

Cognitive Analytics:

How AI Can Help Make Sense of Big Data

IBM

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Architecting Disruption

Rethink business, technology and data
to build a platform for the future of
your business

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you 

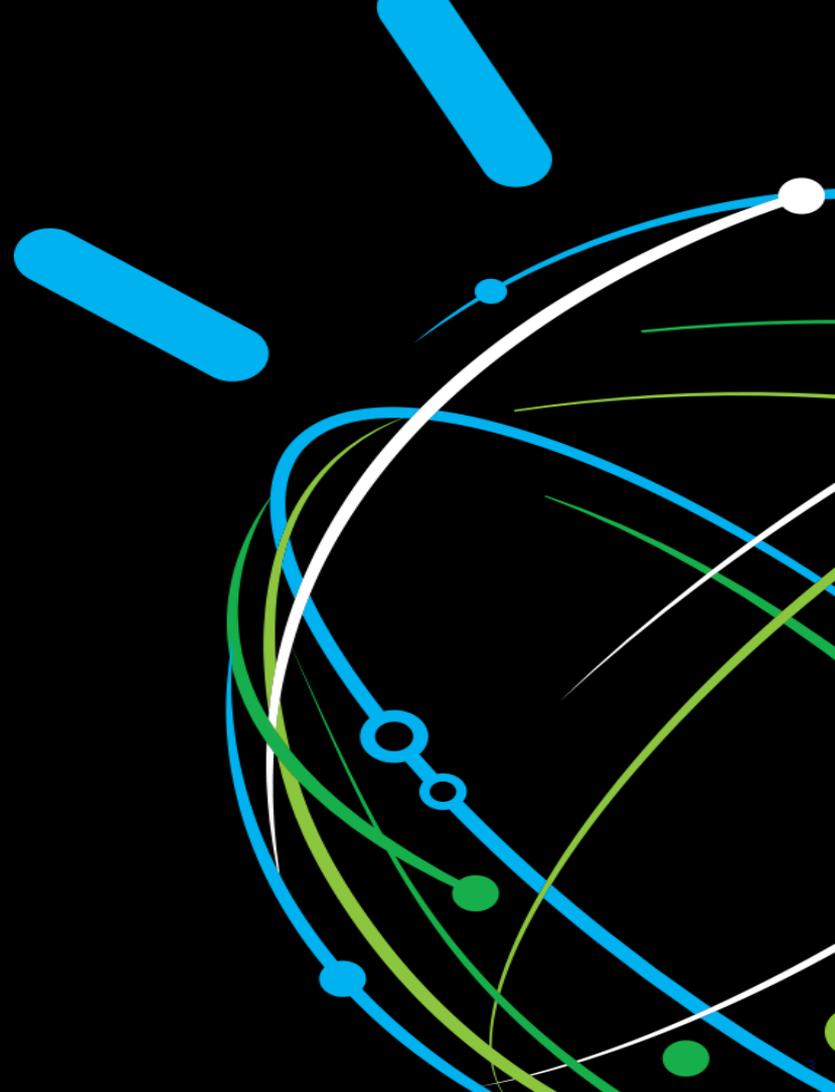
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Why we're all vulnerable to seismic shifts

Internal Threats

Siloed data and systems

Gaps in expertise and skills

Inability to react quickly

External Threats

Born-on-digital companies that steal market share or rewrite customer expectations

New business models that reinvent our industry and change the game altogether



274,000

Estimated worldwide
startups each day

But you could be
thinking
about disruption
all wrong

Innovators are using
cloud and cognitive
technologies to
transform essential
experiences.

Reinventing industries one app at a time



Kone gets major lift from
cognitive, data, and analytics

Cognitive elevators interact with
maintenance staff to help improve safety
and quality.



North Face reimagines customer
engagement

First of a kind mobile shopping companion
learns and interacts in natural language.



