

How Watson will *Transform* Retail as we know it

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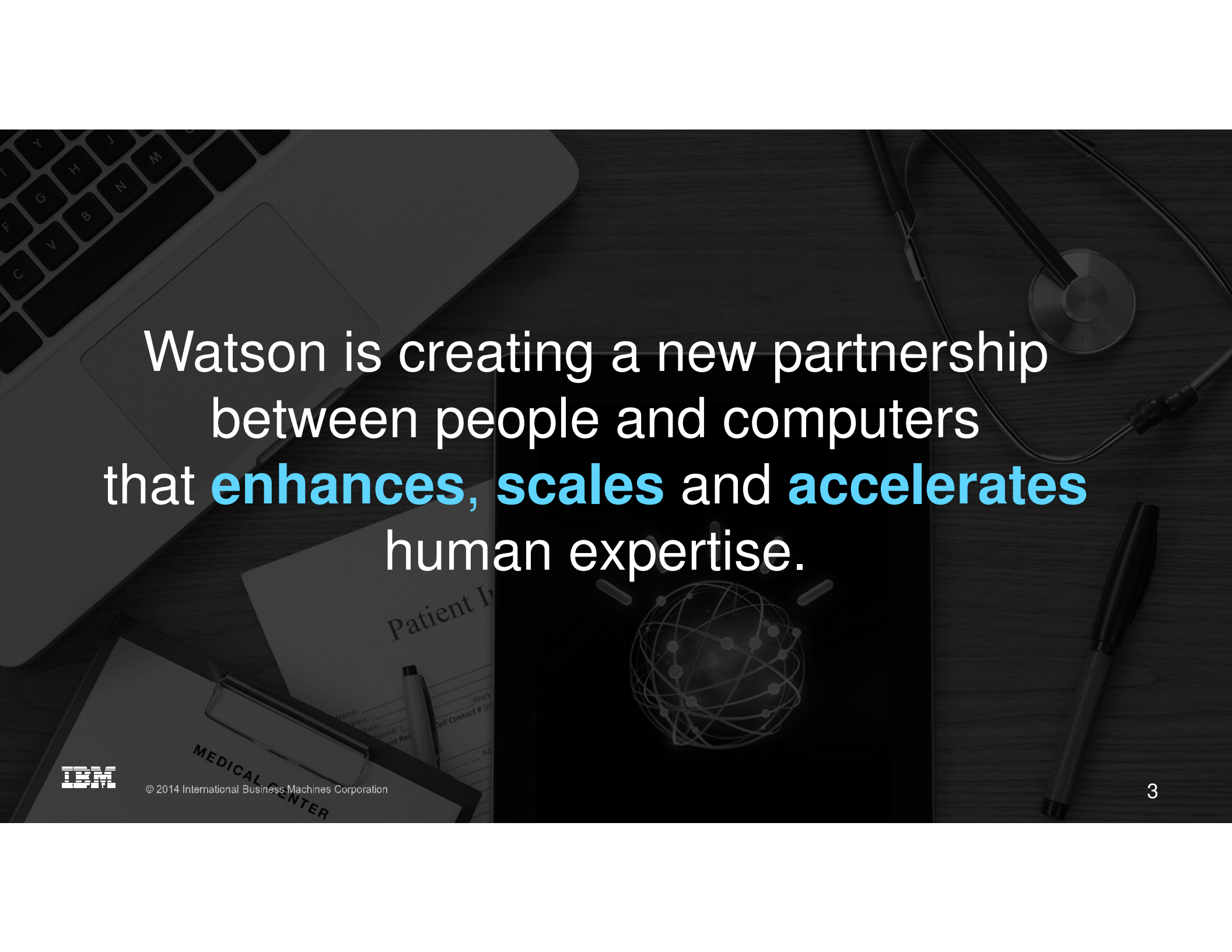
The IBM logo is displayed in white, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes.

IBM Watson

Expertise matters more
today than ever before.



