

# IBM Automation With Watson

IBM is shaping the future of cognitive automation

## Imagine if...

An airline could re-book your flight connection while you are in the air, taking into account weather data, cancellations, delays and luggage concerns. Without disruption, new gate and flight details are delivered to your mobile device.



A bank combines home purchase services with mortgages, digitizing access to credit reports and bank account information.



## Industries are transformed and leaders are born



When cognitive is combined with automation and analytics, companies are able to gain actionable insights, execute processes with speed and accuracy creating consistent, quality experiences delivering an **exceptional customer and employee service**. Automation allows organizations to innovate, creating an entirely new approach that solidifies customer relationships. This empowers employees by freeing them up to focus on new ways of working, creating new revenue streams and advancing business models that transform organizations.

## What is New? IBM's Automation Platform is Cognitive

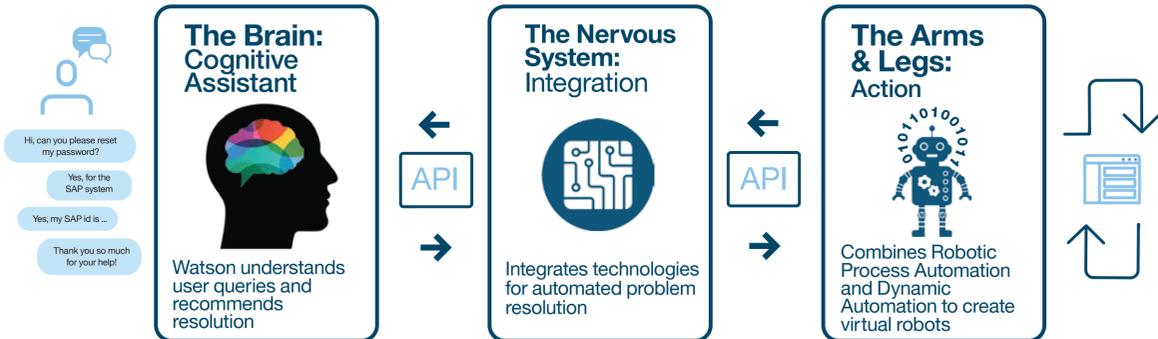
The push to advance digital business has become short hand for transformation. Organizations across industries know they need to streamline operations, drive out costs, and root out inefficiency with regulatory compliance and security built in. Digitization provides the means to do this through mobile access anytime, anywhere. Digitization of data is creating the ability to gain greater insight from vast amounts of information, connectivity across the supply chains and automation of business processes.

Organizations recognize they need some expert guidance for automating their business processes while empowering their employees to engage in high-value work that drives innovation, new business models and revenue streams.

IBM has an overall blueprint and technical roadmap to help companies define their path forward with a portfolio of automation technology solutions and services.

It starts with Robotic Process Automation, which enlists software 'robots' to perform complex, nested routines that cut across applications reducing errors and eliminating mundane, time-consuming tasks. Then, we bring in IBM Watson to give dynamic and robotic automation a "brain."

A first-of-a-kind solution from IBM Research and Global Business Services, IBM Automation With Watson has the capability to understand natural language, think, learn and get smarter over time. This level of automation involves more than just replacing redundant tasks with software, it's capabilities that are enabled by analytics, cloud, mobile and cognitive computing.



## People And Machines

While there is no question that automation will change people's job, it is also expected to spur growth -- creating 13.6 million new jobs in entirely new job categories. As companies advance human productivity, people will be freed from mundane and repetitive jobs to focus on more engaging work such as opportunities to advance innovation and customer engagement.

Let's look at the numbers.



Automation is expected to spur job growth of **13.6 million** new jobs in entirely new categories.\*



**47%** of IT executives say, automation of business processes will also change the way virtual and cloud environments are managed.\*\*



By **2019**, automation is expected to change every job category by at least **25%**\*\*\*



About **30%** of IT's time is spent on low-level tasks. Furthermore, four out of five rules-based tasks have high potential to be automated.\*\*\*\*

## IBM Automation With Watson

IBM Automation With Watson is a real game changer that makes your employees much more productive by delivering the optimum balance between costs and performance.

IBM believes combining automation and cognitive technology represents a fundamental shift in the way organizations can deliver more value to customers and ultimately create new revenue streams.

IBM uses this type of automation in order to expand capacity, continuously improve quality, and increase our speed of delivery – allowing us to provide accelerated value to you, our client.

Learn more at [ibm.com/automation](http://ibm.com/automation)

\*\* The Future of Jobs, 2025: Side by Side with Robots\* Forrester 2015  
 \*\*\* The Future of Jobs, 2025: Side by Side with Robots\*\* Forrester 2015  
 \*\*\*\* The Dullest Business Process Could be a Winner in the Automation Contest | Sherpas in Blue Shirts\* Everest Group 2015