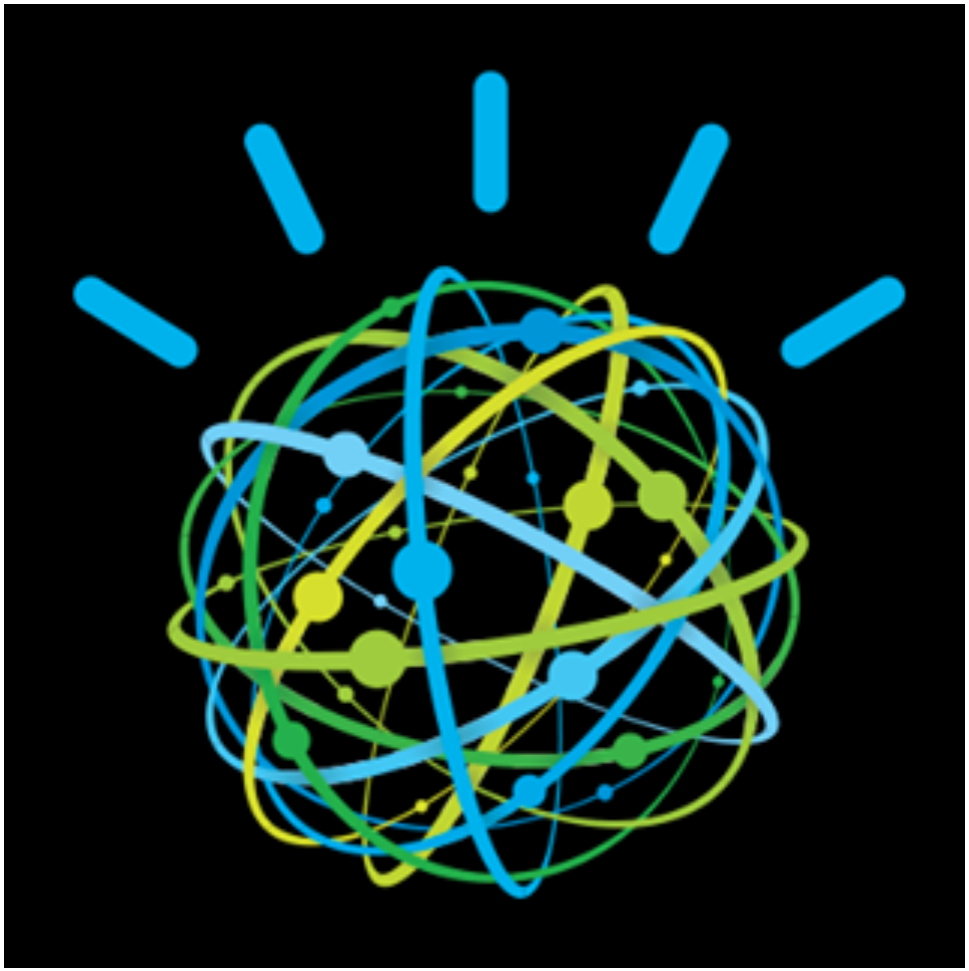
‘Watson’ - a new approach to analytics and cognitive computing



