

IBM Watson Enlight for Educators

Built for teachers, with the help
of teachers, to meet the needs
of their students

Highlights

- Helps teachers understand each student's needs more quickly
- Enables teachers to customize learning activities based on the needs of each student
- Suggests learning content and activities to teachers via IBM Watson

Education is on the brink of dramatic transformations due to innovations in social, mobile, cloud and analytics technologies that cannot be ignored. Consider also the regulatory and technological pressures and it becomes clear that our educational institutions can benefit from new solutions that offer teachers alternative models and methodologies to help advance learner outcomes.

Imagine if teachers could:

- Begin the school year with an understanding of their class by accessing information about their students from a single source
- Optimize their time and impact throughout the year using actionable, on-demand insights about their students
- Craft targeted learning experiences on-the-fly with confidence



Designed for teachers

IBM® Watson™ Education Solutions are specifically designed for teachers to help students succeed. IBM Watson Enlight for Educators supports teachers by giving them analytic insights such as which students are striving, mastering or struggling with a particular subject. It also provides easier access to appropriate digital content (such as videos, articles and podcasts) that enables personalized learning for their students.

IBM Watson Enlight embodies three guiding principles:

- **Know Me**—provide teachers with a comprehensive view of relevant data to help understand each student's academic strengths and areas of growth
- **Guide Me**—provide teachers with guidance as to how best to support each student to ensure the best success
- **Help Me**—support teachers with curated, personalized learning content and activities aligned with each student's needs

The **Know Me**, **Guide Me** and **Help Me** principles augment teachers' invaluable skills and experience, while building on and reinforcing their knowledge, planning, and development goals for each student. The goal is to continuously evolve a deeper understanding of each student to keep students successfully engaged and supported throughout their learning journey.

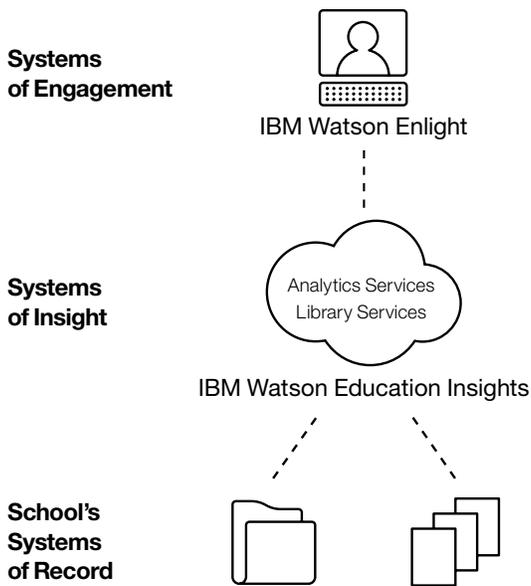


Figure 1:
Components of IBM Watson Enlight

Components of IBM Watson Enlight

IBM Watson Enlight includes an intuitive, teacher-focused browser interface developed with (and for) teachers using the latest design-thinking principles. (Systems of Engagement)

IBM Watson Enlight uses Watson's powerful cognitive computing capabilities together with cloud computing technology to securely store data and provide key student insights and academic content for the teacher. Watson Education Insights (Systems of Insight) is comprised of two services:

- **Watson Education Analytics Services**—uses a single data representation of each student to provide the teacher with a comprehensive profile. Data is gathered from a variety of sources including demographic, academic history, course enrollment, student interests, behaviors and social characteristics to provide insights into a student's academic strengths and weaknesses. These insights show how the student is performing today, and where he or she might be in the future.
- **Watson Education Library Services**—consolidates learning content and activities from a variety of sources to provide teachers with a curated, simpler to use, rich source of teaching materials. Cognitive computing also provides analysis that aligns instructional resources to academic standards, readability, content type and other key determinants of suitability for each student's needs. Teachers can easily search for learning content based on student needs or go directly from mastery-based insights to a set of recommended content for a given student.

Offering details

IBM Watson Enlight is a software-as-a-service (SaaS) offering that is deployed and configured on a secure, scalable cloud infrastructure and powered by SoftLayer®.

- The Watson Enlight user interface supports most web browsers.
- IBM Watson Enlight provides a well-defined, highly organized approach to obtaining the relevant data and content to help achieve a successful deployment.
- IBM Watson Enlight uses a variety of data sources: demographic, academic, attendance, assessment and a rich set of learning content. The educational institution grants IBM the appropriate rights to the relevant data and learning content.

Data security and privacy

The educational institution is responsible for obtaining all data and all necessary consents, permissions and authorizations under applicable laws to permit the institution to provide the data and content to IBM for IBM Watson Enlight.

If the customer is a public school in receipt of federal funding, then the institution and its employees and school officials and subcontractors are required, pursuant to FERPA, to maintain the confidentiality of education records and personal information.

The institutions shall provide IBM access only to educationally relevant and necessary data.

The school district or institution is required to confirm that IBM Watson Enlight is only used for academically appropriate purposes and that users have the necessary training and rights to access and use IBM Watson Enlight.

Cognitive technology is now

It is time to let cognitive technology do more of the background work for education. Understand students' needs, personalize learning activities and suggest learning content all via an intuitive, teacher-focused browser interface developed with teachers, for teachers.

Why IBM?

IBM is recognized by education clients for our unique combination of:

- Cognitive technologies that can understand, reason and learn over time to transform teaching and learning
- Big data and analytics capabilities to empower teachers
- Secure and scalable cloud-based solutions to support the entire education enterprise

For more information

For more information on IBM Watson Enlight, please visit ibm.com/marketplace/cloud/personalized-learning/us/en-us.

© Copyright IBM Corporation 2016

IBM Corporation
Route 100
Somers, NY 10589

Produced in the United States of America
October 2016

IBM, the IBM logo, ibm.com, and Watson are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at “Copyright and trademark information” at www.ibm.com/legal/copytrade.shtml

SoftLayer is a registered trademark of SoftLayer, Inc., an IBM Company.

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED “AS IS” WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT.

IBM products are warranted according to the terms and conditions of the agreements under which they are provided.

Statement of Good Security Practices: IT system security involves protecting systems and information through prevention, detection and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed or misappropriated or can result in damage to or misuse of your systems, including to attack others. No IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. IBM systems and products are designed to be part of a comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products or services to be most effective. IBM DOES NOT WARRANT THAT ANY SYSTEMS, PRODUCTS OR SERVICES ARE IMMUNE FROM, OR WILL MAKE YOUR ENTERPRISE IMMUNE FROM, THE MALICIOUS OR ILLEGAL CONDUCT OF ANY PARTY.

EDS03016-USEN-00

