

# Transformation For Growth

2014 Consultants &  
System Integrators Interchange

Compete in  
the Era of  
**SMART.**

## An Introduction to Watson

Sandesh Bhat

VP, India Software Labs



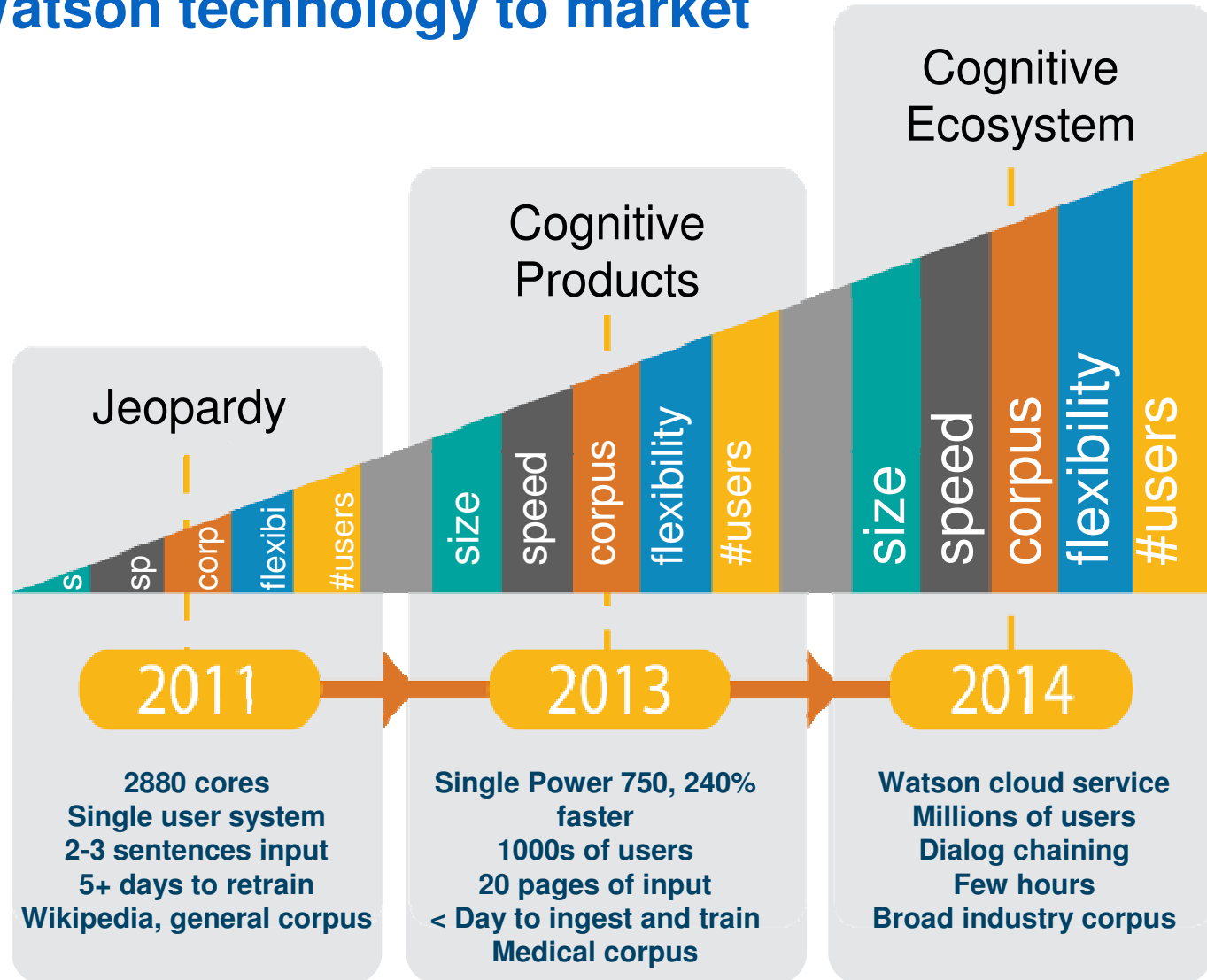
**IBM**

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## Bringing Watson technology to market



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## Watson is ushering in a new era of computing

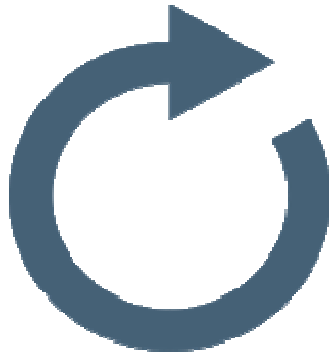
**1900s**  
Tabulating  
Systems Era

**1950s**  
Programmable  
Systems Era

**2010s**  
Cognitive  
Systems Era



## Bringing Watson to market



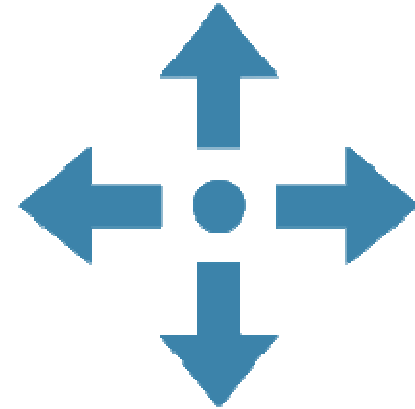
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Transforming  
industries and  
professions.



