **Trained with Experts:**

Initial work with expert oncology sub-specialists at Memorial Sloan Kettering Cancer Center

## **Fueled by Information:**

Watson reads through 5M pages of medical literature to evaluate each case

*Initial projects with Healthcare Providers underway*



# Watson Oncology help physicians transform patient care

## Quality & Consistency of Care

Promote adoption of evidence based practices

## Clinical Efficiency

Rapidly identify best treatments with evidence based reasoning

## Optimize clinical trial matching

System identifies clinical trials available for patient case

## Physician-patient engagement

Use dialog to personalize treatment selection

# Transforming Customer Engagement

# Customer expectations are challenging traditional service



## **Mobile:**

Customers demand great experiences on their mobile devices across their relationship with you

## **Personal:**

Customers expect you to know them across channels and personalize your interaction

## **Effectiveness:**

Response rate on online ads has significant opportunity for improvement

## **Costs:**

Organizations spend over \$300B annually on contact center labor

# Watson enables transformational customer engagement improving the customer experience and business value

**1**

**Customers:** *Watson reads information to net it out for customers on mobile screens*

**2**

**Customization:** *Watson can understand psychographics & personalize communication*

**3**

**Action:** *Watson integrates to processes to enable action*

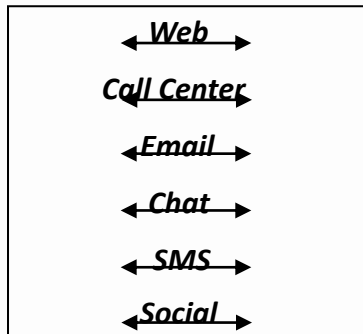
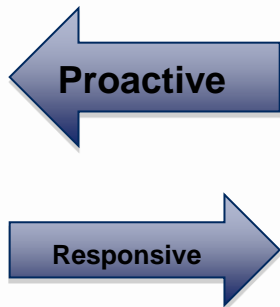
**Customers**

**Direction**

**Contact Channels**

**Customer Care**

**Agents**



**6**

**Value:** *Watson surfaces offers in discussion, increasing visibility*

**5**

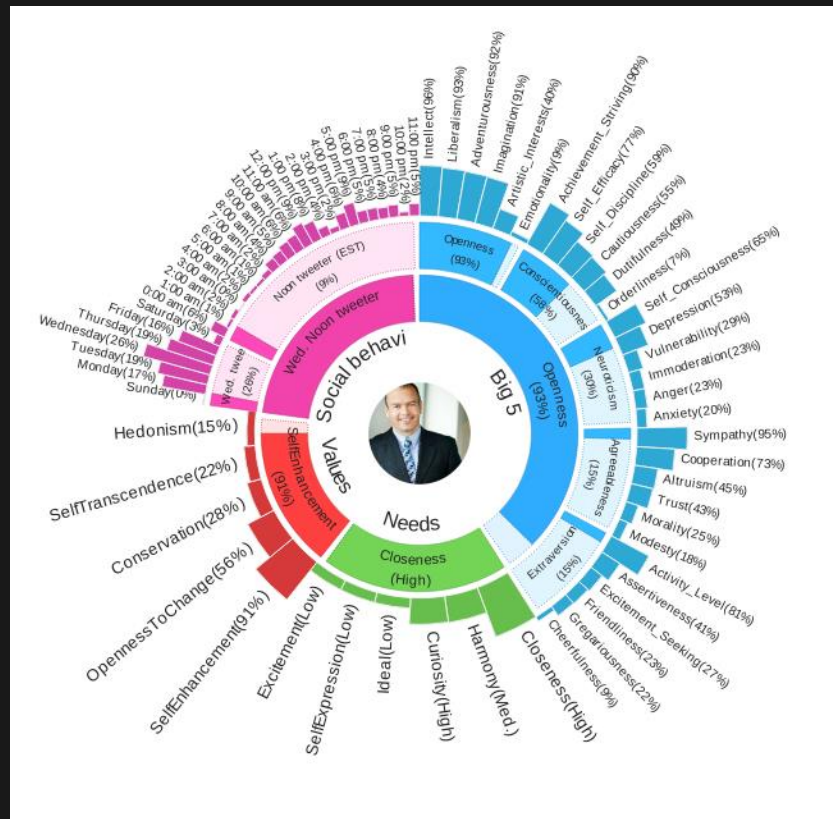
**Insights:** *Watson captures interactions over time for identification of new insights*

**4**

**Agents:** *Watson helps New agents become productive quickly*

# Connect and engage with customers in a hyper-personalized way

Loyalty Status	Gold
Location	Sydney
Interests	Sport, ...
Spending (2013)	\$2346.65
Openness	HIGH
Extraversion	HIGH
Ideals	HIGH
Curiosity	MEDIUM
Social genome	...





WHAT KIND OF TRIP DO YOU WANT TO TAKE?

**RECENTLY ASKED**

I want a romantic spa vacation with my husband in February.

I want to have a unique cultural experience.

