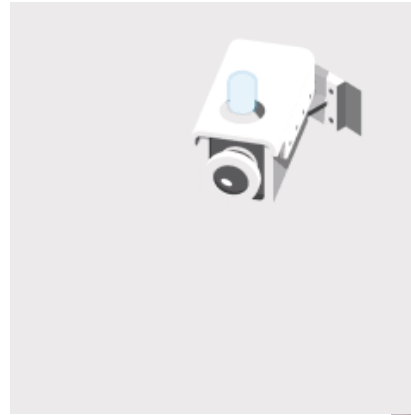


Introduction

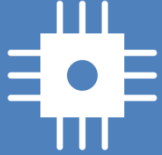


Romelia H. Flores
IBM Distinguished Engineer and Master Inventor
IBM Global Solution Center

[Technical Women at IBM](#)
[2015 DFW Tech Titan Finalist](#)
[Latina Style Magazine 2015 Top Executive](#)
[Dallas Innovates 1Q Blog – Will Computers Replace Programmers?](#)
[Dallas Innovates 2Q Blog – Parking... the Cognitive way](#)



IBM Smarter Planet has evolved to IBM Cognitive Business



INSTRUMENTED



INTERCONNECTED



INTELLIGENT

3 Major reasons for this evolution:

New business models

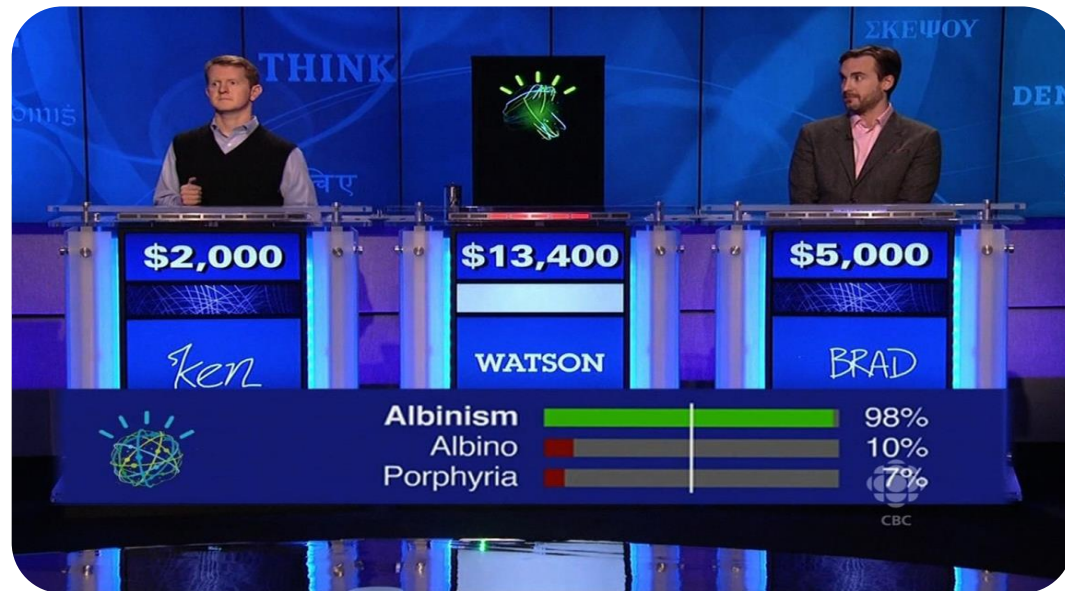
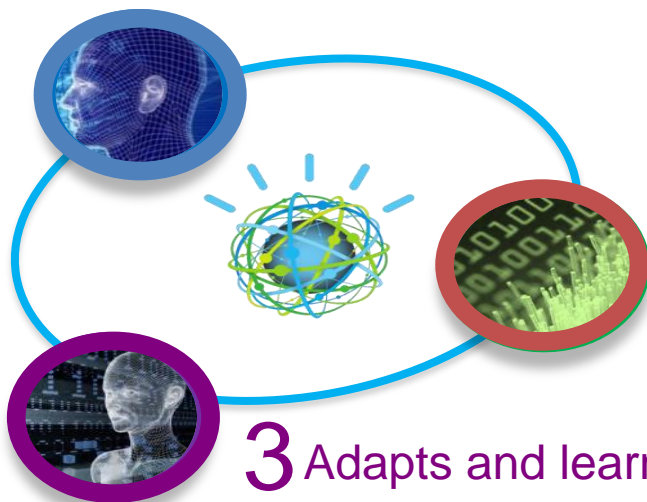
Evolution of new technologies