Dr Mohamed Zaki

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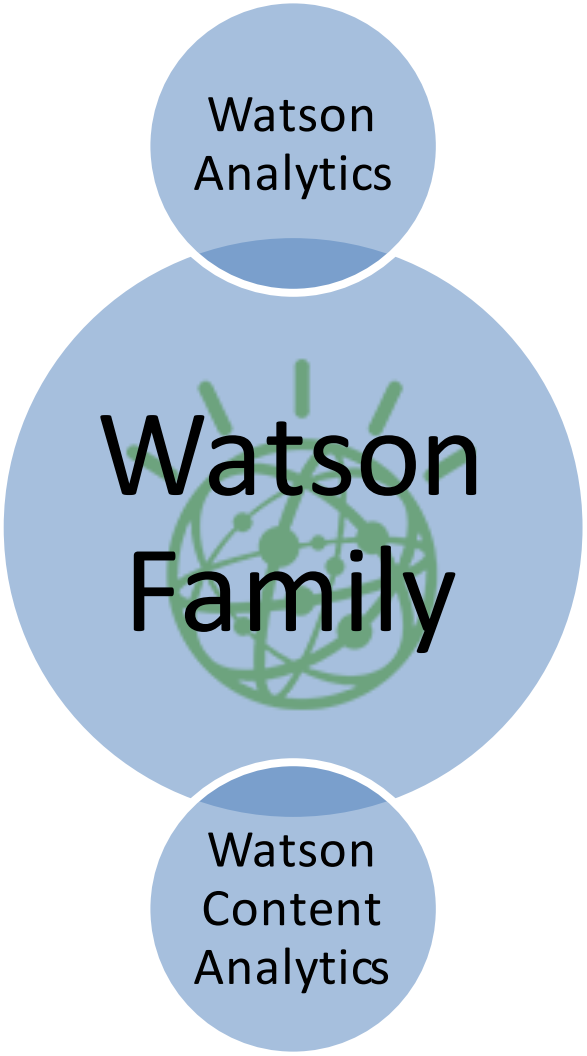
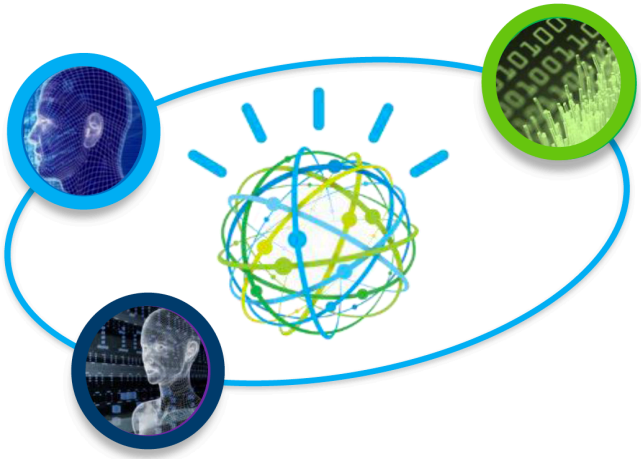
Agenda

- What is Cognitive Computing?
- IBM Watson Analytics
- Why Watson Analytics is Different?
- IBM Content Analytics

What is Cognitive Computing ?



1 Understands **natural language** and human style communication



2 Generates and evaluates **evidence-based hypothesis**

3 **Adapts and learns** from training, interaction, and outcomes

Applying human-like characteristics to conveying and manipulating ideas, that when combined with digital computing help users to address complex challenges

Watson is a cognitive system that is learning the right question to ask within a given context from the data at hand

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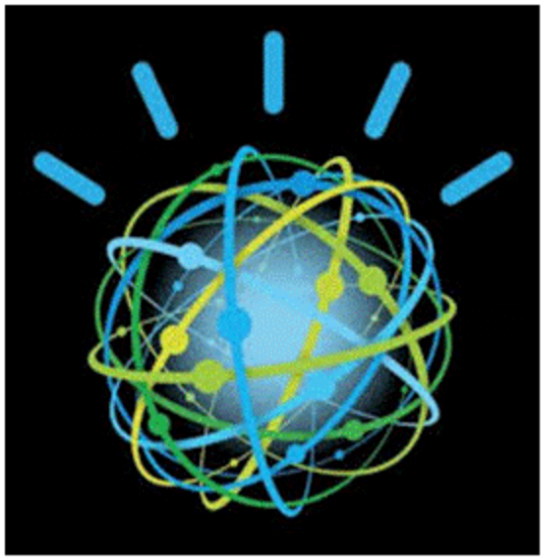
Why Cognitive ?

Too much data

Expensive labor

Need for accurate decisions



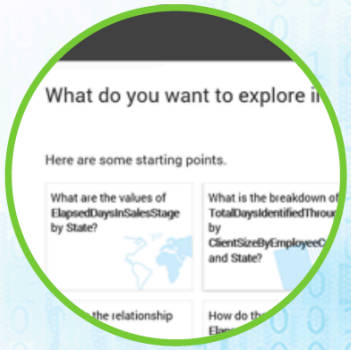
Tedious work

Powerful technologies

IBM Watson Analytics

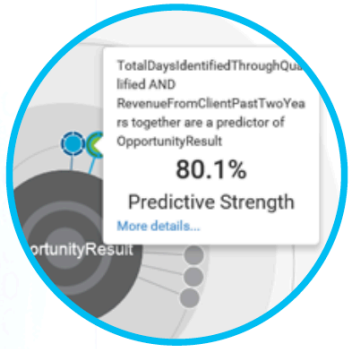
Self-service analytics capabilities in the cloud

