IBM Watson

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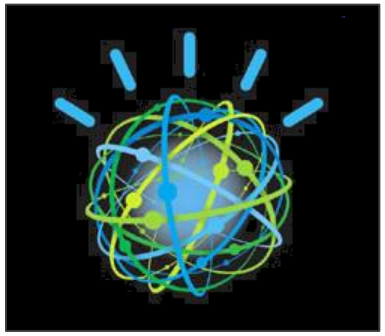
Smart is: breakthrough content analysis



" … 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

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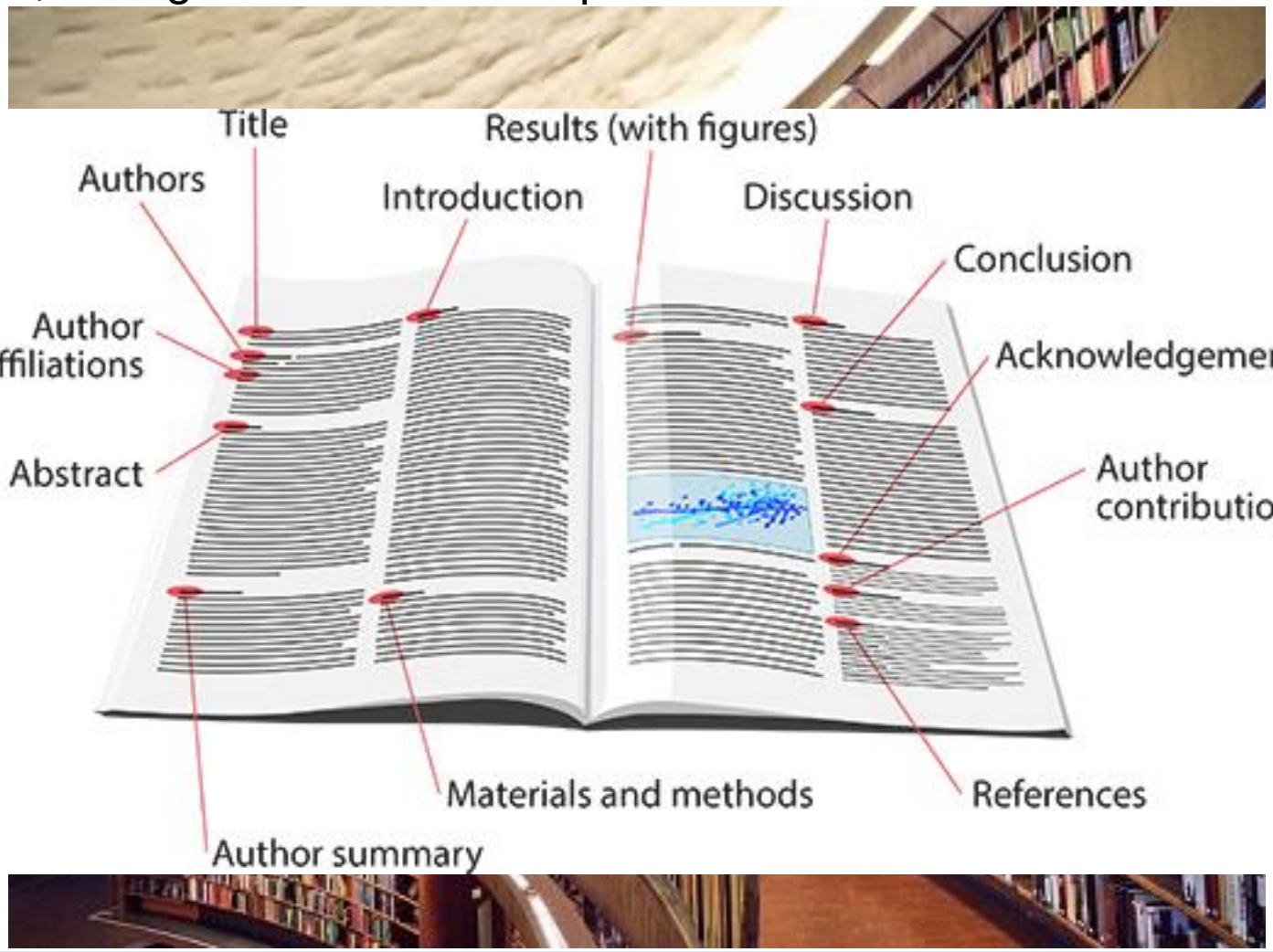
What Computers Find Hard

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.