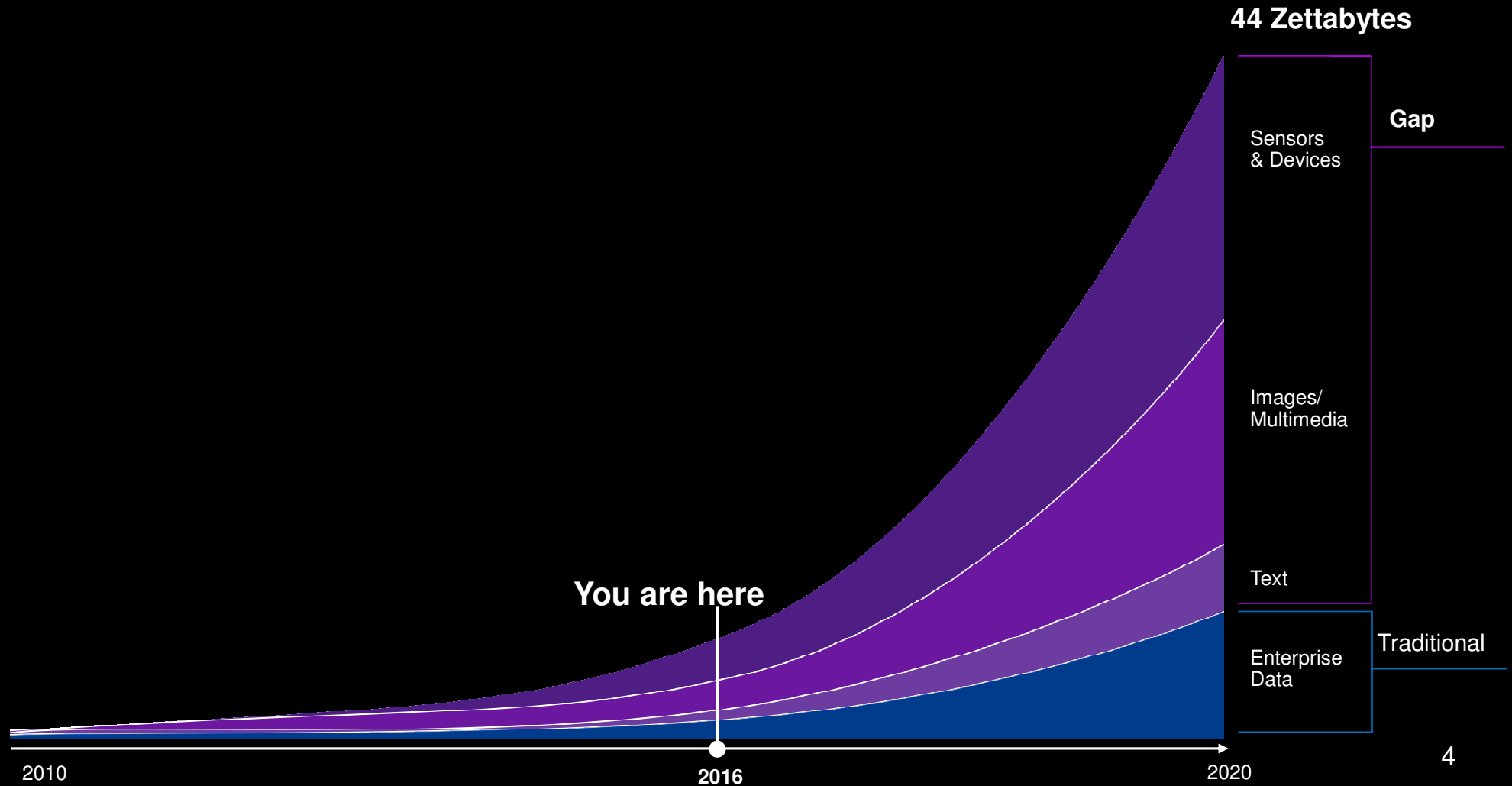
IBM



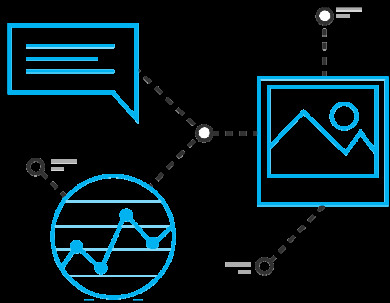
Watson is creating a new partnership
between people and computers
that **enhances, scales** and **accelerates**
human expertise.



We face an overwhelming wave of data in every industry

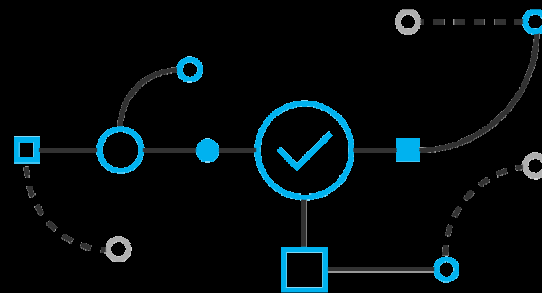


Three capabilities that differentiate cognitive systems from traditional programmed computing systems.



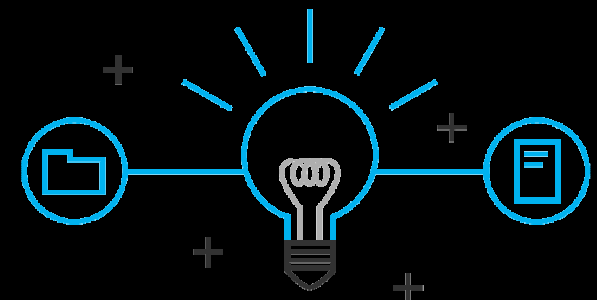
Understanding

Cognitive systems understand like humans do, whether that's through natural language or the written word; vocal or visual.



Reasoning

They can understand information but also the underlying ideas and concepts. This reasoning ability can become more advanced over time.



Learning

They never stop learning. As a technology, this means the system actually gets more valuable with time. They develop "expertise".

Watson is a set of cognitive capabilities

Watson's APIs are the cognitive building blocks that harness our data.