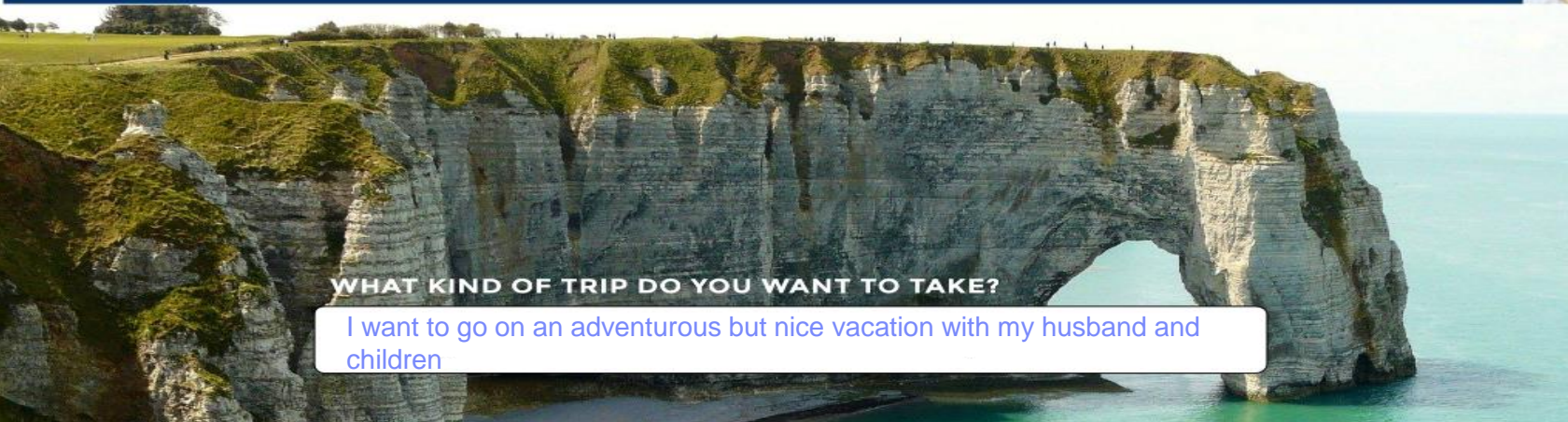
I want to go someplace dangerous but not deadly.

I want to experience an outdoor adventure.

I want to go antique shopping with my mom and grandma.

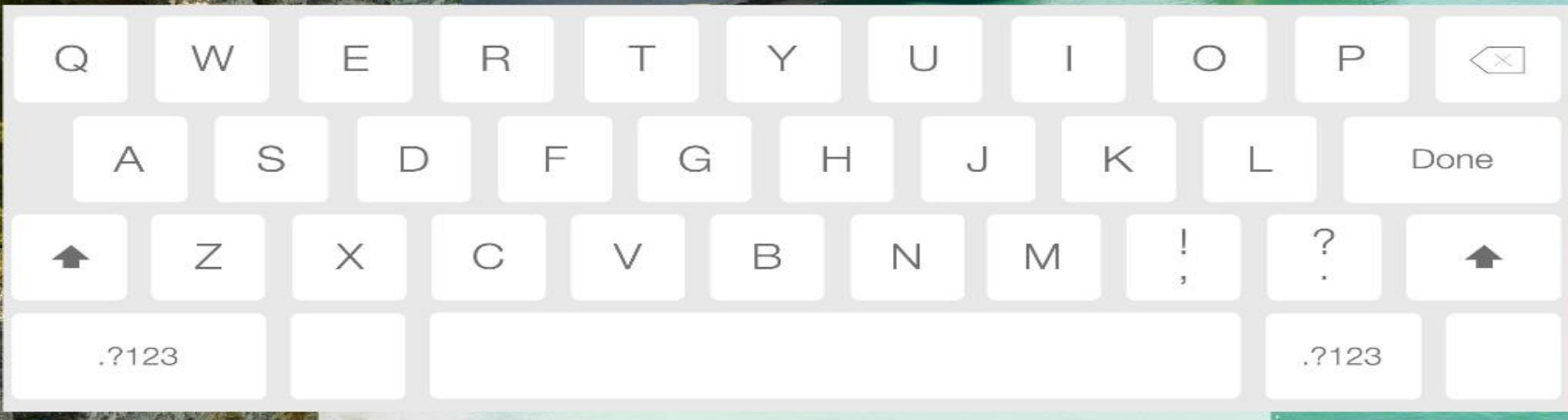
I want to take my children to Europe.

I want to go on a culinary adventure.



WHAT KIND OF TRIP DO YOU WANT TO TAKE?

I want to go on an adventurous but nice vacation with my husband and children





## Ask Watson

**YOU**

I want to go on an adventurous but nice vacation with my husband and children.

**WATSON**

Your family likes beaches and international travel. Is this the kind of trip you're looking for?

 Yes No





## Ask Watson

**YOU**

I want to go on an adventurous but nice vacation with my husband and children.

**WATSON**

Your family likes beaches and international travel. Is this the kind of trip you're looking for?



Yes

No





**YOU**

I want to go on an adventurous but nice vacation with my husband and children.

**WATSON**

Your family likes beaches and international travel. Is this what you're looking for?

**YOU**

Yes.

**WATSON**

Bali, Ibiza, and Tamarindo are the recommended destinations for you and your family. If you think of anything else you want on your vacation, enter it below to update your recommendations!



97% confidence



## Bali

INDONESIA

### POPULAR ACTIVITIES

- Snorkeling
- Scuba Diving
- Parasailing

### FRIENDS WHO HAVE BEEN THERE



FLIGHT + HOTEL  
from **\$1280**

**BOOK NOW >**

### WHY THIS PLACE IS RIGHT FOR YOU

"Bali homes great child-friendly resorts that offer all-inclusive activities for kids so you and your hubby can lay on the beach or swim in the clear blue water."

