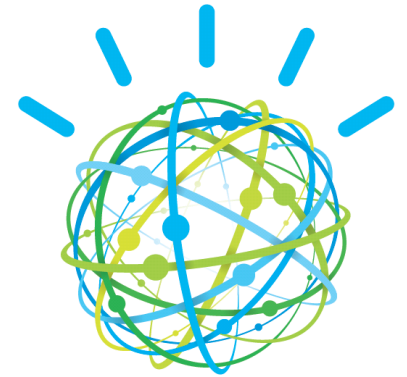


IBM Watson

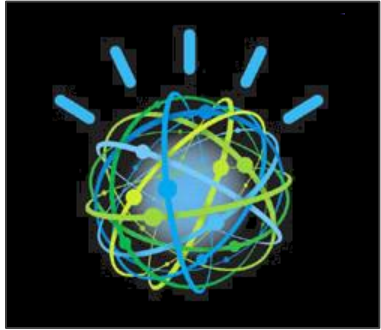


Justin Fessler – NA Leader; Data Science, US Federal, Comms/CSI, Commercial, E&U, Canada





Smart is: **breakthrough** content analysis



“... an information seeking tool that ’ s capable of understanding your question to make sure you get what you want and then deliver ’ s that content through a naturally flowing dialog ”

*Dr. David Ferrucci
Principal Investigator
Watson project*

IBM Watson (Jeopardy)

Business Challenge

Advance the state of the art in broad domain Question Answer (QA) systems to enable breakthrough applications in many different industries.

What’s Smart?

Uses **IBM Content Analytics (LanguageWare)** in conjunction with other technologies to read, analyze and understand vast sources of unstructured content. Runs many algorithms in parallel to create, compare and determine confidence in candidate answers. Presents answers with a confidence level attached.

Smarter Business Outcomes

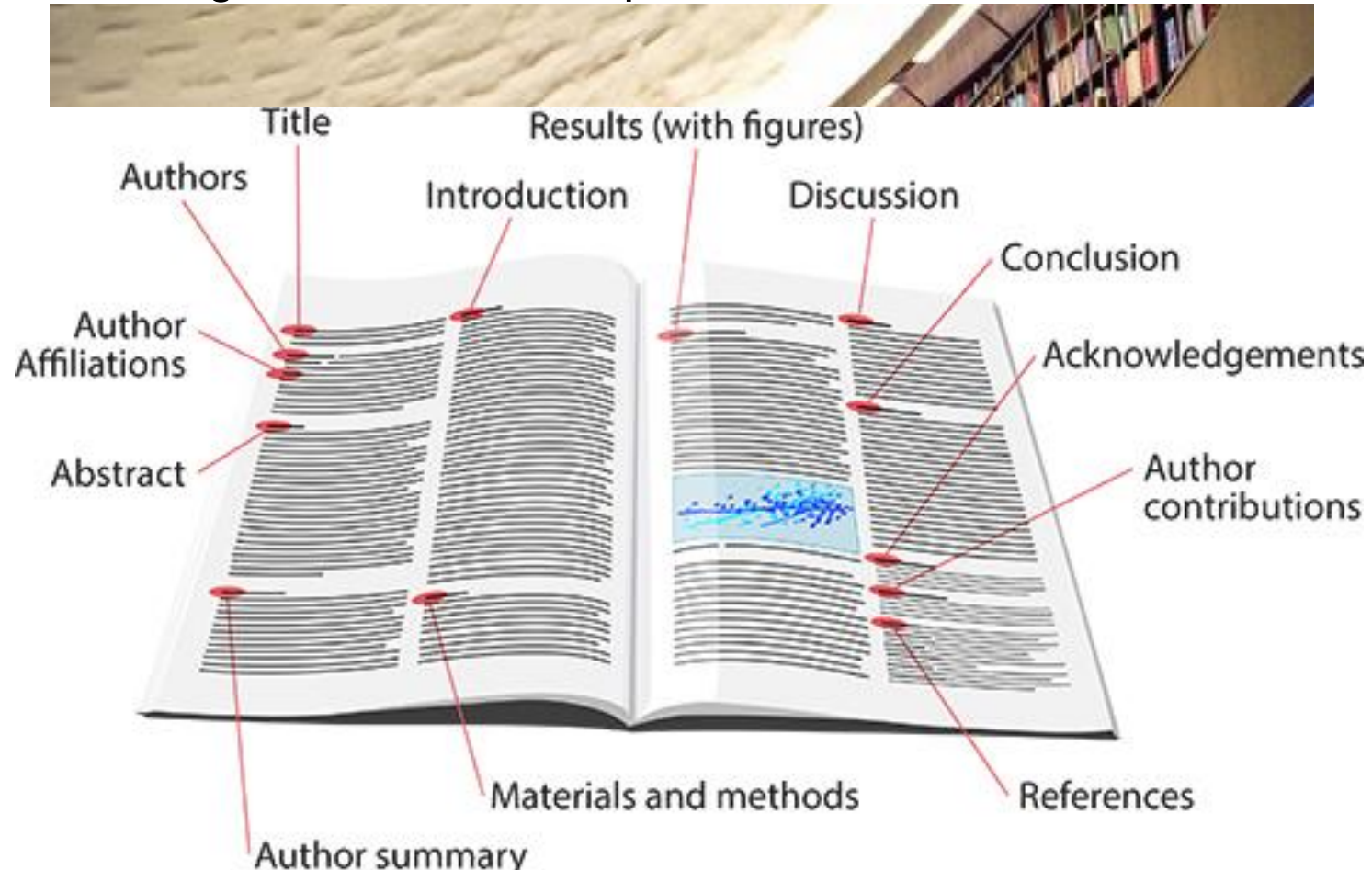
Coming to your industry soon! Will deliver value in limitless applications starting with clinical healthcare, customer care, government intelligence and beyond.

