

---

Neil Sahota (萨冠军)  
3/17/2017

# **IBM Watson:** *An Introduction*






## Introduction - Neil Sahota (萨冠军)



- *IBM Master Inventor*
- *WW Business Development Lead– IBM Watson Group*
  - *Works with high growth business partners to ideate next generation products/solutions powered by Watson*
  - *Identify target markets, develop business cases, establish market launch strategy*
- *Formerly a Thought Leader Consultant for IBM Global Business Services*
  - *Sell and manage large, complex engagements for Global Fortune 500 companies*
  - *Program types: strategy and change, business process management, new product development, system integration, regulatory compliance, and IT development*
  - *Industries: healthcare, life sciences, supply chain, travel and transportation, energy and utilities, retail, automotive, telecommunications, media/communication, and government*
- *Business mentor for IBM Extreme Blue (incubator for new product development)*
- *Tech Coast Angel*
- *Lecturer at the Merage School of Business*

## What Is Watson: Cognitive computing

**käg-nə-tiv** (*adjective*): of, relating to, or involving conscious mental activities (such as thinking, understanding, learning, and remembering)

- Cognitive computing and cognitive based systems accelerate, enhance and scale human expertise by:
  -  Learning and building knowledge,
  -  Understanding natural language and
  -  Interacting more naturally with humans than traditional programmable systems
- Over time, cognitive systems will simulate more of how the brain actually works and help us solve the world's most complex problems by penetrating the complexity of Big Data

## Making Movie Trailers

# Morgan

<https://www.youtube.com/watch?v=gJEzuYynaiw>



## New Way of Thinking



*“The current capabilities of cognitive computing are just the beginning of what can be.” -  
Dr. Manuela Veloso, Professor of Computer Science, Carnegie Mellon University*

# IBM Watson

## **IBM Watson Developer Cloud**

<http://www.ibm.com/smarterplanet/us/en/ibmwatson/developercloud/>

Language



Speech



Vision



Data Insights

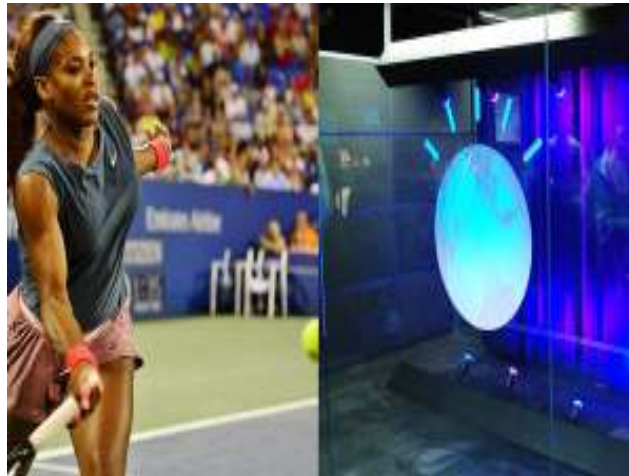


## **IBM Watson Products**

- Watson Wealth Manager
- Watson Explorer
- Watson Discovery Advisor
- Watson Knowledge Studio
- Watson Engagement Advisor
- Watson for Oncology
- Watson Clinical Trial Matching
- Watson ROSS



# IBM Watson in Action



## Partners in Education



### IBM and Sesame Street

<https://www.youtube.com/watch?v=kl6A5E5oHb4>

4



### IBM Watson Education Coppell Texas

<https://www.youtube.com/watch?v=WV3xuGXeYN4>





---

## Example

*Two Truths & A Lie with Watson*

<https://www.2truthswithwatson.com/>



## The Opportunities

What's a *major pain point* in your life?

What have you *wished you could always do*?

***Can cognitive computing help?***