- *Wikitravel*



"The azure seas of the Indian Ocean that frame the island provide the coral reefs and world-famous waves sought by professional divers and hardened surfers alike."

- *Diver's Guide*

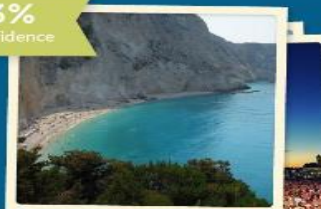


### ABOUT BALI

The mere mention of Bali evokes thoughts of a paradise. It's more than a place; it's a mood, an aspiration, a tropical state of mind. Its rich culture plays out at all levels of life, from the exquisite flower-petal offerings placed everywhere to the processions of joyfully garbed locals, shutting down major roads as they march to one of the myriad temple ceremonies, to the otherworldly traditional music and dance performed island-wide.



93% confidence



## Ibiza

SPAIN

### POPULAR ACTIVITIES

- Scuba Diving
- Visiting local markets
- Boat charters

### FRIENDS WHO HAVE BEEN THERE



FLIGHT + HOTEL  
from **\$1190**

**BOOK NOW >**



you  
Yes.

97%  
confidence



# Bali

INDONESIA

FLIGHT + HOTEL  
from **\$1280**  
**BOOK NOW >**

### POPULAR ACTIVITIES

- Snorkeling
- Scuba Diving
- Parasailing

### FRIENDS WHO HAVE BEEN THERE



**WATSON**  
Bali, Ibiza, and Tamarindo are the recommended destinations for you and your family. If you think of anything else you want on your vacation, enter it below to update your recommendations!

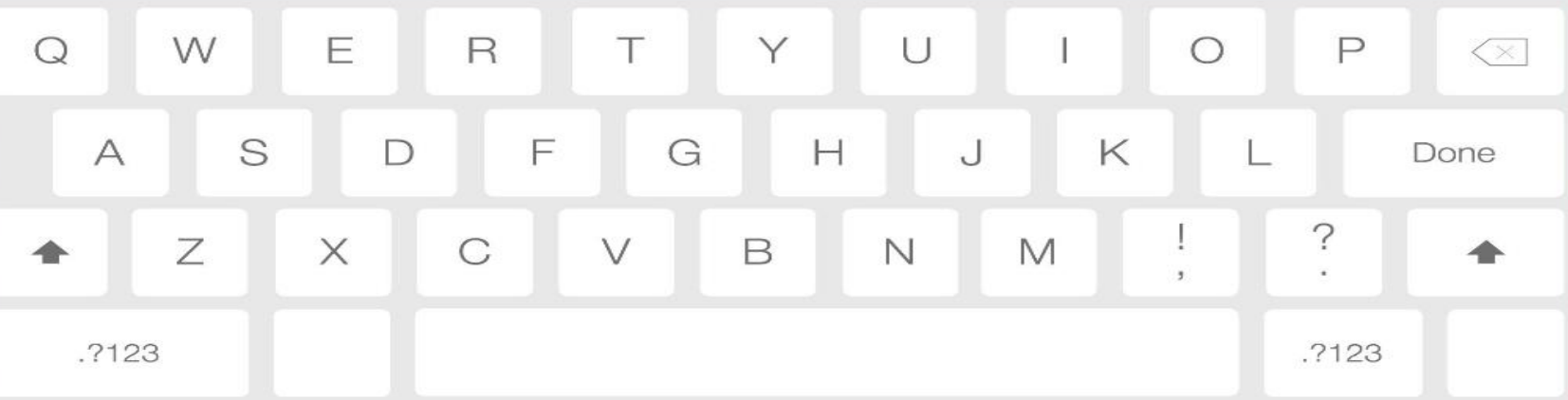
### WHY THIS PLACE IS RIGHT FOR YOU

"Bali homes great child-friendly resorts that offer all-  
inclusive activities, facilities, and services."

### ABOUT BALI

The mere mention of Bali evokes  
the spirit of adventure."

We love the beach but we also want some adventure time on dry land.





**YOU**  
Yes.

**WATSON**

Bali, Ibiza, and Tamarindo are the recommended destinations for you and your family. If you think of anything else you want on your vacation, enter it below to update your recommendations!

**YOU**

We love the beach, but we also want some adventure time on dry land.

**WATSON**

Sure. Punta Cana, Cabo San Lucas, and Hanalei Bay are destinations you'll love if you want dry land adventure too.



95%  
confidence



## Punta Cana

DOMINICAN REPUBLIC

FLIGHT + HOTEL  
from **\$980**

**BOOK NOW >**

**POPULAR ACTIVITIES**

- Zip-Lining
- Scuba Diving
- Jungle Safari

**FRIENDS WHO HAVE BEEN THERE**



**WHY THIS PLACE IS RIGHT FOR YOU**

"Activities abound, not only scuba diving but snorkeling, windsurfing, kayaking, water biking, sailing, beach volleyball or soccer, even water polo, along with aqua aerobics and tons of children's activities." - *Frommer's*



"There are plenty of guided tours — safaris to sugar cane plantations; excursions to the capital, Santo Domingo; catamaran rides to offshore islands, and whale-watching trips in Samana Bay during the mating season." - *REI Travel*



**ABOUT**

It wouldn't be out of line to equate the eastern coast of the Dominican Republic as a sort of sea and sun Disneyland — after all, it is here where the megalomaniacal all-inclusive resorts snatch up broad swaths of cinematic beaches faster than the real estate agents can get the sun-soaked sands on the market. Its beaches rival those anywhere else in the Caribbean, both in terms of their soft, white texture and their warm aquamarine waters.