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



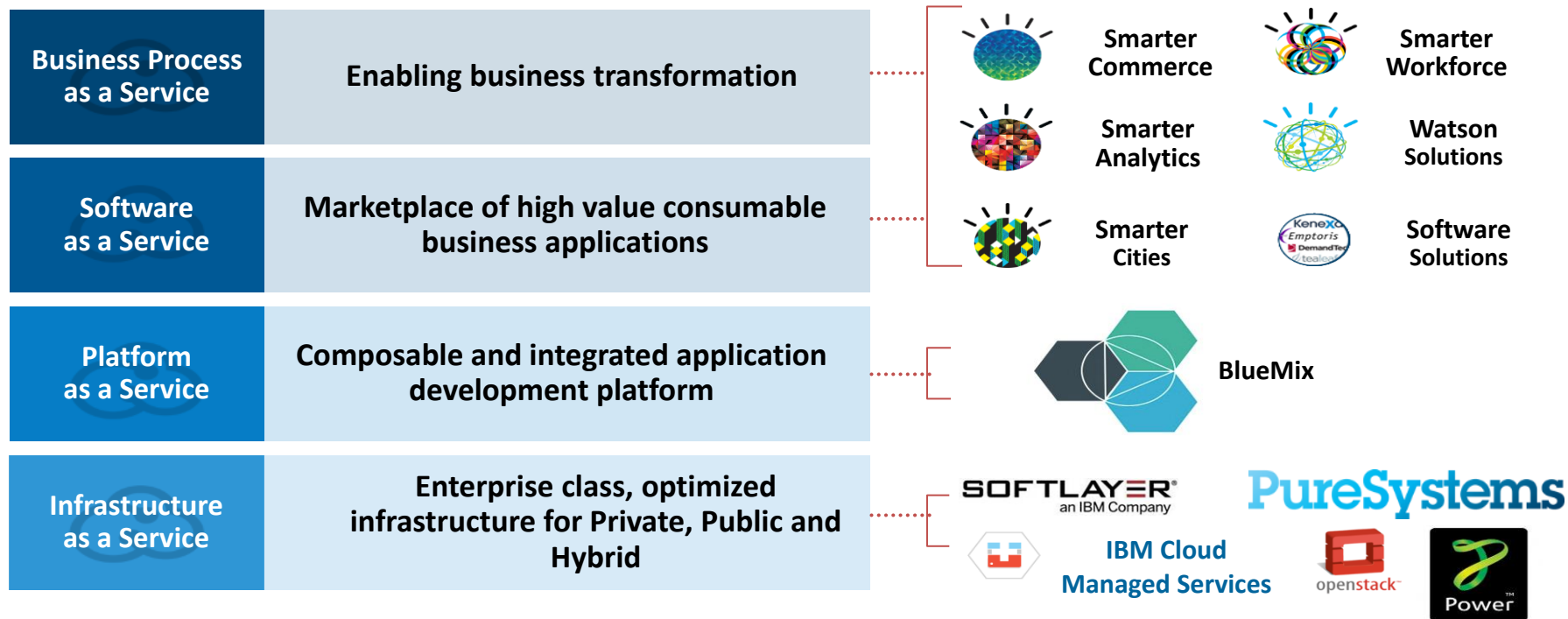
Cloud Infrastructure

Analytics and Cognitive

Ecosystem Partnerships

Agile

Cloud Infrastructure



Public, Private, Hybrid.