Single Analytics Experience



Fully Automated Intelligence

Natural Language Dialogue



Guided Analytic Discovery

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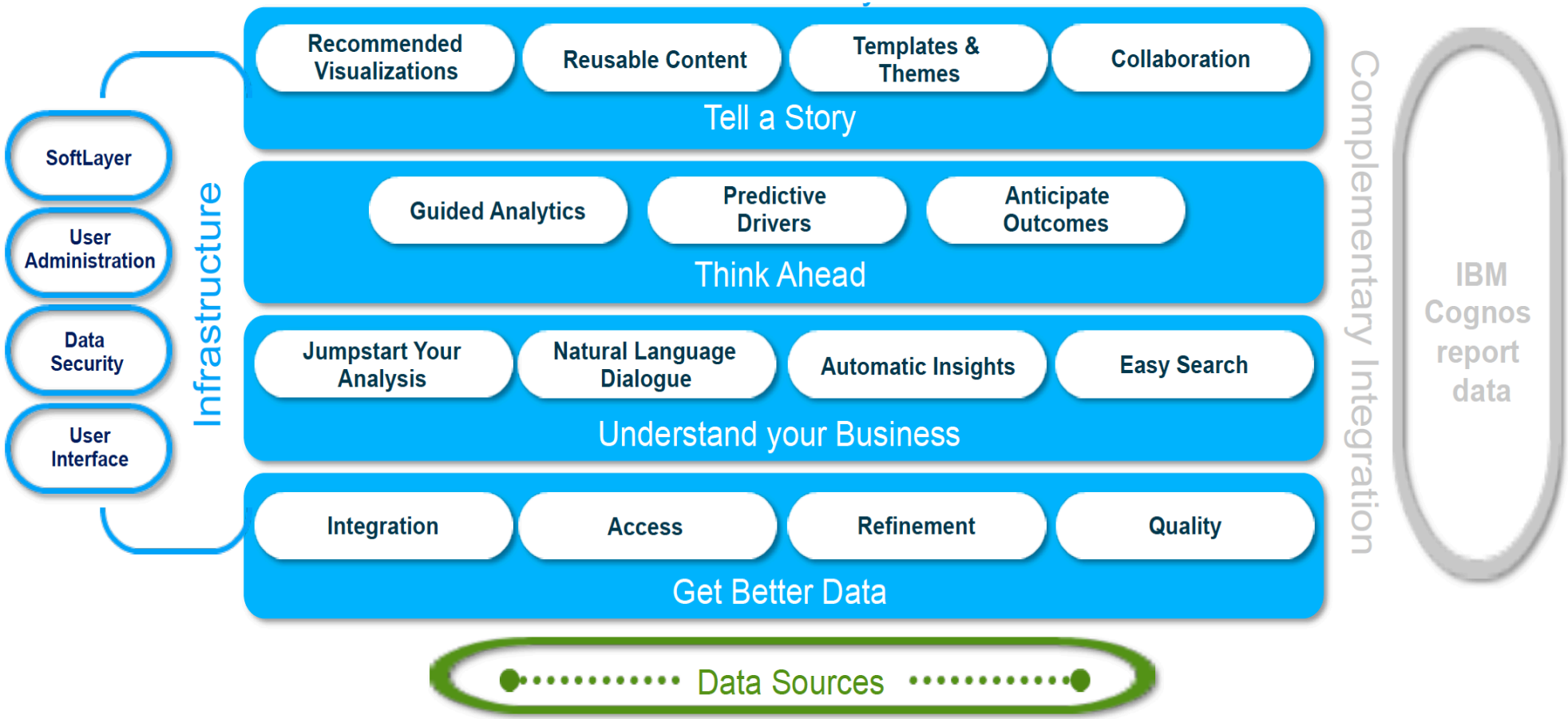
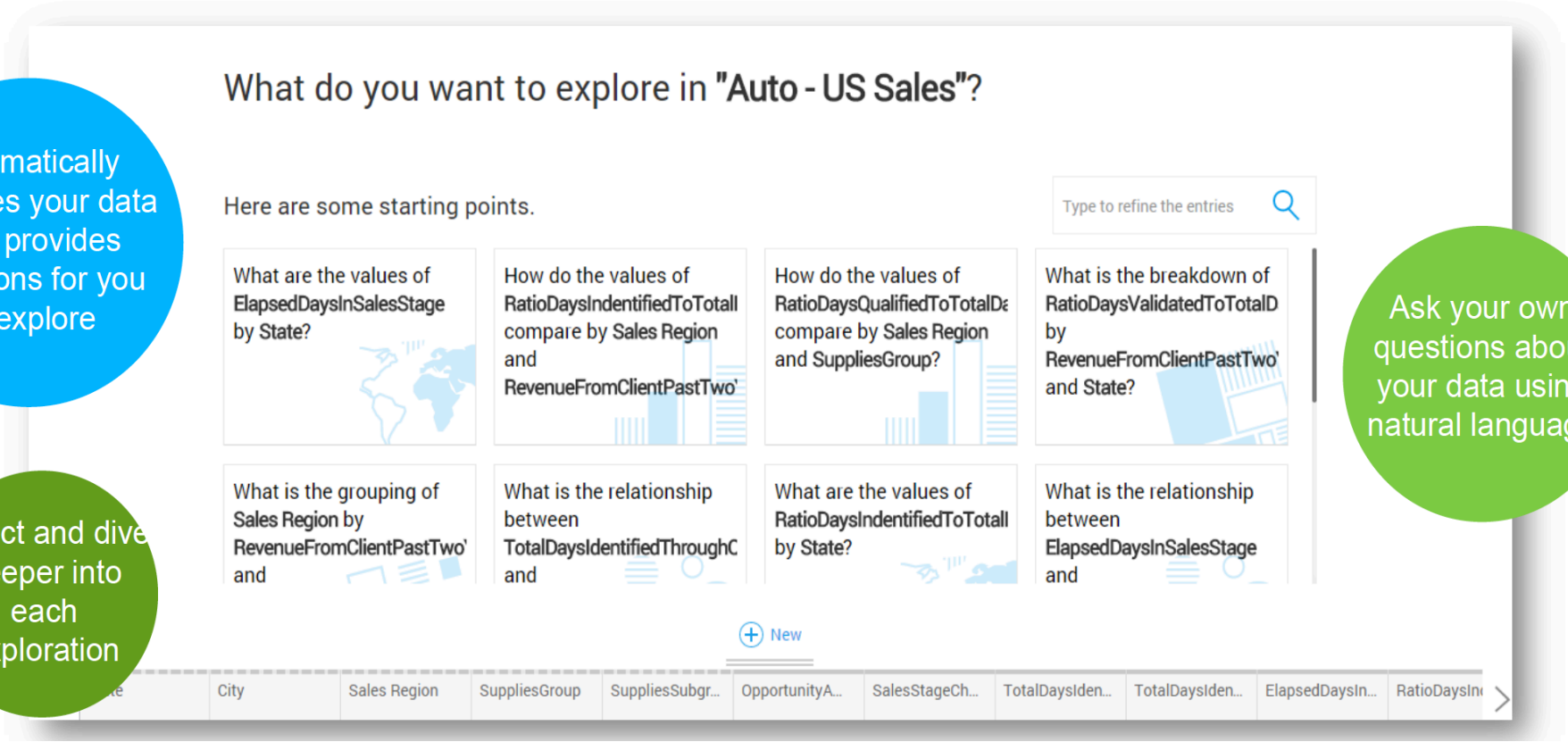
IBM Watson Analytics