91%  
confidence



## Cabo San Lucas

MEXICO

FLIGHT + HOTEL  
from **\$820**

**BOOK NOW >**

**POPULAR ACTIVITIES**

- Fishing
- Whale watching
- Snorkeling

**FRIENDS WHO HAVE BEEN THERE**





**YOU**  
Yes.

**WATSON**

Bali, Ibiza, and Tamarindo are the recommended destinations for you and your family. If you think of anything else you want on your vacation, enter it below to update your recommendations!

**YOU**

We love the beach, but we also want some adventure time on dry land.

**WATSON**

Sure. Punta Cana, Cabo San Lucas, and Hanalei Bay are destinations you'll love if you want dry land adventure too.

95%  
confidence



## Punta Cana

DOMINICAN REPUBLIC

FLIGHT + HOTEL  
from **\$980**

[BOOK NOW >](#)

**POPULAR ACTIVITIES**

- Zip-Lining
- Scuba Diving
- Jungle Safari

**FRIENDS WHO HAVE BEEN THERE****WHY THIS PLACE IS RIGHT FOR YOU**

"Activities abound, not only scuba diving but snorkeling, windsurfing, kayaking, water biking, sailing, beach volleyball or soccer, even water polo, along with aqua aerobics and tons of children's activities." - *Frommer's*



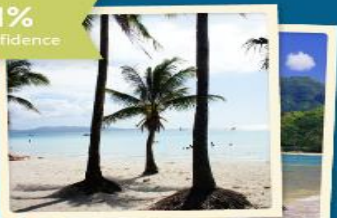
"There are plenty of guided tours — safaris to sugar cane plantations; excursions to the capital, Santo Domingo; catamaran rides to offshore islands, and whale-watching trips in Samana Bay during the mating season." - *REI Travel*

**ABOUT**

It wouldn't be out of line to equate the eastern coast of the Dominican Republic as a sort of sea and sun Disneyland — after all, it is here where the megalomaniacal all-inclusive resorts snatch up broad swaths of cinematic beaches faster than the real estate agents can get the sun-soaked sands on the market. Its beaches rival those anywhere else in the Caribbean, both in terms of their soft, white texture and their warm aquamarine waters.



91%  
confidence



## Cabo San Lucas

MEXICO

FLIGHT + HOTEL  
from **\$820**

[BOOK NOW >](#)

**POPULAR ACTIVITIES**

- Fishing
- Whale watching
- Snorkeling

**FRIENDS WHO HAVE BEEN THERE**



YOU  
Yes.

#### WATSON

Bali, Ibiza, and Tamarindo are the recommended destinations for you and your family. If you think of anything else you want on your vacation, enter it below to update your recommendations!

YOU

We love the beach, but we also want some adventure time on dry land.

#### WATSON

Sure. Punta Cana, Cabo San Lucas, and Hanalei Bay are destinations you'll love if you want dry land adventure too.

## SOURCE: FROMMER'S - ACTIVE PURSUITS IN PUNTA CANA

<http://frommers.info/destinations/punta-cana/725833>

### Active Pursuits

One of the Caribbean's great beaches stretches along the so-called Costa del Coco, or Coconut Coast, covering more than 32km (20 miles) of brilliant white sand -- so there's room for everyone. Flanked by the all-inclusives, the major beaches here include Playa Macao, Playa Cortecito, Playa Bávaro, Playa Punta Cana, and Playa Punta Juanillo. The upmarket all-inclusives have staked out the best beachfront properties, so everything is done for you here, including unlimited access to food and drinks and watersports concessions at each hotel. For facilities, bars, and restaurants, you can use the hotel at which you are a guest.

Activities abound, not only scuba diving but snorkeling, windsurfing, kayaking, water biking, sailing, beach volleyball or soccer, even water polo, along with aqua aerobics and tons of children's activities. Despite the visual beauty of the sands and the swaying palms, there isn't any particularly fabulous snorkeling at Punta Cana. There aren't enough offshore reefs nearby -- the kinds that shelter rich deposits of marine life -- so if you happen to sign up for a snorkeling or scuba adventure at Punta Cana, chances are high that you'll be escorted to any of several offshore wrecks whose rusting hulks provide the shelter that underwater critters crave.

The beaches at Punta Cana are wide, they're gorgeous, and it's safe to swim offshore throughout the year. An improvised series of barricades runs parallel to some stretches of the coastal road, prohibiting access to the various beaches fronting the hotels. Entrances guarded by security forces prevent nonguests from entering, since once inside you're entitled to unlimited food and drink. We noted that fewer and fewer of the all-inclusives are selling day passes or evening passes to nonresidents. The policy seems to be viewed with increasing disfavor. When such day passes are available, they can cost anywhere from US\$40 to US\$75 per person, and are strictly defined as day passes (allowing access from around 9am to around 6pm) and night passes (from around 6pm till around 1am). The idea, frankly, never caught on, and we estimate that only around 25% of the resorts now offer them. Even then, it's complicated and sometimes unpleasant to talk your way past the security guards at the entrance, even if you're willing to pay.

### How to Spend a Day Outside the All-Inclusive Hotels

The answer for the adventurous would involve a trek to the center of Cortecito Village, where you



**YOU**  
Yes.

**WATSON**

Bali, Ibiza, and Tamarindo are the recommended destinations for you and your family. If you think of anything else you want on your vacation, enter it below to update your recommendations!

