IBM Innovation and the new era of cognitive systems

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Watson is ushering in a new era of computing
Watson is creating a new partnership between people and computers that **enhances**, **scales** and **accelerates** human expertise.

**Enhance**
the cognitive process of professionals to strengthen decision making in the moment

**Scale**
expertise by elevating the consistency and objectivity of decision making across an organization.

**Accelerate**
development of expertise in others by capturing the expertise of top performers.
Watson has graduated from a startup to a full business

**Research Project**
2006 – 2010

**Jeopardy! Grand Challenge**
2011

**Internal Startup Division**
2011 – 2013

**IBM Watson Group**
2014 – present

- **R&D**
- **Demonstration**
- **Validation**

**Commercialization**

- $1B Investment
- $100M for Ecosystem
- NYC Headquarters
The Watson Family

IBM Watson Solutions

Bespoke solutions designed to meet some of industries most demanding needs leveraging cognitive capabilities

IBM Watson Advisors

Products based on Watson’s core attributes and capabilities

IBM Watson Ecosystem

The Watson Developer Cloud, Watson Content Store and Watson Talent Hub driving innovation from partners

IBM Watson Cognitive Services

APIs, tools, methodologies, SDKs, and infrastructure that fuels Watson

IBM Watson Analytics

Provides Big Data and core analytical capabilities which serve as the foundation for Watson
In less than 10 months Watson Ecosystem delivered …

- 3500+ Ecosystem Partner Inquiries
- $100M Direct Investments Fund
- 20 In-Market Partner Applications
- 100K+ Visit Watson Mobile Developer Challenge
- 10 Major Universities Announce Cognitive Course Fall 2014
- 100 Partners Developing Apps
IBM has radically expanded access to Watson services

Access restricted to partners and IBM developers
Wait until services are GA to release
North America
One service

Accessible by anyone with a Bluemix account
Release in Beta and gather input from user community
Global
Eight services and more coming
Watson for Developers: ISV’s are developing “Powered by Watson” apps to differentiate and drive new capabilities:

Watson for Clients: Of any size and cross industry, Watson enables clients to discover insights and value from data

To fight corruption, drug trafficking and money laundering, Brazilian authorities implemented Watson Explorer, which helped eliminate thousands of hours of manual investigative and research efforts.

IBM’s Chef Watson teamed up with Bon Appétit Magazine applying Watson’s new cognitive cooking app to create exciting twists on some classics—from fennel-spiced ribs to blackberry-cherry cobbler.

Baylor College of Medicine recently used the Baylor Knowledge Integration Toolkit, powered by Watson technology, to accurately identify proteins that modify p53, a key protein related to many cancers.
Let’s Get Started

To partner with Watson, you need to:
+ Be committed to training
+ Have an accessible corpus of information
+ Identify a clear problem to solve

- Transform processes in your own company - contact Michelle Adams adamsmic@us.ibm.com
- Build a repeatable solution for resell - ibm.com/watson (ecosystem idea submission)
- Get a Bluemix account – ibm.com/bluemix
- Try the Watson services free for 30 days
- Take the next step towards development or production deployment