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Challenges		Watson Explorer
Information Access Data, applications and services distributed on-premise and in cloud—employees struggle to get a complete view		**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

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360-degree information application

Information, analytics and cognitive insights presented in context

Data-driven alerts

Collaboration and information sharing

Data from enterprise systems such as CRM, DBMS, CMS and SCM

Content analytics to reveal insights from unstructured data

Question & Answer* service enables the user to ask natural language

Personality Insights* for deeper understanding of client

Analytics, in context

Activity feed for up-to-the-moment information

*Uses Watson Developer Cloud service

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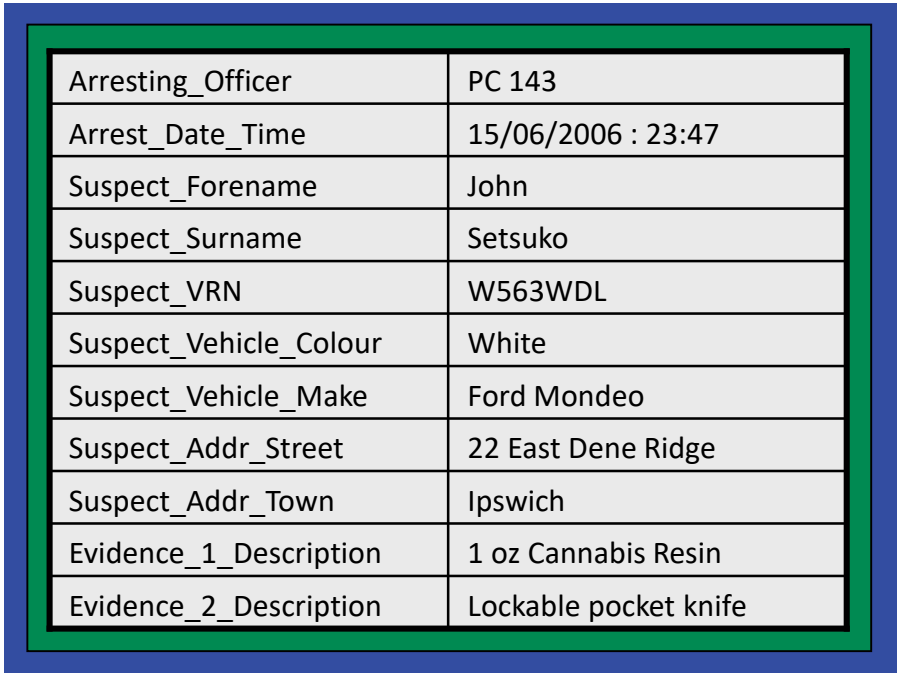
Unstructured data is messy but filled with key facts

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

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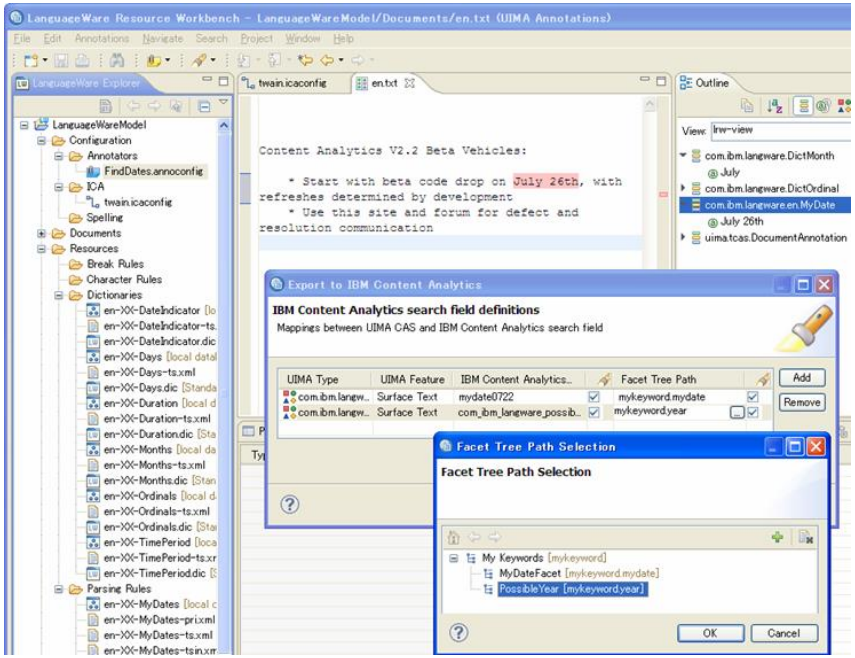
Content Analytics Studio

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!



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THANK YOU

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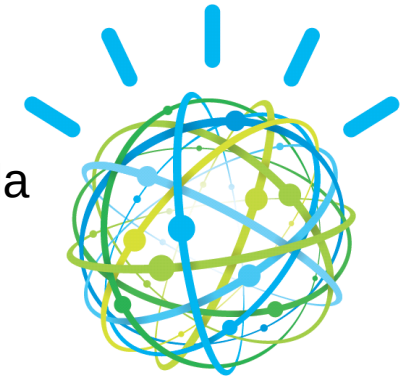

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