**YOU**

We love the beach, but we also want some adventure time on dry land.

**WATSON**

Sure. Punta Cana, Cabo San Lucas, and Hanalei Bay are destinations you'll love if you want dry land adventure too.

95%  
confidence



## Punta Cana

DOMINICAN REPUBLIC

FLIGHT + HOTEL  
from **\$980**

**BOOK NOW >**

**POPULAR ACTIVITIES**

- Zip-Lining
- Scuba Diving
- Jungle Safari

**FRIENDS WHO HAVE BEEN THERE****WHY THIS PLACE IS RIGHT FOR YOU**

"Activities abound, not only scuba diving but snorkeling, windsurfing, kayaking, water biking, sailing, beach volleyball or soccer, even water polo, along with aqua aerobics and tons of children's activities." - *Frommer's*



"There are plenty of guided tours — safaris to sugar cane plantations; excursions to the capital, Santo Domingo; catamaran rides to offshore islands, and whale-watching trips in Samana Bay during the mating season." - *REI Travel*

**ABOUT**

It wouldn't be out of line to equate the eastern coast of the Dominican Republic as a sort of sea and sun Disneyland — after all, it is here where the megalomaniacal all-inclusive resorts snatch up broad swaths of cinematic beaches faster than the real estate agents can get the sun-soaked sands on the market. Its beaches rival those anywhere else in the Caribbean, both in terms of their soft, white texture and their warm aquamarine waters.



91%  
confidence



## Cabo San Lucas

MEXICO

FLIGHT + HOTEL  
from **\$820**

**BOOK NOW >**

**POPULAR ACTIVITIES**

- Fishing
- Whale watching
- Snorkeling

**FRIENDS WHO HAVE BEEN THERE**



**YOU**  
Yes.

**WATSON**

Bali, Ibiza, and Tamarindo are the recommended destinations for you and your family. If you think of anything else you want on your vacation, enter it below to update your recommendations!

**YOU**

We love the beach, but we also want some adventure time on dry land.

**WATSON**

Sure. Punta Cana, Cabo San Lucas, and Hanalei Bay are destinations you'll love if you want dry land adventure too.

95%  
confidence



## Punta Cana

DOMINICAN REPUBLIC

FLIGHT + HOTEL  
from **\$980**

[BOOK NOW >](#)

**POPULAR ACTIVITIES**

- Zip-Lining
- Scuba Diving
- Jungle Safari

**FRIENDS WHO HAVE BEEN THERE****WHY THIS PLACE IS RIGHT FOR YOU**

"Activities abound, not only scuba diving but snorkeling, windsurfing, kayaking, water biking, sailing, beach volleyball or soccer, even water polo, along with aqua aerobics and tons of children's activities." - *Frommer's*



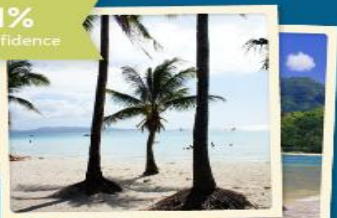
"There are plenty of guided tours — safaris to sugar cane plantations; excursions to the capital, Santo Domingo; catamaran rides to offshore islands, and whale-watching trips in Samana Bay during the mating season." - *REI Travel*

**ABOUT**

It wouldn't be out of line to equate the eastern coast of the Dominican Republic as a sort of sea and sun Disneyland — after all, it is here where the megalomaniacal all-inclusive resorts snatch up broad swaths of cinematic beaches faster than the real estate agents can get the sun-soaked sands on the market. Its beaches rival those anywhere else in the Caribbean, both in terms of their soft, white texture and their warm aquamarine waters.



91%  
confidence



## Cabo San Lucas

MEXICO

FLIGHT + HOTEL  
from **\$820**

[BOOK NOW >](#)

**POPULAR ACTIVITIES**

- Fishing
- Whale watching
- Snorkeling

**FRIENDS WHO HAVE BEEN THERE**





### 1. SELECT YOUR DATES

MAY  
2014

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				*1 \$1786	2 \$1889	3 \$2041
4 \$1562	*5 \$1205	*6 \$1140	*7 \$1140	*8 \$1140	9 \$1418	10 \$1489
11 \$1373	12 \$1205	13 \$1140	14 \$1140	15 \$1140	16 \$1140	17 \$1879
18 \$1409	19 \$1205	20 \$1140	21 \$1140	22 \$1140	23 \$1618	24 \$1089
25 \$1290	26 \$1505	27 \$1185	28 \$2003	29 \$1754	30 \$1459	31 \$1488

JUNE  
2014

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1 \$1173	2 \$1202	3 \$1085	4 \$1607	5 \$1764	6 \$1914	7 \$1488
8 \$1562	*9 \$1205	*10 \$1140	*11 \$1140	*12 \$1140	*13 \$1418	14 \$1489
15 \$1373	16 \$1505	17 \$1085	18 \$1607	19 \$1764	20 \$1914	21 \$1488

### BUILD YOUR ITINERARY



Punta Cana  
DOMINICAN REPUBLIC

1. Select your dates
2. Select your hotel
3. Select your flights
4. Review and purchase
5. Confirmation receipt





### 1. SELECT YOUR DATES

MAY  
2014

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				*1 \$1786	2 \$1889	3 \$2041
4 \$1562	*5 \$1205	*6 \$1140	*7 \$1140	*8 \$1140	9 \$1418	10 \$1489
11 \$1373	12 \$1205	13 \$1140	14 \$1140	15 \$1140	16 \$1140	17 \$1879
18 \$1373	19 \$1140	20 \$1140	21 \$1140	22 \$1140	23 \$1418	24 \$1489
25 \$1373	26 \$1505	27 \$1185	28 \$1607	29 \$1764	30 \$1914	31 \$1488