Message Resonance

Concept Expansion

Face Detection

Natural Language Classifier

Speech to Text

Text to Speech

Language Translation

Language Detection

Sentiment Analysis

Dialog

Retrieve and Rank

Image Link Extraction

Tradeoff Analytics

Entity Extraction

Tone Analyzer

Personality Insights

Taxonomy

Author Extraction

Concept Tagging

Relationship Extraction

Concept Insights

Relationship Extraction

Question & Answer

Feed Detection

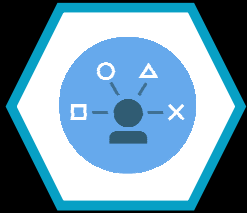
Keyword Extraction

Visual Recognition

Image Tagging

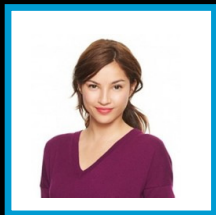
Text Extraction



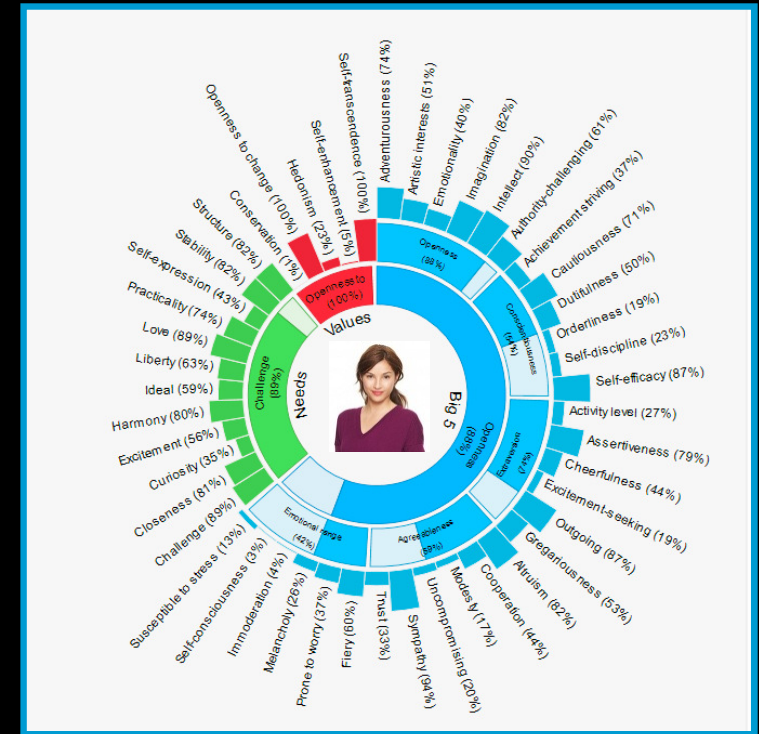
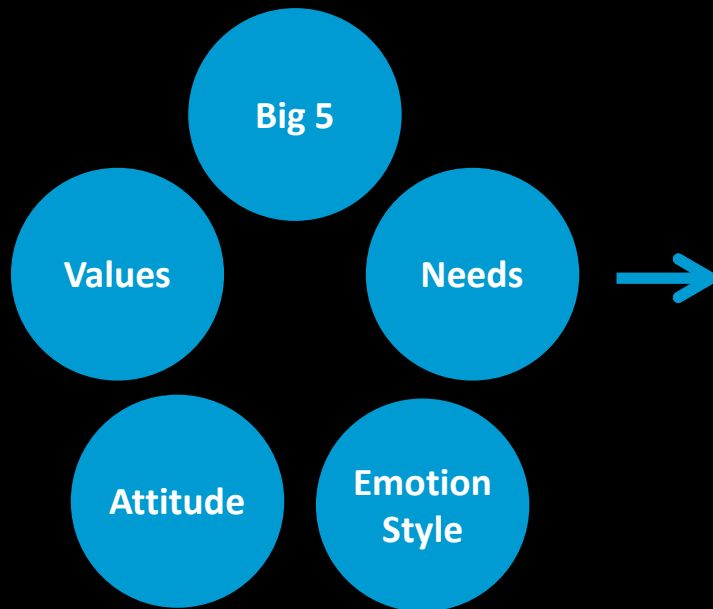


Personality Insights

Psycholinguistic Analytics



Social Media



Personality Portrait



Powerful disruptors are changing the retail landscape as we know it.



Engage in Context

Twitter users send **140M tweets** every day.

Seamless Shopping



82% greater multi-channel consumers spend than single-channel shoppers



Innovate, transform, experiment

26B devices in the IoT by 2020

Protect and leverage data



65M security events experienced by the average retailer

360 View of the Customer

The top three most prominent challenges for CMOs are *data explosion, social media, and the growth of channel and device choices*

68%

of CMOs report being unprepared for the growth in social data

65%

of CMOs report being unprepared for the growth of channel and device choices.



Source: IBM CMO Study 2015

Demo Placeholder