Woodside gives one engineer
the insights of 1,000

Analyzing data from 80k sensors, 1 million
docs, and 30 years of lessons learned.

To win,
you must:

Create smarter applications and services

Design a growth business, re-engineer processes, and personalize customer experiences & applications by infusing [cognitive / AI](#).

Accelerate data intelligence and innovation

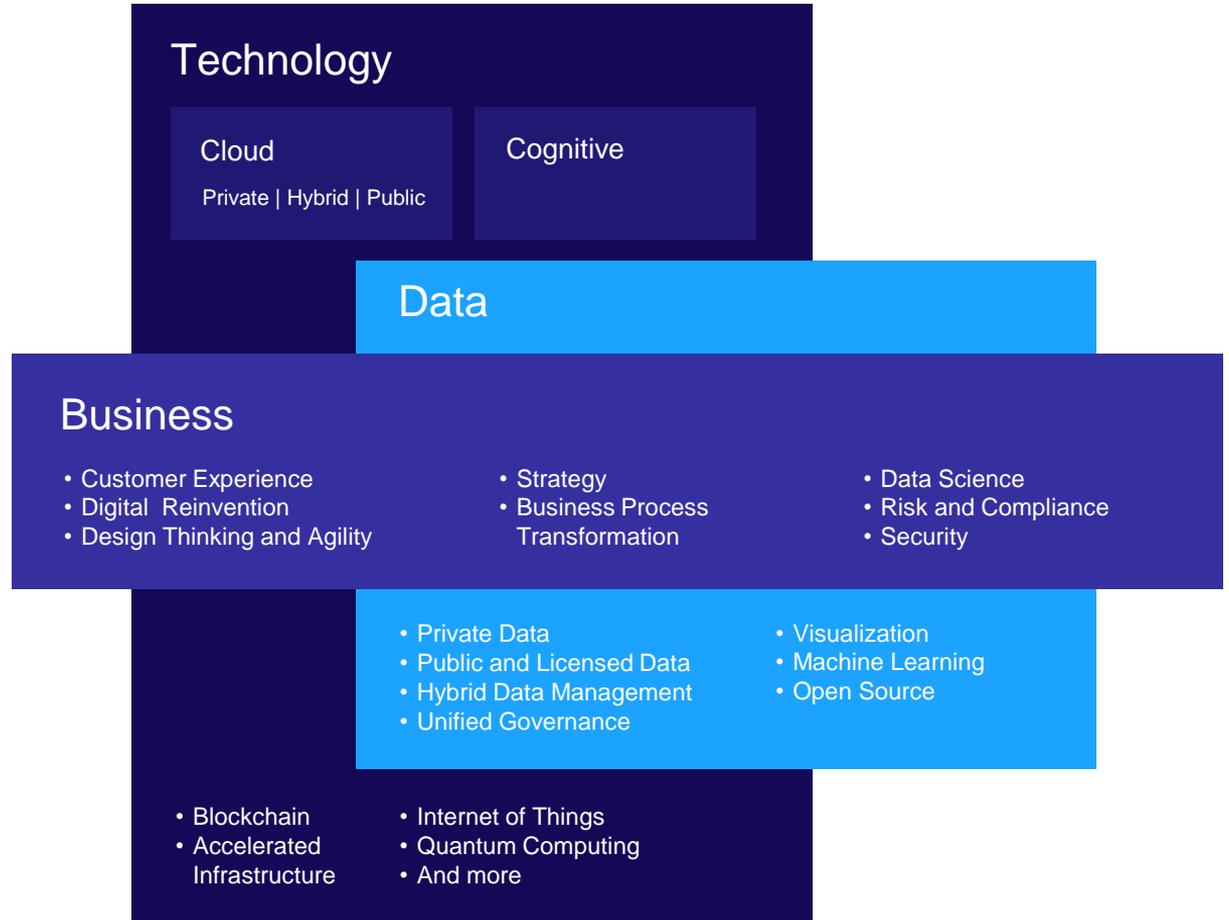
Store, secure, access, and analyze increasing volumes of structured and unstructured [data](#) gaining new insights.