JUNE  
2014

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1 \$1373	2 \$1505	3 \$1410	4 \$1607	5 \$1650	6 \$1914	7 \$1488
8 \$1373	*9 \$1505	*10 \$1085	*11 \$1607	*12 \$1764	*13 \$1914	14 \$1488
15 \$1373	16 \$1505	17 \$1085	18 \$1607	19 \$1764	20 \$1914	21 \$1488

### BUILD YOUR ITINERARY



Punta Cana  
DOMINICAN REPUBLIC

1. Select your dates  
*Outbound date  
May 14, 2014*
2. Select your hotel
3. Select your flights
4. Review and purchase
5. Confirmation receipt





## 2. SELECT YOUR HOTEL

Hotels in your preferred network



### EL PATIO DE TITA

10.1 miles from the airport  
 Area: Bavaro Beach  
 Book online or call 1-800-222-0892  
 Includes: All-Inclusive

BOOK NOW

**\$1140**/person  
 5 days, 4 nights



### EUROPE VILLA CORTES

14.2 miles from the airport  
 Area: Bavaro Beach  
 Book online or call 1-800-222-0892  
 Includes: All-Inclusive, Free WiFi

BOOK NOW

**\$1560**/person  
 5 days, 4 nights



### REDLEVEL AT GRAN MELIA

24 miles from the airport  
 Area: El Macao  
 Book online or call 1-800-222-0892  
 Includes: All-Inclusive, Free WiFi

BOOK NOW

**\$1690**/person  
 5 days, 4 nights



### EL MACAO

25 miles from the airport  
 Area: El Macao  
 Book online or call 1-800-222-0892  
 Includes: All-Inclusive, Free WiFi

BOOK NOW

**\$1710**/person  
 5 days, 4 nights

## BUILD YOUR ITINERARY



Punta Cana  
 DOMINICAN REPUBLIC

1. **Select your dates**  
*Outbound date*  
 May 14, 2014  
*Return date*  
 May 19, 2014
2. **Select your hotel**
3. *Select your flights*
4. *Review and purchase*
5. *Confirmation receipt*





### 3. SELECT YOUR OUTBOUND FLIGHT

Flights in your preferred network

\$1140/person

**DELTA**

**JFK** 08:55AM  
**LRM** 12:50PM

Nonstop  
Total trip time: 3:55

\$1140/person

**DELTA**

**EWR** 07:45AM  
**PUJ** 11:50AM

Nonstop  
Total trip time: 4:05

\$1301/person

**DELTA**

**JFK** 07:45PM  
**PUJ** 02:25PM

1 stop (ATL)  
Total trip time: 6:40

Flights outside your preferred network

\$1187/person

**UNITED**

**LGA** 07:25AM  
**PUJ** 02:20PM

1 stop (MIA)  
Total trip time: 6:55

\$1242/person

**UNITED**

**EWR** 02:15PM  
**PUJ** 09:00PM

1 stop (MIA)  
Total trip time: 6:45

\$1339/person

**JETBLUE**

**JFK** 07:00AM  
**PUJ** 02:05PM

1 stop (SJU)  
Total trip time: 7:05

OR SEARCH FOR A DIFFERENT FLIGHT >

### BUILD YOUR ITINERARY



Punta Cana  
DOMINICAN REPUBLIC

- 1. Select your dates**  
*Outbound date*  
May 14, 2014  
*Return date*  
May 19, 2014
- 2. Select your hotel**  
*El Patio de Tita*
- 3. Select your flights**
- 4. Review and purchase*
- 5. Confirmation receipt*





### 3. SELECT YOUR OUTBOUND FLIGHT

#### SELECT RETURN FLIGHT >

Flights in your preferred network

\$1140/person

#### DELTA

**JFK** 08:55AM  
**LRM** 12:50PM

Nonstop  
Total trip time: 3:55

\$1140/person

#### DELTA

**EWR** 07:45AM  
**PUJ** 11:50AM

Nonstop  
Total trip time: 4:05

\$1301/person

#### DELTA

**JFK** 07:45PM  
**PUJ** 02:25PM

1 stop (ATL)  
Total trip time: 6:40

Flights outside your preferred network

\$1187/person

#### UNITED

**LGA** 07:25AM  
**PUJ** 02:20PM

1 stop (MIA)  
Total trip time: 6:55

\$1242/person

#### UNITED

**EWR** 02:15PM  
**PUJ** 09:00PM

1 stop (MIA)  
Total trip time: 6:45

\$1339/person

#### JETBLUE

**JFK** 07:00AM  
**PUJ** 02:05PM

1 stop (SJU)  
Total trip time: 7:05

OR SEARCH FOR A DIFFERENT FLIGHT >

### BUILD YOUR ITINERARY



Punta Cana  
DOMINICAN REPUBLIC

#### 1. Select your dates

*Outbound date*

*May 14, 2014*

*Return date*

*May 19, 2014*

#### 2. Select your hotel

*El Patio de Tita*

#### 3. Select your flights

*Delta 1283*

*EWR 07:45Am*

*PUJ 11:50A*

#### 4. Review and purchase

#### 5. Confirmation receipt





### 3. SELECT YOUR RETURN FLIGHT

Flights in your preferred network

\$1140/person	\$1180/person	\$1301/person
<b>DELTA</b> <b>PUJ</b> 01:05PM <b>EWR</b> 05:15PM Nonstop Total trip time: 4:10	<b>DELTA</b> <b>PUJ</b> 09:55AM <b>JFK</b> 01:00PM Nonstop Total trip time: 4:05	<b>DELTA</b> <b>PUJ</b> 07:50PM <b>JFK</b> 02:30PM 1 stop (ATL) Total trip time: 6:40