Exploration Mode

Automatically analyzes your data and provides questions for you to explore

Select and dive deeper into each exploration



Ask your own questions about your data using natural language

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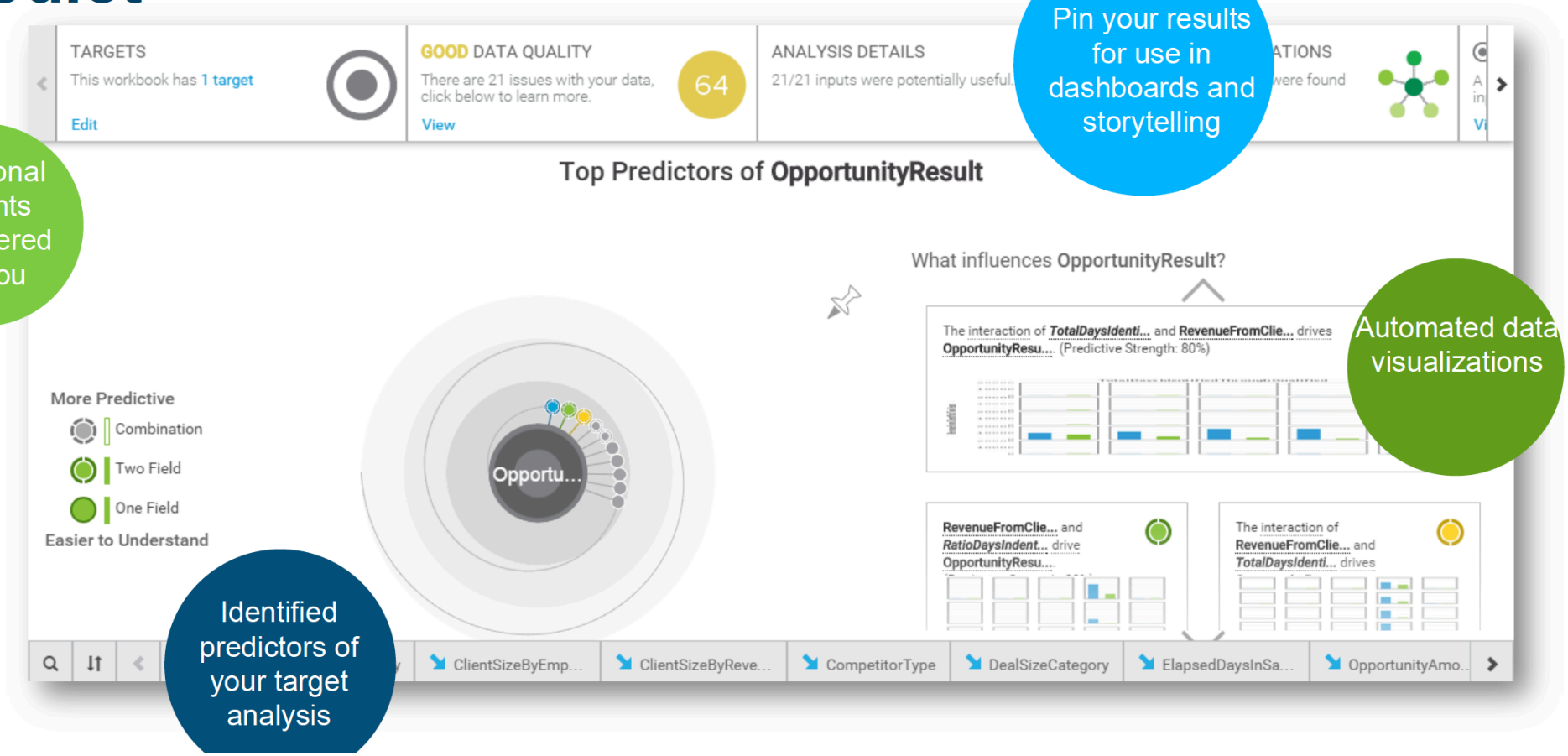
Prediction Mode

Predict



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IBM Content Analytics

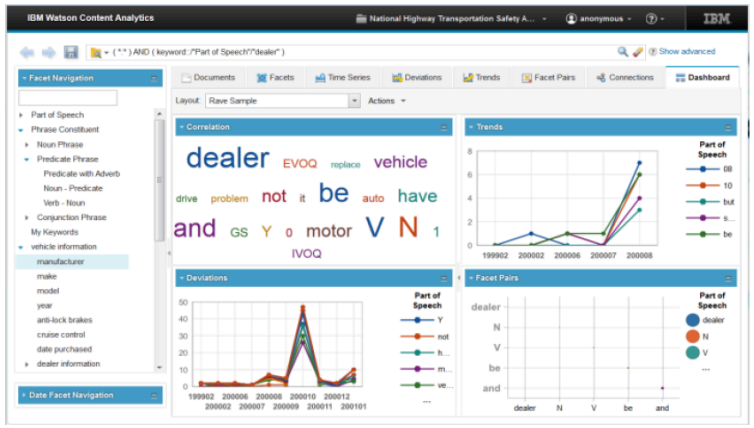
Text Analytics is the basis for Watson Content Analytics

What is Text Analytics?

Text Analytics (NLP*) describes a set of linguistic, statistical, and machine learning techniques that allow text to be analyzed and key information extraction for business integration

Not only was the pick-up line at the counter very long, but I waited 30 minutes just to talk to a rude representative who gave me a car that smelled like smoke had stained floor mats, a dented fender and only half a tank of gas

where	counter
time	30 minutes
person	representative
vehicle	car
issue 1	smoke
issue 2	stained
issue 3	dented
issue 4	half a tank of gas



What is Content Analytics?

