Introduction







Romelia H. Flores
IBM Distinguished Engineer and Master Inventor
IBM Global Solution Center



Technical Women at IBM
2015 DFW Tech Titan Finalist
Latina Style Magazine 2015 Top Executive
Dallas Inpovates 10 Blog - Will Computer

<u>Dallas Innovates 1Q Blog – Will Computers Replace Programmers?</u> <u>Dallas Innovates 2Q Blog – Parking... the Cognitive way</u>



IBM Smarter Planet has evolved to IBM Cognitive Business



3 Major reasons for this evolution:

New business models Evolution of new technologies Emphasis on client experience



IBM Watson, a cognitive system (key capabilities)

1 Understands natural language and human communication

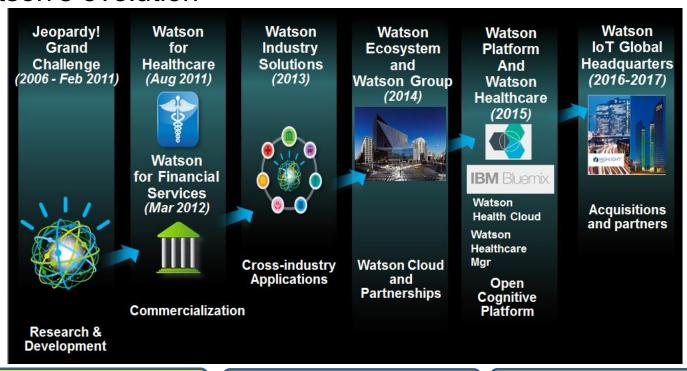




2 Generates and evaluates evidence-based hypothesis

3 Adapts and learns from user selections and responses

IBM Watson's evolution



Cloud Infrastructure

Analytics and Cognitive

Ecosystem Partnerships

Agile

Cloud Infrastructure



Smarter Smarter **Business Process** Workforce Commerce **Enabling business transformation** as a Service **Smarter** Watson **Solutions Analytics Software** Marketplace of high value consumable Kenexo Emptoris **Smarter** Software as a Service business applications Cities **Solutions Platform Composable and integrated application BlueMix** as a Service development platform **PureSystems Enterprise class, optimized** Infrastructure infrastructure for Private, Public and as a Service **IBM Cloud Hybrid Managed Services** openstack

Public, Private, Hybrid.

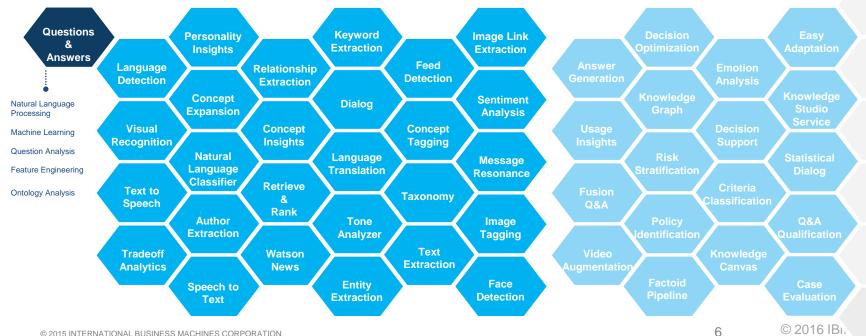
Power

Analytics and Cognitive

Watson APIs: http://www.ibm.com/smarterplanet/us/en/ibmwatson/developercloud/services-catalog.html

The Waston that competed on Jeopardy! in 2011 comprised what is now a single API—Q&A—built on five underlying technologies. Since then, Watson has grown to a family of 28 APIs (services).

By the end of 2016, there will be nearly 50 Watson APIs with more added every year.



Ecosystem Partnerships

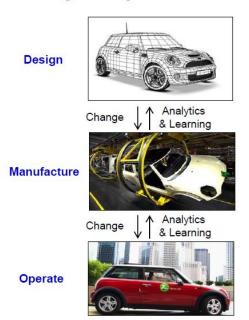


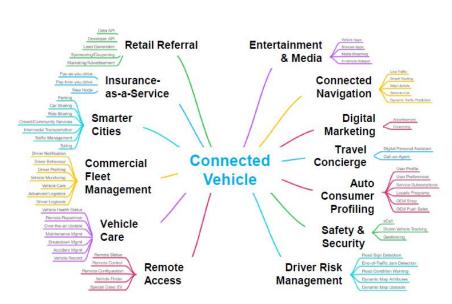
Shift Business Model Within Industry

Reinvent Business Models Across Industry Boundaries

Making / Selling to "As a Service"

Cross-Connected Industry Value





Ecosystem Partnerships





Agile



IBM Design Thinking Method

Hills focus your project on big (but attainable) problems and outcomes for users, not just a list of features requested.



<u>Playbacks</u> align your team, stakeholders and clients around the user value you will deliver, rather than project line items

Sponsor Users help you design





Empathy Map



Hill