Flights outside your preferred network

\$1480/person	\$1726/person	\$1935/person
<b>UNITED</b> <b>LRM</b> 08:15AM <b>LGA</b> 03:20PM 1 stop (MIA) Total trip time: 6:45	<b>UNITED</b> <b>PUJ</b> 12:15PM <b>EWR</b> 07:00PM 1 stop (MIA) Total trip time: 6:45	<b>JETBLUE</b> <b>PUJ</b> 07:00AM <b>EWR</b> 02:05PM 1 stop (SJU) Total trip time: 7:05

### BUILD YOUR ITINERARY



Punta Cana  
DOMINICAN REPUBLIC

- 1. Select your dates**  
*Outbound date*  
 May 14, 2014  
*Return date*  
 May 19, 2014
- 2. Select your hotel**  
 El Patio de Tita
- 3. Select your flights**  
 Delta 1283  
 EWR 07:45Am  
 PUJ 11:50A
4. Review and purchase
5. Confirmation receipt





### 3. SELECT YOUR OUTBOUND FLIGHT

### SELECT RETURN FLIGHT >

Flights in your preferred network

\$1140/person	\$1140/person	\$1301/person
<b>DELTA</b> <b>JFK</b> 08:55AM <b>LRM</b> 12:50PM Nonstop Total trip time: 3:55	<b>DELTA</b> <b>EWR</b> 07:45AM <b>PUJ</b> 11:50AM Nonstop Total trip time: 4:05	<b>DELTA</b> <b>JFK</b> 07:45PM <b>PUJ</b> 02:25PM 1 stop (ATL) Total trip time: 6:40

Flights outside your preferred network

\$1187/person	\$1242/person	\$1339/person
<b>UNITED</b> <b>LGA</b> 07:25AM <b>PUJ</b> 02:20PM 1 stop (MIA) Total trip time: 6:55	<b>UNITED</b> <b>EWR</b> 02:15PM <b>PUJ</b> 09:00PM 1 stop (MIA) Total trip time: 6:45	<b>JETBLUE</b> <b>JFK</b> 07:00AM <b>PUJ</b> 02:05PM 1 stop (SJU) Total trip time: 7:05

OR SEARCH FOR A DIFFERENT FLIGHT >

### BUILD YOUR ITINERARY



Punta Cana  
DOMINICAN REPUBLIC

- 1. Select your dates**  
*Outbound date*  
 May 14, 2014  
*Return date*  
 May 19, 2014
- 2. Select your hotel**  
*El Patio de Tita*
- 3. Select your flights**  
*Delta 1283*  
*EWR 07:45Am*  
*PUJ 11:50A*
- 4. Review and purchase**
- 5. Confirmation receipt**





### 3. SELECT YOUR RETURN FLIGHT

Flights in your preferred network

\$1140/person	\$1180/person	\$1301/person
<b>DELTA</b> <b>PUJ</b> 01:05PM <b>EWR</b> 05:15PM Nonstop Total trip time: 4:10	<b>DELTA</b> <b>PUJ</b> 09:55AM <b>JFK</b> 01:00PM Nonstop Total trip time: 4:05	<b>DELTA</b> <b>PUJ</b> 07:50PM <b>JFK</b> 02:30PM 1 stop (ATL) Total trip time: 6:40

Flights outside your preferred network

\$1480/person	\$1726/person	\$1935/person
<b>UNITED</b> <b>LRM</b> 08:15AM <b>LGA</b> 03:20PM 1 stop (MIA) Total trip time: 6:45	<b>UNITED</b> <b>PUJ</b> 12:15PM <b>EWR</b> 07:00PM 1 stop (MIA) Total trip time: 6:45	<b>JETBLUE</b> <b>PUJ</b> 07:00AM <b>EWR</b> 02:05PM 1 stop (SJU) Total trip time: 7:05

### BUILD YOUR ITINERARY



Punta Cana  
DOMINICAN REPUBLIC

- 1. Select your dates**  
*Outbound date*  
 May 14, 2014  
*Return date*  
 May 19, 2014
- 2. Select your hotel**  
*El Patio de Tita*
- 3. Select your flights**  
*Delta 1283*  
**EWR** 07:45Am  
**PUJ** 11:50A
- 4. Review and purchase**
- 5. Confirmation receipt**







### 3. SELECT YOUR RETURN FLIGHT

[CONFIRM FLIGHTS >](#)

Flights in your preferred network

\$1140 / person	\$1180 / person	\$1301 / person
<p><b>DELTA</b></p> <p><b>PUJ</b> 01:05PM <b>EWR</b> 05:15PM</p> <p>Nonstop Total trip time: 4:10</p>	<p><b>DELTA</b></p> <p><b>PUJ</b> 09:55AM <b>JFK</b> 01:00PM</p> <p>Nonstop Total trip time: 4:05</p>	<p><b>DELTA</b></p> <p><b>PUJ</b> 07:50PM <b>JFK</b> 02:30PM</p> <p>1 stop (ATL) Total trip time: 6:40</p>

