

Watson is the AI platform for
business

—

Beth Smith
General Manager
IBM Watson AI

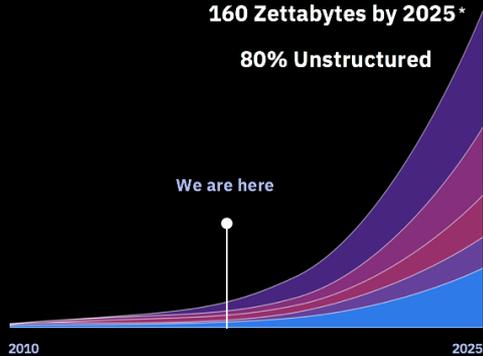


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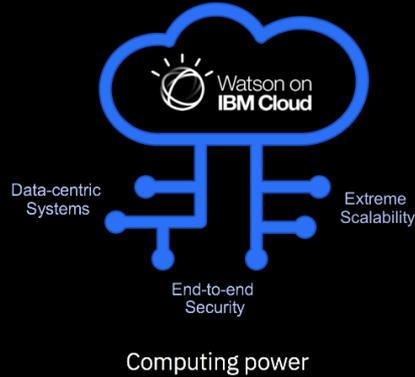
AI: Why now?

Data growth

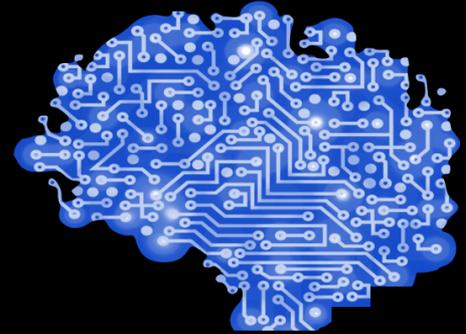


*Source IDC. IBM projections based on analyst report

Cloud



Advances in neural networks, machine learning and deep learning



The AI opportunity for enterprise and industry

Financial Services	19%
Industrial Products	15%
Telco, Media and Entertainment	13%
Healthcare and Life Sciences	12%
Retail, Wholesale, Consumer Product Goods	10%
Auto, Aerospace and Defense	9%
Rest of Industries	22%