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Advancing cognitive  
computing across the  
enterprise.



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Delivering the  
cognitive experience  
to the masses.



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



### Perception

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



## Reasoning (Q&A API)

Watson understands me.

Watson engages me.

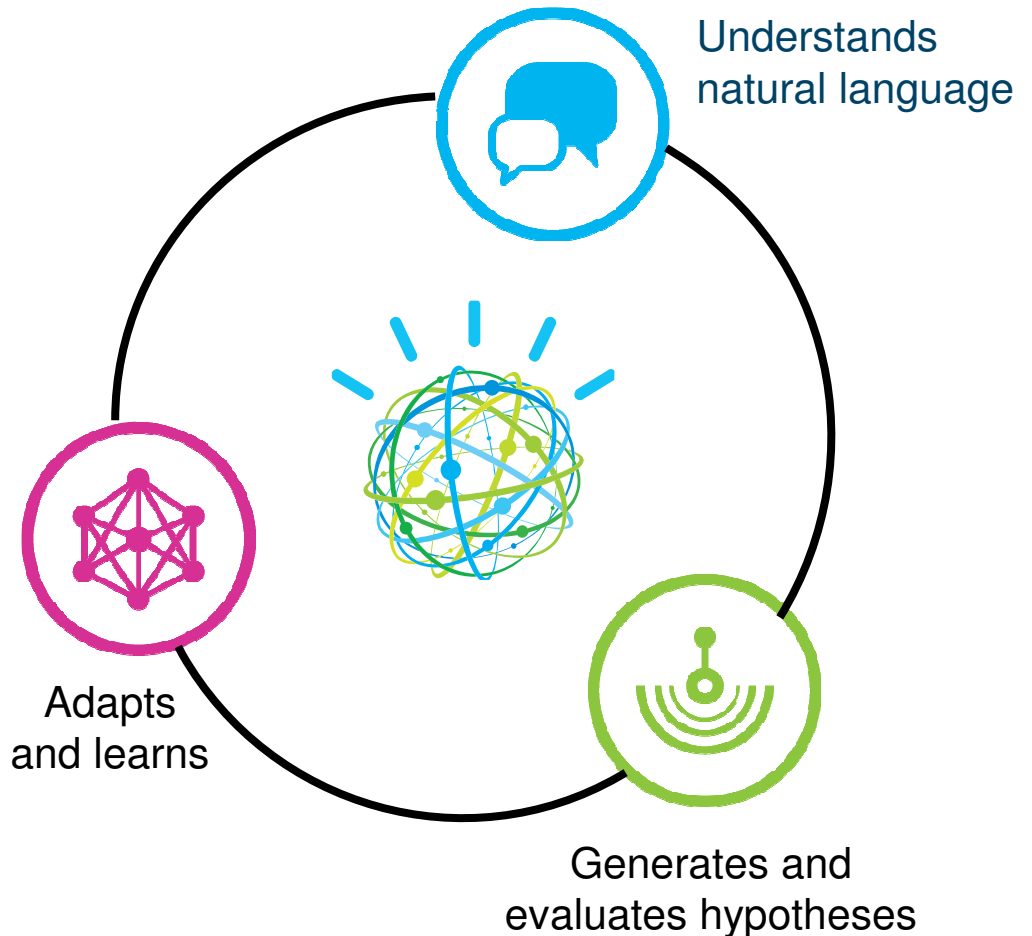
Watson learns and improves  
over time.

Watson helps me discover.

Watson establishes trust.

Watson has endless capacity  
for insight.

Watson operates in a timely  
fashion.