*Industry context: broad industry value
Value driver: improve business decisions
Solution onramp: content analytics*



What Computers Find Hard

Computer programs are natively **explicit**, **fast** and **exacting** in their calculation over numbers and symbols....But **Natural Language** is implicit, highly contextual, ambiguous and often imprecise.



Challenges

Information Access

Data, applications and services distributed on-premise and in cloud—employees struggle to get a complete view



Watson Explorer

Explore

Provides a 360-degree view of information from ALL sources to enable better decisions

Unstructured Content

80% of data is unstructured but only a small percentage leveraged for insights



Analyze

Delivers insights from unstructured content

Scaling Expertise

Pressure to increase performance and innovation—while doing more with less



Interpret

Applies cognitive computing to scale human expertise

360-degree information application

Information, analytics and cognitive insights presented in context

The screenshot displays a comprehensive customer profile for Brandon Hatcher. On the left, a sidebar contains sections for Customer Information, Demographic Information, and Family Members. The main content area features a central 'Ask Watson' chatbot interface with a 'Hi Eric How can I help you today?' message. To the right, there are several analytics and policy-related widgets, including 'Purchased Policies', 'System/Analysis' (a donut chart), 'Discounts', and 'Claims Information' (a pie chart). A table of interactions is also visible, showing dates, channels, and descriptions of customer actions.

Data-driven alerts - A notification at the top center states: "Attention: Brandon Hatcher's policy is expiring soon!"

Question & Answer* service enables the user to ask natural language - The central chatbot interface is designed for natural language queries.

Personality Insights* for deeper understanding of client - A donut chart under 'System/Analysis' provides insights into the customer's personality, with segments for 'Highly Analytical', 'Highly Social', 'Highly Creative', 'Highly Organized', 'Highly Detail-Oriented', 'Highly Risk-Averse', and 'Highly Risk-Tolerant'.

Collaboration and information sharing - A 'Following' button is located below the customer information section.

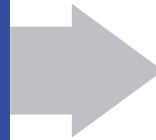
Data from enterprise systems such as CRM, DBMS, CMS and SCM - Dashed arrows point from this text to various data fields in the customer profile, such as contact information, demographics, and family members.

Analytics, in context - A pie chart under 'Claims Information' shows the distribution of 'Paid Claims' and 'Denied Claims'.

Activity feed for up-to-the-moment information - A 'Latest Activity' section at the bottom shows a post from Frank Geleto regarding insurance pricing and score metrics.

Unstructured data is messy but filled with key facts

PC 143 (Hunter)
15 June 2006 23:47
Suspect identified himself as **John Setsuko**. Matched description given by night club doorman (IC1, Male, Ag 22-24 yrs, blue Everton shirt). Stopped whilst driving **White Ford Mondeo, W563 WDL**.
Address given as **22 East Dene Ridge, Copdock, Ipswich**.
Searched at scene and found in possession of **1oz Cannabis Resin** and **lockable pocket knife**.

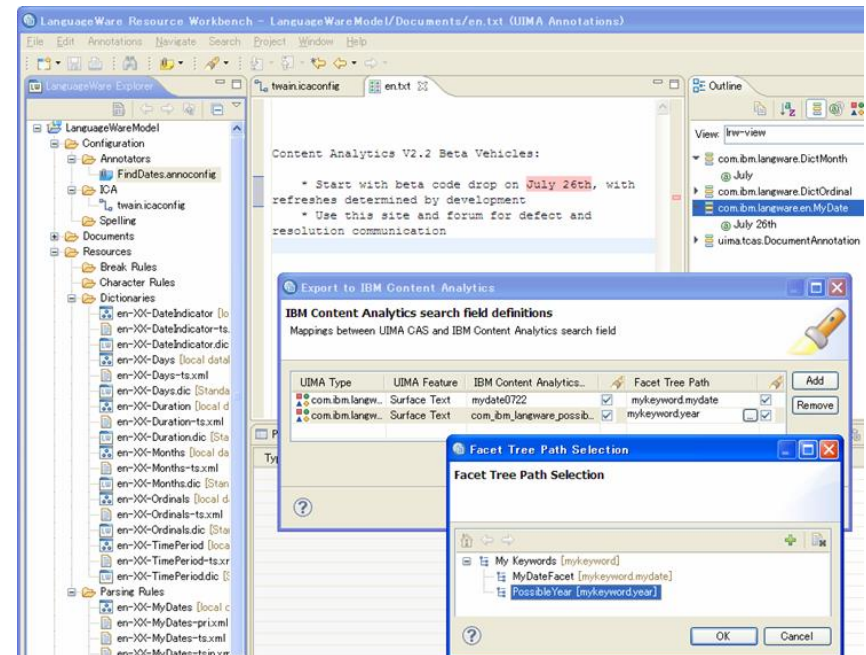


Arresting_Officer	PC 143
Arrest_Date_Time	15/06/2006 : 23:47
Suspect_Forename	John
Suspect_Surname	Setsuko
Suspect_VRN	W563WDL
Suspect_Vehicle_Colour	White
Suspect_Vehicle_Make	Ford Mondeo
Suspect_Addr_Street	22 East Dene Ridge
Suspect_Addr_Town	Ipswich
Evidence_1_Description	1 oz Cannabis Resin
Evidence_2_Description	Lockable pocket knife

Content Analytics Studio

Available with Advanced Edition

- Quickly build analytics solutions for new domains e.g. Legal, Financial Services, Healthcare
- Develop custom analytics rules using a simple Drag-and-Drop interface
- Test rules on-the-fly and deploy directly to Watson Explorer
- Designed for the business user—no need to write code!



THANK YOU

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