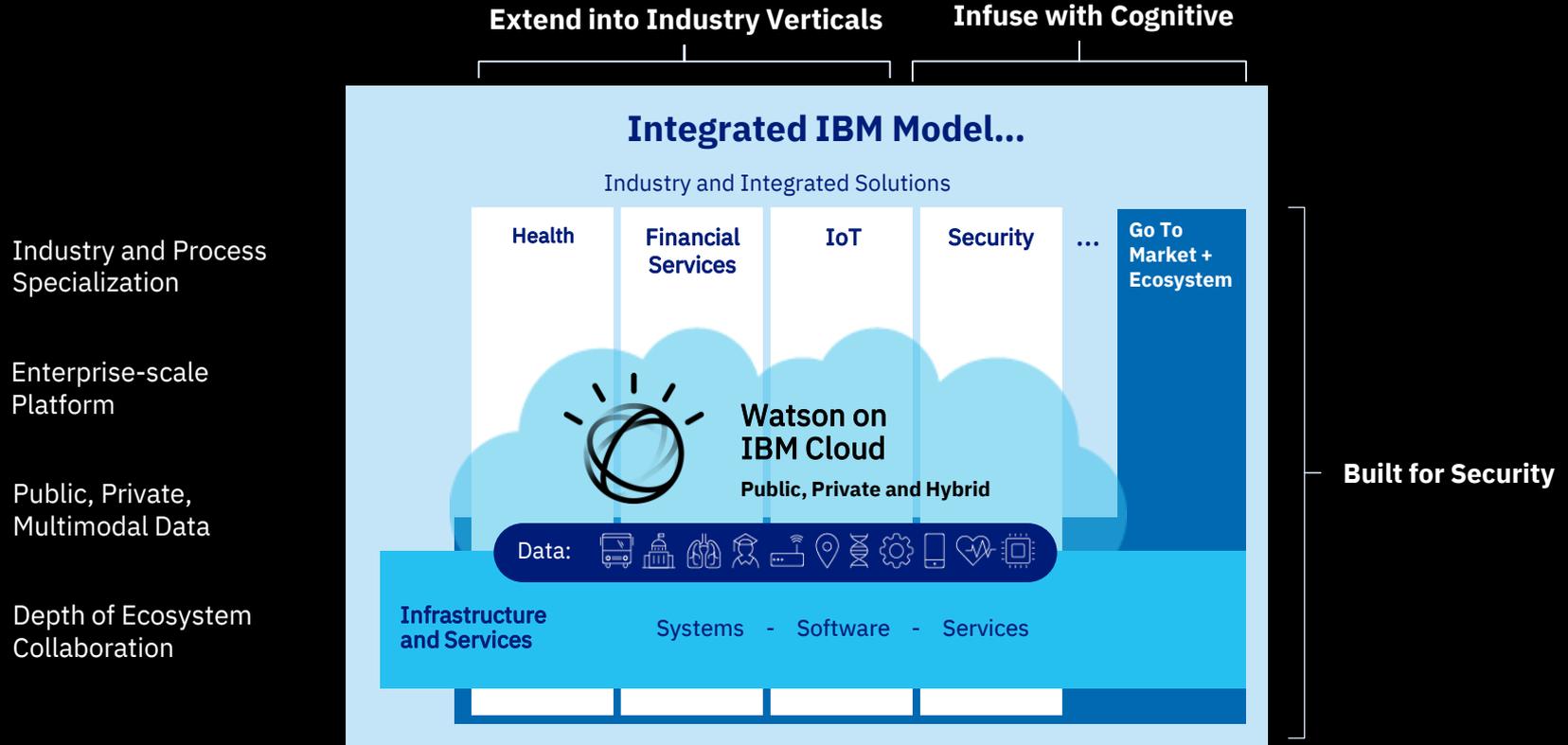
~\$2T

Opportunity for decision-making support **2025**

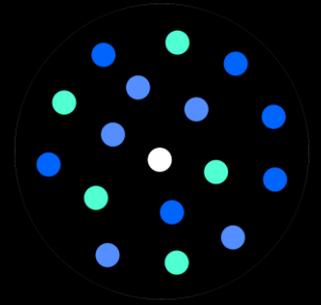
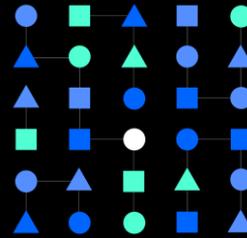
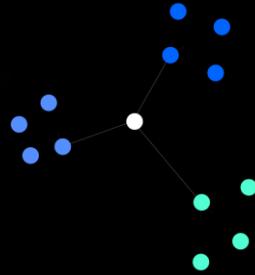
~\$1.5T

Traditional global IT spend **2020**

With Watson, clients get the benefit of IBM's entire portfolio



IBM Watson is *the* AI platform for business



- Reimagines your workflows
- Learns more with less data
- Protects your insights

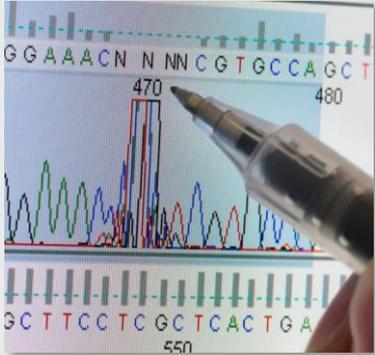
Your business processes get smarter with Watson. Watson embeds into your workflows to provide AI when you need it, where you need it.

Watson can learn from less data. The quality of your data, not the quantity, makes the difference.

When you train with Watson, your insights belong to you. As your models gain value, you maintain ownership of your data.

Watson: New revenue models

Data access/
Pay-per-Insight



Subscription



Shared value with
partners



Licensing





Expert service,
60% faster.



A **billion people**
a day. Millions of
elevators. No room
for downtime.



Responding to threats
in **3 minutes**
instead of 3 hours.

Building trust in the era of AI

The purpose of AI is to augment human intelligence.

Data and insights belong to their creator.

New technology, including AI systems, must be transparent and explainable.

Key takeaways

Data is transforming every enterprise

The market for decision-making based on this data will be \$2 trillion by 2025

IBM has built the AI platform for business

Watson is now scaling across industries – healthcare, financial services, energy, manufacturing...

IBM Watson[®]

Get started today www.ibm.com/watson