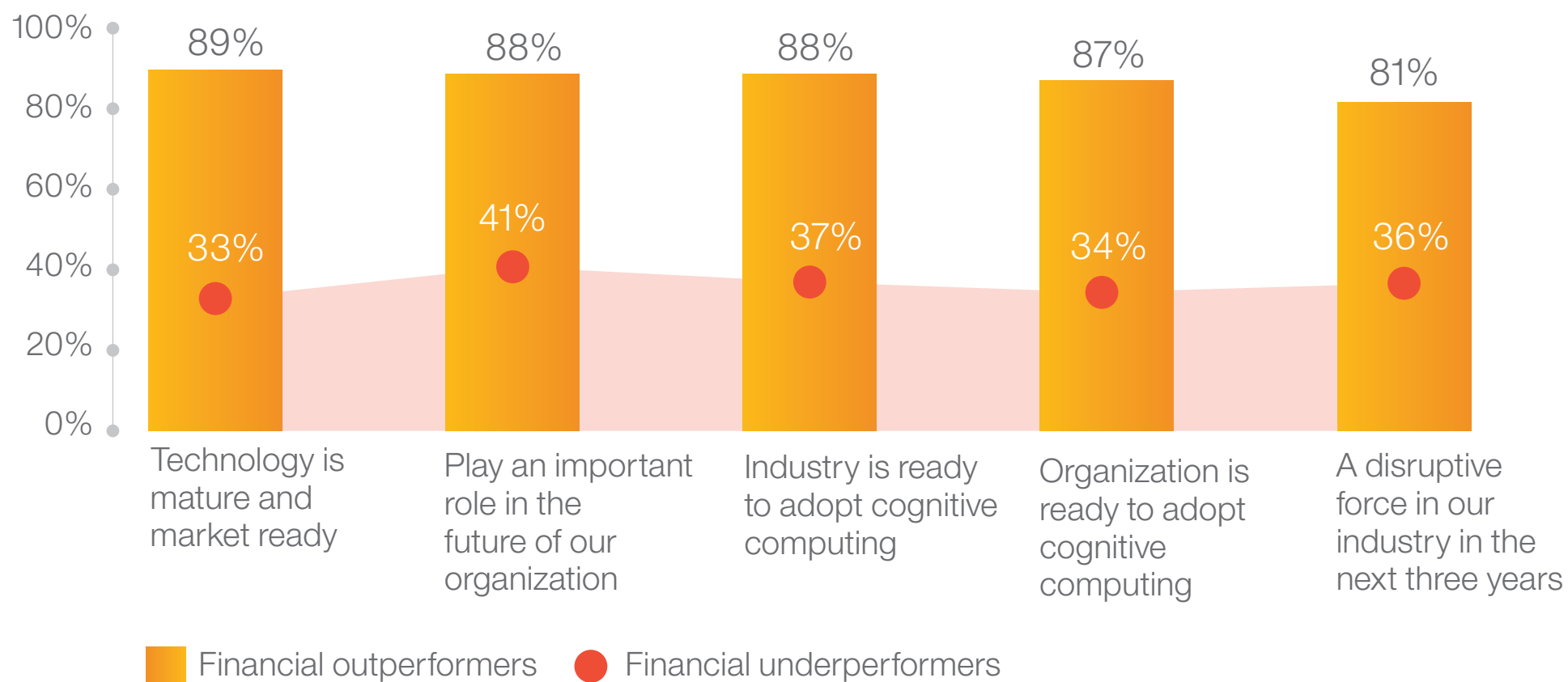


# Fast start in cognitive innovation

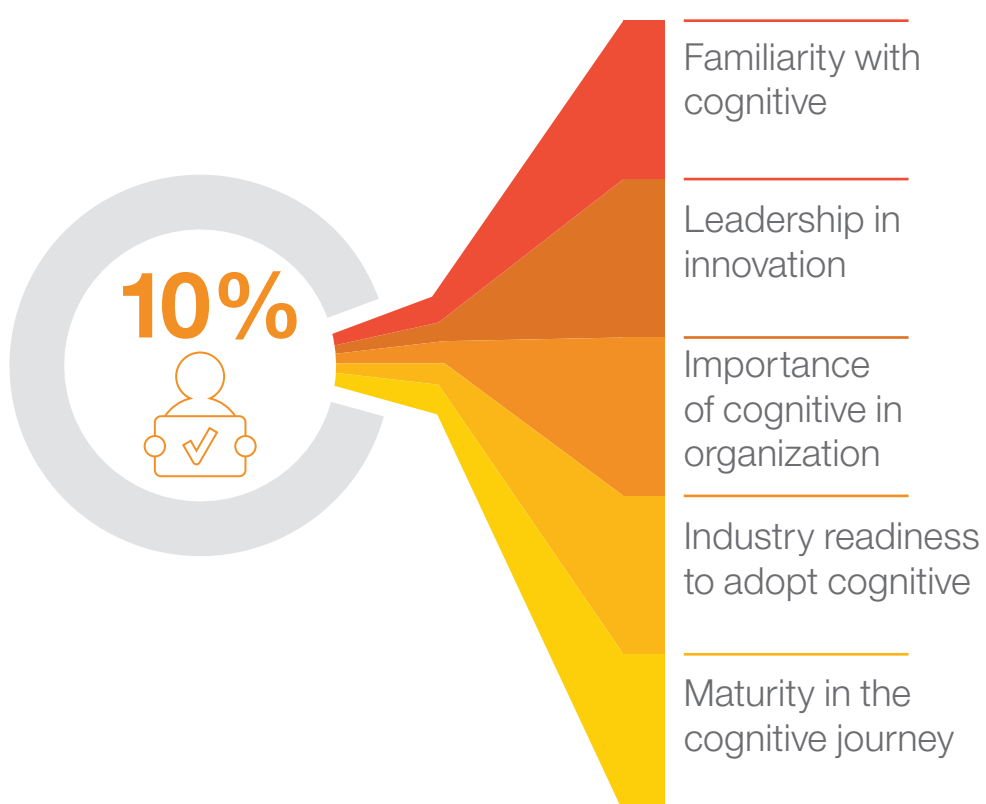
Top performers share how they are moving quickly