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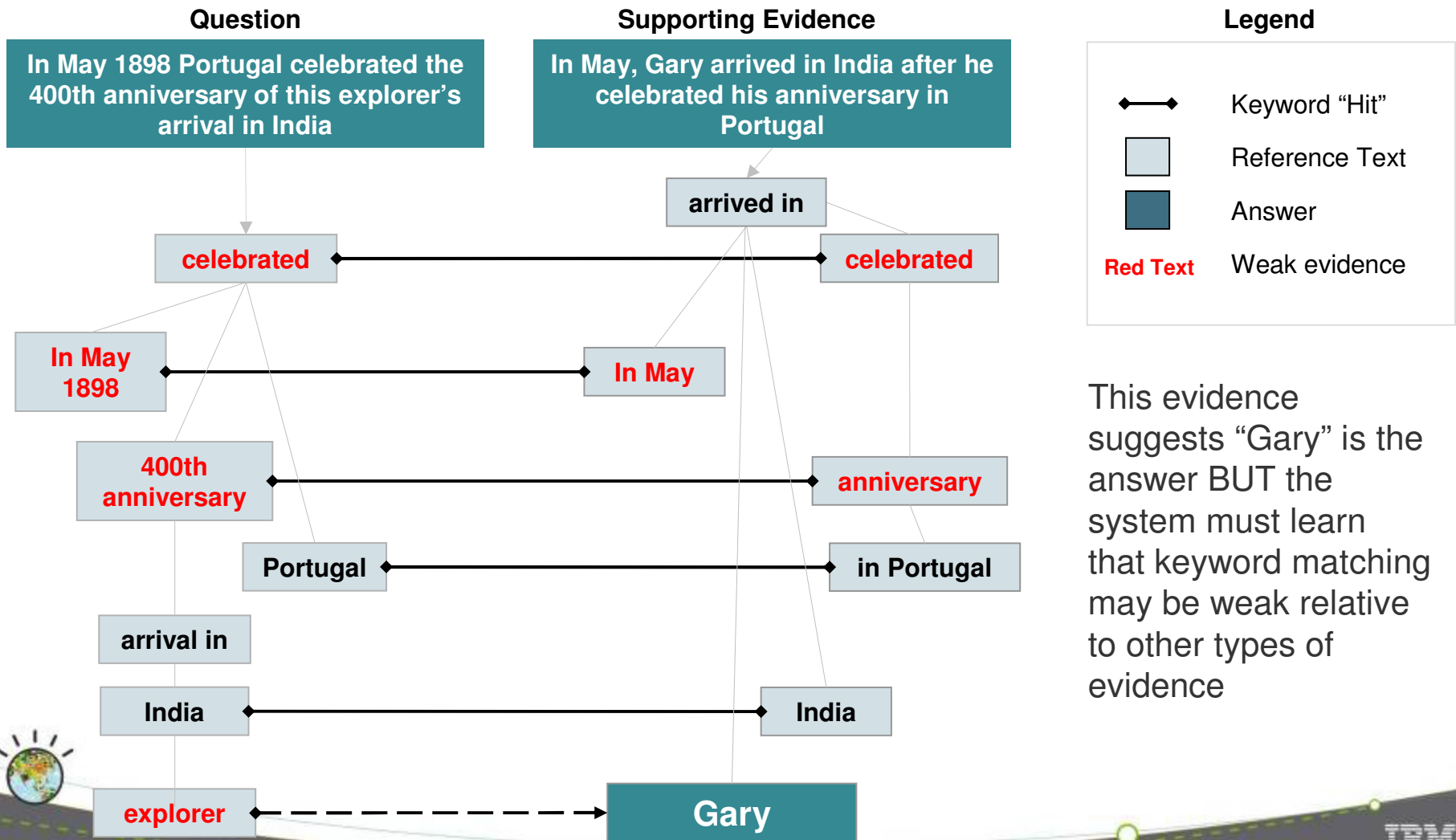
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## Science Behind an Answer