Flights outside your preferred network

\$1480 / person	\$1726 / person	\$1935 / person
<p><b>UNITED</b></p> <p><b>LRM</b> 08:15AM <b>LGA</b> 03:20PM</p> <p>1 stop (MIA) Total trip time: 6:45</p>	<p><b>UNITED</b></p> <p><b>PUJ</b> 12:15PM <b>EWR</b> 07:00PM</p> <p>1 stop (MIA) Total trip time: 6:45</p>	<p><b>JETBLUE</b></p> <p><b>PUJ</b> 07:00AM <b>EWR</b> 02:05PM</p> <p>1 stop (SJU) Total trip time: 7:05</p>

### BUILD YOUR ITINERARY



Punta Cana  
DOMINICAN REPUBLIC

- **1. Select your dates**  
*Outbound date*  
 May 14, 2014  
*Return date*  
 May 19, 2014
- **2. Select your hotel**  
*El Patio de Tita*
- **3. Select your flights**  
*Delta 1283*  
*EWR* 07:45Am  
*PUJ* 11:50A  
*Delta 1284*  
*PUJ* 01:05pm  
*EWR* 05:15pm
- **4. Review and purchase**
- **5. Confirmation receipt**





Dear headhunter, you have

TRAVELERS UNITED Powered by IBM WATSON.

Welcome back, Emma!



# Ask Watson

What do you want to know?





# Ask Watson

What is the local currency?





# Ask Watson

EMMA

What is the local currency?





# Ask Watson

**EMMA**

What is the local currency?

**WATSON**

The local currency is the Dominican Peso. Its value fluctuates between 30-40 pesos per US dollar and 48-53 pesos per Euro. Although any currency can be changed into pesos, it should be noted that in some situations it may be difficult to exchange pesos back into your original currency. We recommend exchanging only small amounts of money at a time to avoid any inconveniences.



What do you want to know?





# Ask Watson

**EMMA**

What is the local currency?

**WATSON**

The local currency is the Dominican Peso. Its value fluctuates between 30-40 pesos per US dollar and 48-53 pesos per Euro. Although any currency can be changed into pesos, it should be noted that in some situations it may be



What is the peak season?





## Ask Watson

**EMMA**

What is the local currency?

**WATSON**

The local currency is the Dominican Peso. Its value fluctuates between 30-40 pesos per US dollar and 48-53 pesos per Euro. Although any currency can be changed into pesos, it should be noted that in some situations it may be difficult to exchange pesos back into your original currency. We recommend exchanging only small amounts of money at a time to avoid any inconveniences.



**EMMA**

When is the peak season?



What do you want to know?





## Ask Watson

**EMMA**

What is the local currency?

**WATSON**

The local currency is the Dominican Peso. Its value fluctuates between 30-40 pesos per US dollar and 48-53 pesos per Euro. Although any currency can be changed into pesos, it should be noted that in some situations it may be difficult to exchange pesos back into your original currency. We recommend exchanging only small amounts of money at a time to avoid any inconveniences.



**EMMA**

When is the peak season?

**WATSON**

Peak Season: Peak season in Punta Cana tends to run from December to April.



What do you want to know?





# Customer engagement transformation drives business value

## Share of Wallet

Increasing interaction drives new opportunities

## Loyalty

Building relationships reduces attrition

## Advocacy

Engaging socially-connected customers grows word of mouth

## Cost Savings

Reduced costs on call center staffing and training time

# Transforming Discovery & Innovation

## Research & Innovation is focused on identifying great ideas and bringing them to market quickly

**.01%**

of Pharma therapies  
are successful  
enough to reach  
Go-to-Market stage

**\$30B**

is spent on Research in  
Life Sciences,  
Financial Services,  
and Government annually

**...increasing probability of success and accelerating  
time to market can pay significant dividends**

# Watson can Transform Discovery & Innovation across industries

Government & Education

Healthcare &  
Life Sciences

Financial  
Markets



University Researches can explore & investigate new ideas accelerating commercialization

Researchers investigate new areas, accelerating time to market and doubling yield

Financial advisors and analysts instantly take advantage of every new piece of information

## Watson can help inspire new ideas *Vietnamese Apple Kebab?*

“Rather than a crutch that removes the chef’s decision-making process from the equation, this technology pushes chefs outside of their familiar comfort zones to consider new ideas and techniques toward deliciousness.”

– *Chef Michael Laiskonis, Institute of Culinary Education*



# Discovery & Innovation transformation drives business value

## Probability of Success

Increasing ability to identify high potential ideas

## Time to Market

Accelerating execution throughout the research process

## Research Efficiency

Increasing value across teams by sharing insights quickly

## Topics

The Cognitive Era of Computing

Transforming Business with IBM Watson

Developing Your Cognitive Strategy

# Our Cognitive Strategy engagements helps create a customized roadmap, implementation plan and sample system

## Cognitive Strategy Workstreams

1. User Scenario & User Experience

2. Value & Roadmap

3. Business Requirements

4. Content Assessment

5. Implementation Planning

6. Project Management

The first two weeks of the engagement focus on selecting the target use case

Stakeholder briefing and methodology overview



Collaborative use case candidate development

Use case evaluation for Steering Team feedback



Final use case selection by Steering Team for delivery plan development



# BusinessConnect and SolutionsConnect

It's time to make bold moves.

## Thank You

Jason Leonard

Business Leader – Asia Pacific

May 2014

@jleonard\_IBM, jleonard@au1.ibm.com

**IBM Watson**

