

Contextual computing

Unlocking the power of enterprise data

con • text /'kän'tekst/

(noun)

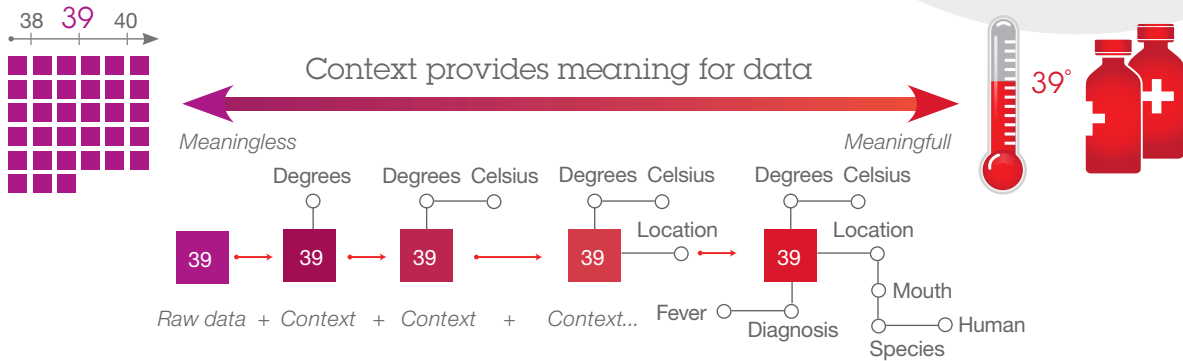
- 1) the parts of a discourse that surround a word or passage and can throw light on its meaning.
- 2) the interrelated conditions in which something exists or occurs.



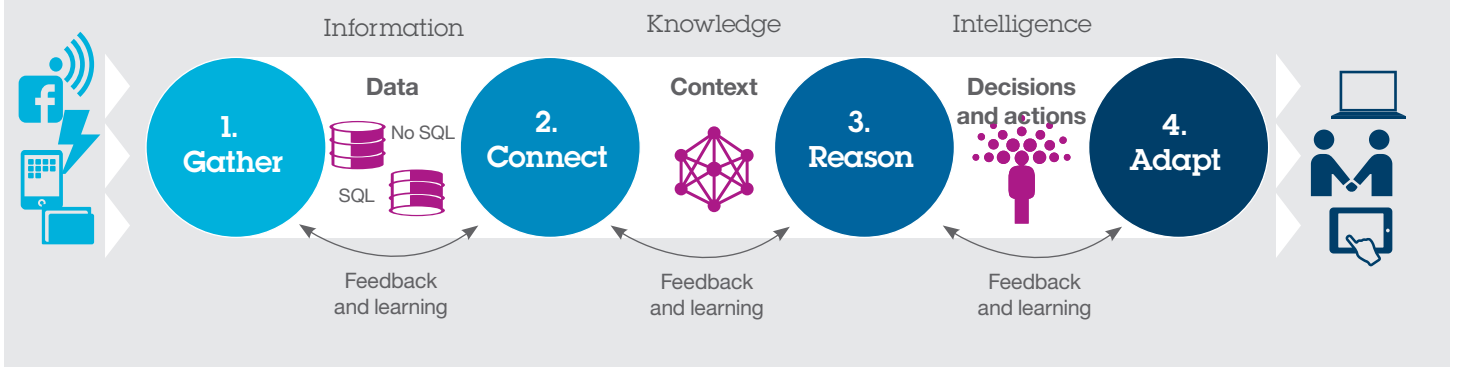
A value multiplier, context provides meaning for data

Context = Meaning | Data - Context = Meaningless data | Meaningless data = Worthless

Data - Context = Worthless



Contextual computing accelerates the detection of complex patterns through four activities



Ideal scenarios for contextual computing solutions

Situations where **guesses or hypotheses** need to be made

Situations where decision-making quality is impacted by the ability to **link pieces of data together**

Situations where there is a **discovery element**

Situations where **master data files don't exist** or data needs to be leveraged from **multiple sources**

Situations where **data is "noisy"**

Learn more about why contextual computing – and the contextual enterprise – will have a deep impact across IT domains:

ibm.com/business/value/contextual-computing