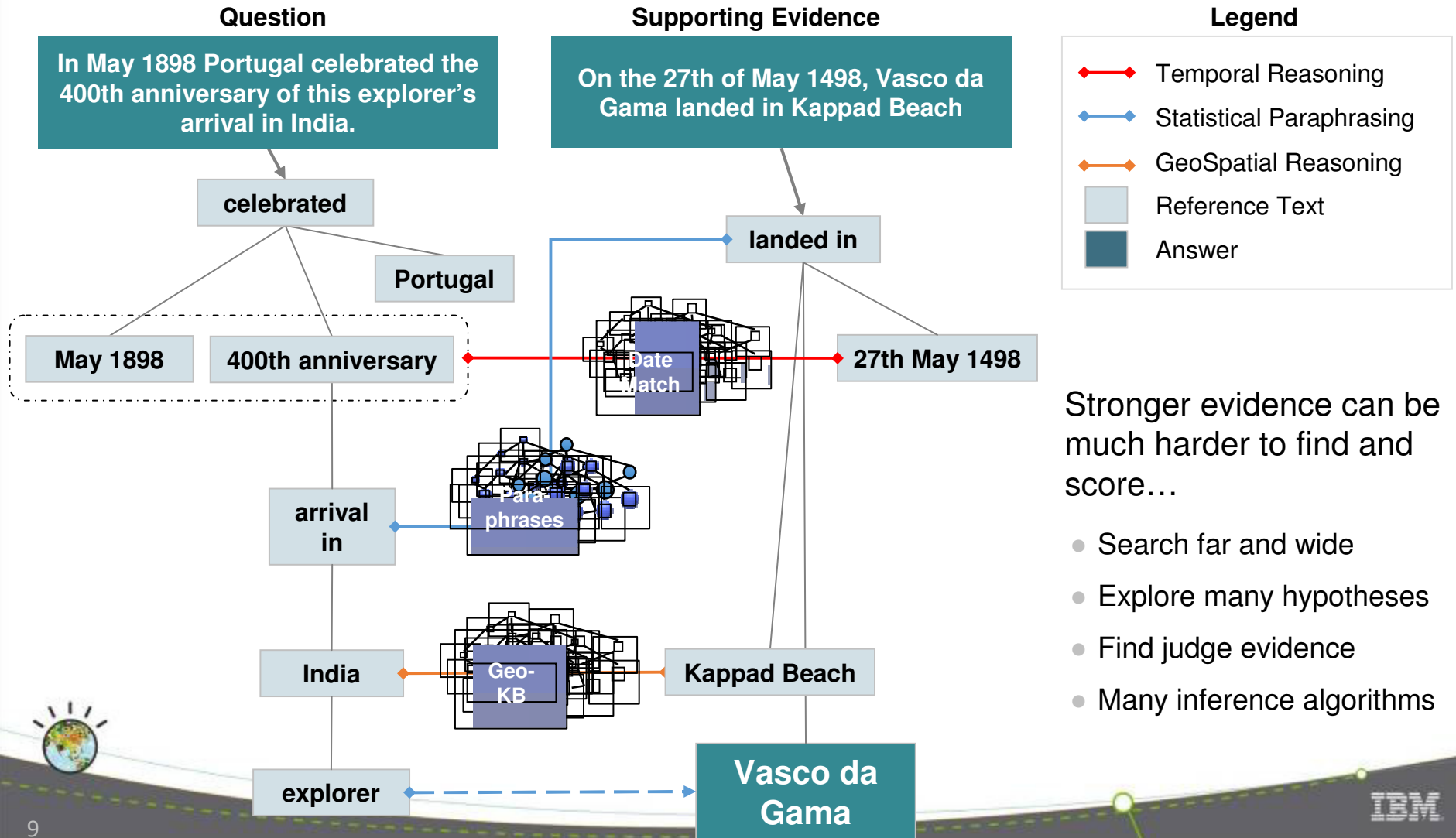
## Answering complex questions requires more than keyword evidence



This evidence suggests "Gary" is the answer BUT the system must learn that keyword matching may be weak relative to other types of evidence



## Watson leverages multiple algorithms to perform deeper analysis



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## Fluid Demo Retail Shopping Assistant



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## The Path Forward



## Watson Ecosystem

### WATSON DEVELOPER CLOUD



Tools, methodologies,  
software developer kits  
(SDKs) and API(s)

- Cloud based sandbox
- Hosting Services
- Self-service portal – API / Tooling / SDK / Methodology

### WATSON CONTENT STORE



Free and fee based content  
including general knowledge  
and industry content

- Starter Content
  - General content
  - Domain content
  - Taxonomies
- Third-Party Content

### WATSON TALENT HUB



Marketplace for critical  
cognitive, big data, UI, and  
mobility skills

- IBM subject matter experts (500+)
- Third-party specialists
- Certification



# System Integrators and Watson Ecosystem

## Evolving models for partnership

1

SIs who build applications which build repeatable cognitive solutions & resell them in the marketplace

2

SI's who want to deploy cognitive applications internally to drive business value & build practitioner experience

3

SI's who want to build a practice or POV around cognitive computing from a consultancy perspective



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# Oncology Diagnosis and Treatment



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## Discussion





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## Backup



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## IBM Research: The World is Our Lab








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## IBM India Software Lab Missions

<b>Solutions</b>	Smarter Commerce Smarter Cities	
<b>Big Data</b>	Big Data Integration Predictive Maintenance Analytics Operations Analytics Enterprise Content Management	
<b>Engagement</b>	Enterprise Mobile Apps Platform Mobile Lifecycle Management Smarter Workforce	
<b>Cloud</b>	On-Prem to SaaS & Cloud Integration DevOps for SaaS	
<b>Security</b>	Security and Fraud Management	
<b>Watson</b>	Cognitive Computing Hub for Growth Markets	