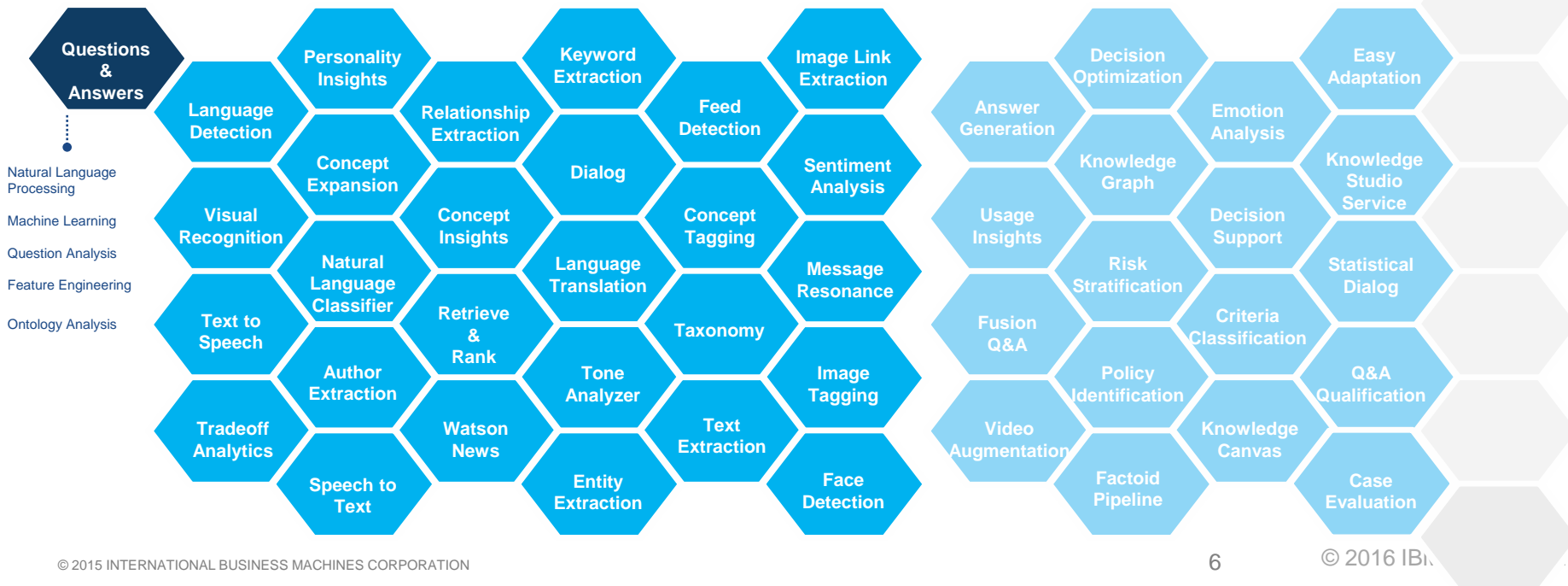
Analytics and Cognitive

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

The Watson 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)**.

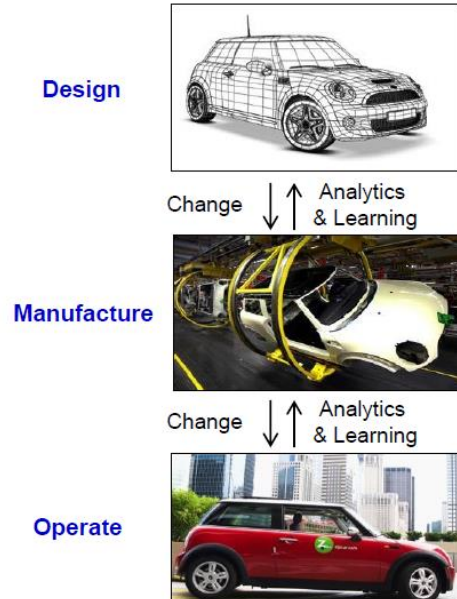
By the end of 2016, there will be nearly **50 Watson APIs**—with more added every year.