Optimize your infrastructure with cloud options

Speed innovation and operations by putting the right workloads on the right [cloud](#).

To win,
you must
architect for
disruption.

Rethink business,
technology, and data



Why focus on architecture? Why now?

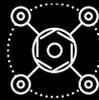
Your business strategy and your technology are now inseparable — and we've reached a perfect storm for cloud, cognitive/AI, and data technologies



FLEXIBILITY AND
SCALABILITY



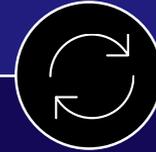
SECURITY
BAKED IN



CORE
STRENGTH

When business and technology objectives are one and the same...

- Innovation
- Customer experience
- Personalization
- Process improvements
- Business efficiencies
- Customer and market intelligence



...you must bring all business platforms together as one technology framework.

- Create smarter apps and services
- Accelerate data intelligence and innovation
- Optimize your infrastructure with cloud options

The **right architecture** supports innovation today, tomorrow and beyond.

Four dimensions designed as an integrated whole to support innovation today and in the future



Applications, solutions and services

Deploy new, industry-specific, differentiating capabilities fast



AI/Cognitive

Allow your accumulated expertise to shine through in everything you do



Data

The ability to derive insights and knowledge from your data while governing regardless of location, respecting compliance and sovereignty



Cloud Infrastructure

Integrate mission critical applications alongside new, cognitive and data loads and accelerate AI data ingestion and training

Connecting
disparate data
types within and
outside your walls
creates
opportunities for
unexpected
insights.

Data
you possess



Data
outside your firewall



Data
that's coming

- Customer records
- Transactional systems
- Predictive models

- News and events
- Social media
- Weather and geospatial

- IoT and sensory
- Images
- Video

Exposing potential of
current data stores

Deriving value
from public data and
licensed private data

Rethinking data
management for new
data types and sources

Apply cognitive / AI capabilities to your data to **enhance digital intelligence exponentially.**

UNDERSTAND



Cognitive systems understand imagery, language and other unstructured data like humans do.

REASON



They can reason, grasp underlying concepts, form hypotheses, and infer and extract ideas.

LEARN



With each data point, interaction and outcome, they develop and sharpen their expertise, so they never stop learning.

INTERACT



With abilities to see, talk and hear, cognitive systems **interact with humans in a natural way.**

The average enterprise is running five or more clouds.

Employ
multi-cloud
strategies
to accelerate
innovation.



PUBLIC

Public and open-by-design

Infrastructure on Demand:

Easily configure, deploy and scale your infrastructure

Leverage community advantages and high quality releases that only Open Source can provide



HYBRID

Multi-cloud model options

Choice and Control:

Instant scalability of public with support for critical enterprise integration

Predictable performance of dedicated with local control



PRIVATE

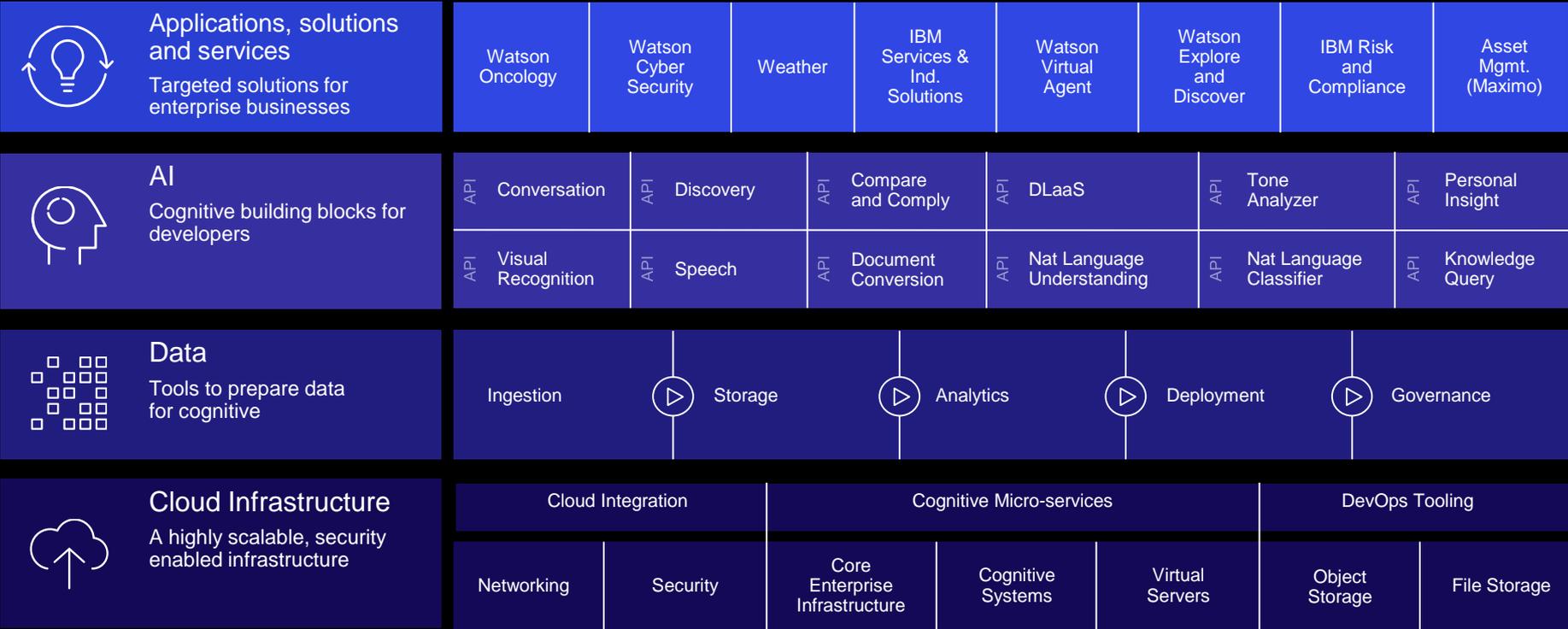
Management and deployment options

On Premises and Hosted :

Private: Deploy on premises securely and with open-ness with OpenStack

Hosted: Spare capital expense with a hosted private cloud

Only IBM delivers an architecture engineered for disruption.



Start winning today with these key solutions.

Create smarter applications and services

- Cognitive applications
- Cloud native applications
- Integrated and secure SaaS apps & data
- Cloud for DevOps / Dev Test
- Open Source
- Products & services with intelligent connected devices
- Blockchain

Accelerate data insights and innovation

- With cloud-native and legacy apps & data
- With unified governance, management, monitoring & security
- With data and analytics
- With actionable insights and intelligence

Optimize your cloud infrastructure

- With existing solutions on private cloud
- With existing solutions on public cloud
- With multi-cloud solutions
- With high availability & disaster recovery
- With cloud managed services

Your architecture for disruption

Why IBM for your enterprise?

Only IBM help clients put their data and knowledge to work—digitally reinventing their business for disruption, growth and competitive advantage by infusing the power of cognitive, and cloud with deep industry experience.

We are built for data and cognitive / AI.

- Cognitive-ready, purpose-built cloud
- Breadth of API Services: Vision, language, speech, emotional and intellectual capabilities
- Simplified data governance and management

We bring enterprise and industry expertise.

- Industry-focused expertise, applications, data sets and partnerships
- Lifecycle and transformation services from strategy to support
- Flexibility, scale and performance with baked-in security

We give you choice and control.

- Control of your data and knowledge
- Ability to leverage open source and open standards
- 50+ locations to support your data location and sovereignty models

Thank you

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you 

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Session #31

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Executive
Summit



SIG

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