## Cognitive technologies are essential and ready to be deployed

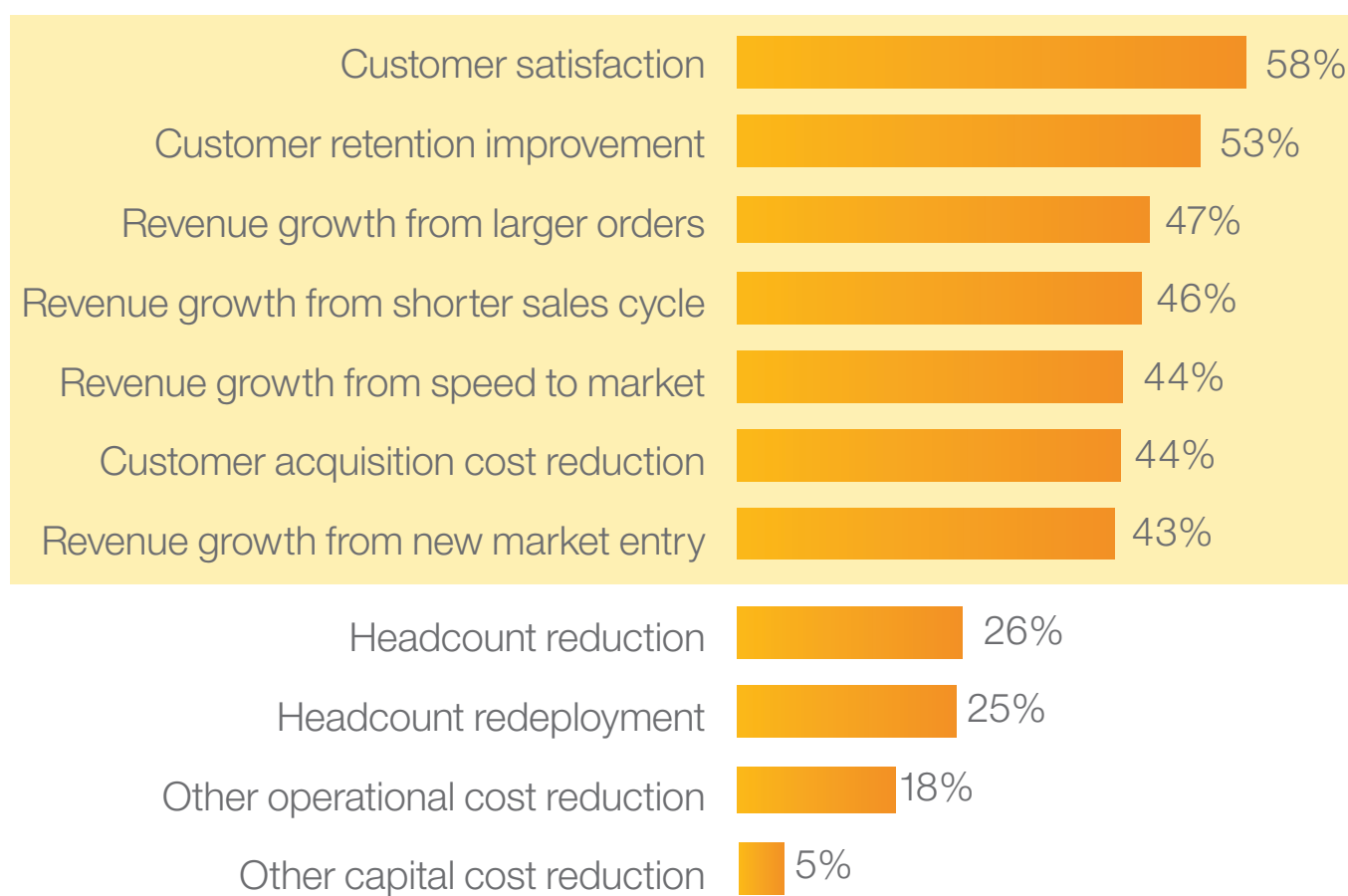


## Cognitive innovators

Respondents who gave highest ratings to all five dimensions



## Top-line growth motivates cognitive investment



Select cognitive technology carefully, pilot and demonstrate success along the way. Fast followers are quickly left behind.

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