IBM Watson and the IBM Cloud Platform

David Kenny
Senior Vice President,
IBM Watson and Cloud Platform
IBM's Platforms: IBM Watson and the IBM Cloud

Building the world’s best enterprise cloud and AI platform, differentiated by our vertical capabilities

IBM Cloud
$13.7B
2016 Revenue

IBM Analytics
$19.5B
2016 Revenue

As-a-Service run rate
ONE Architecture

Highly scalable and flexible, enabled with security, to meet our client's most aggressive needs

Applications
Finished products for clients
- Watson Oncology
- Watson Cyber Security
- Weather
- GBS/GTS Ind. Solutions
- Watson Virtual Agent
- Watson Explore & Discover
- IBM Risk & Compliance
- Asset Mgmt. (Maximo)

AI
Building blocks for developers
- Conversation API
- Discovery API
- Compare/Comply API
- DLaaS API
- Tone Analyzer API
- Personality Insight API
- Visual Recognition API
- Speech API
- IoT API
- NLU API
- NLC API
- Knowledge Query API

Data
Tools to prepare data for cognitive
- Crawl
- Cleanse
- Enrich
- Store

Cloud
A highly scalable, security enabled foundation
- Firewall/Reverse Proxy
- Object Storage
- DNS
- Dedicated Machines
- Virtual Machines
- Networking
- File Storage

Developer Services – IAM, Billing, Logging, Monitoring, + more
Driving Innovation

Released advanced set of products based on new architecture in 2016; pace to accelerate in 2017

Applications  
+ Watson Health | Watson for Cyber Security | Watson for FSS | Partner apps

AI  
+ Watson Conversation | Watson Discovery | Watson Virtual Agent

Data  
+ Watson Data | Watson IoT

Cloud  
+ Object Storage | Tuning Compute for HPC | High-volume/low-latency network design
Kathy Collins
Chief Marketing and Strategy Officer,
H&R Block
In-person assistance

Do-it-yourself

10,000 retail offices

Office within 5 miles of most Americans

Prepared 23.2 million tax returns worldwide

Prepared 700 million tax returns since 1955
Get your taxes won.

Slides provided by H&R Block.
Until this year, the client experience hadn’t changed much.
Clients want a more engaging experience
The competition:
Taxes “done” is good enough
THE H&R BLOCK ADVANTAGE®

TELL ME ABOUT YOUR YEAR:

H&R BLOCK HAS YOU COVERED:

100% ACCURACY GUARANTEE
- If you don't get the results you want, we'll file an amended return and refund the difference.
- If you're not completely satisfied, you can cancel your subscription and get your money back.

MAX REFUND
- H&R Block's state programs offer the maximum refund possible for your state.
- If you're not satisfied with your refund, we'll give you back the money you paid for the program.

YEAR ROUND
- H&R Block's online tax prep is available year-round, so you can prep at any time.
- If you're not satisfied with your results, you can cancel your subscription and get your money back.

LAST YEAR

- Your Federal Refund: $1,230.00
- Your State(s) Refund: $105.20
- You Took Advantage of:
  - I.D. Shield
  - Peace Of Mind
  - Emerald Card
  - Pay Nothing Out Of Pocket

WHAT HAPPENED THIS YEAR?

With Watson
Your Life

1. Tax Prep
2. Review Your Results
3. Tax Tips

- Household
- Wages
- Home Ownership
- Retirement
- Additional Incomes
- Investments
- Military
- International
- Education
- Charity
- Employee Work Expenses
- Rent
- Business Profits/Loans
- Debt
- Medical
- Citizenship
- Farm
- Other Deductions
Your Life

Generating your personalized tax tips...

TAX TIPS

Slides provided by H&R Block.
2 pt
Overall Satisfaction

- Monitor appeals to clients
- Clients report being more engaged
- Tax Pros are supportive

2 pt
Intent to return

1,000,000 +
Views of Watson :60 ad on YouTube

3 pt
Price/value

- Increased web traffic
- Increased retail appointments

Slides provided by H&R Block.
Peter Coleman
Managing Director and Chief Executive Officer
Why we win

Only IBM can combine cutting-edge technology with deep industry experience to truly partner with clients and help them put their knowledge to work.

- **We give clients choice and control**
  - We put clients in control of **THEIR** knowledge
  - Clients can leverage open source and open standards
  - Clients can use multiple deployment and data location models (Hybrid)

- **We are built for data and AI**
  - We have the most advanced analytics and AI
  - We focus on end-to-end data management and governance
  - We offer specialized infrastructure and developer tooling

- **We lead with industry expertise**
  - We offer pre-integrated, industry-focused offerings and data sets
  - We bring deep industry expertise and insight
  - We provide lifecycle services from strategy to support