Ecosystem Partnerships

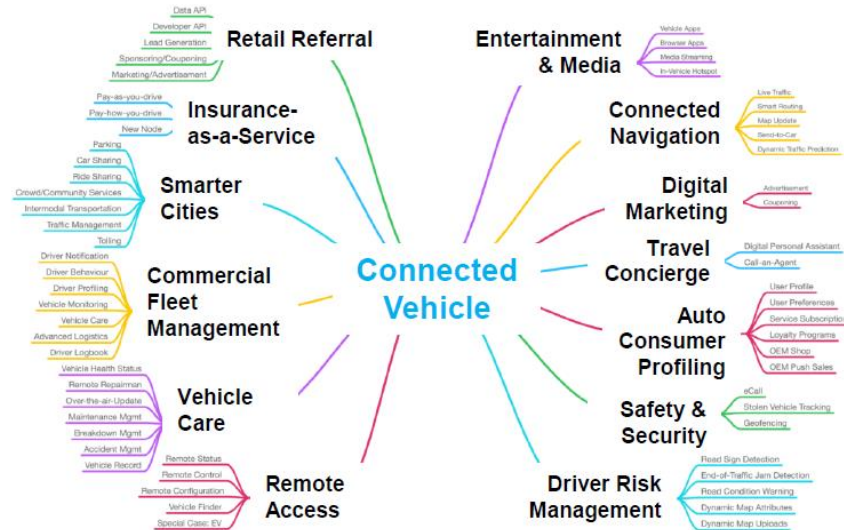
Shift Business Model Within Industry

Making / Selling to “As a Service”



Reinvent Business Models Across Industry Boundaries

Cross-Connected Industry Value



Ecosystem Partnerships



IBM Design Thinking Method

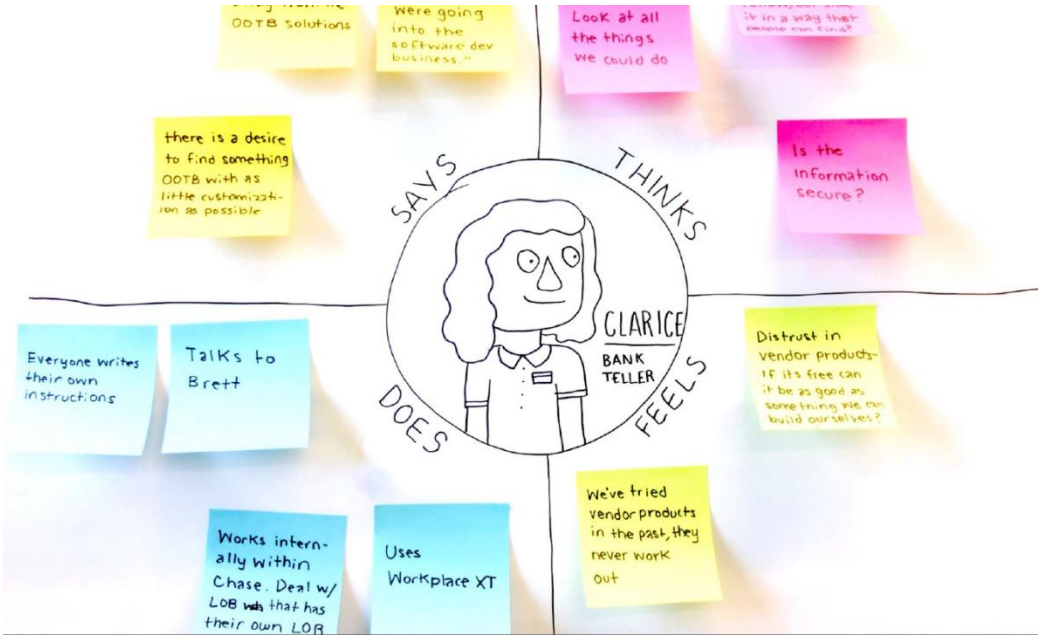
Hills focus your project on big (but attainable) problems and outcomes for users, not just a list of features requested.



Sponsor Users help you design experiences for real target users, rather than imagined needs

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

Empathy Map



Hill