Content Analytics (Text Analytics + Mining) refers to the text analytics process plus the ability to visually identify and explore trends, patterns, and statistically relevant facts found in various types of content spread across internal and external content sources

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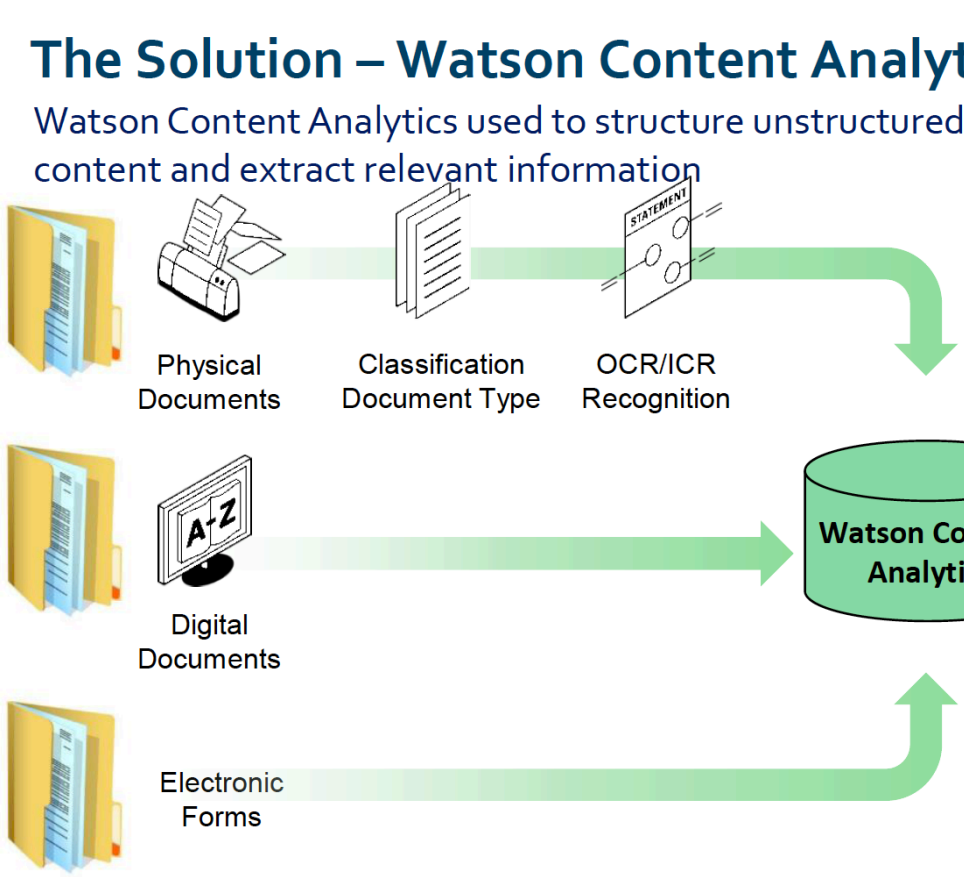
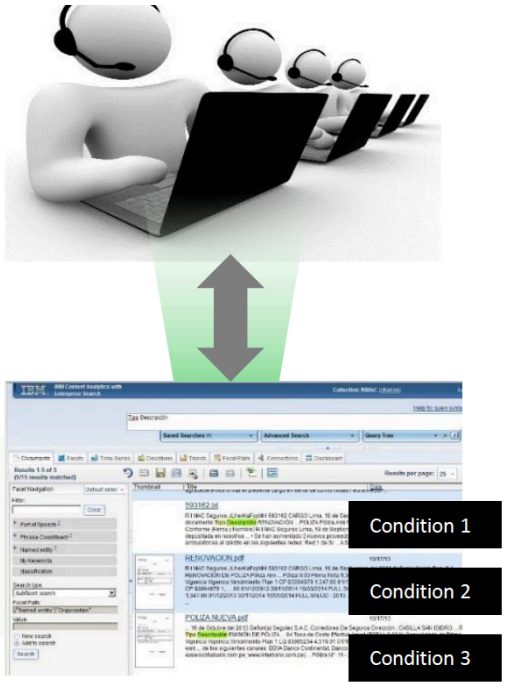
IBM Content Analytics

The Solution – Watson Content Analytics*

Watson Content Analytics used to structure unstructured content and extract relevant information





The Solution

- Watson Content Analytics crawls through multiple sources of documents, identifying relevant conditions or excerpts of information for the claims processor into a single unified view, **eliminating manual search and analysis steps**
- Structuring of information could lead to further automation

IBM Content Analytics Visualisation