

3 things to know about IBM Watson

IBM Watson in the competitive world of AI

Over the past few years, “AI” has become a buzzword both inside and outside of the tech community. AI systems are designed to operate in a very human context, on human forms of expression – our language, both written and oral, our physical movement and even our facial expression.

Working with Watson is an investment in an AI system **built for business**. Embracing AI as complimentary to the role humans play in your business will prevent misunderstandings and allow for accelerated growth and business value.

3 Reasons Watson is the AI Platform for Business

01. Watson on the IBM Cloud

This unique integration allows you to seamlessly integrate Watson services into your digital applications, products and operations, giving you access to data-driven insights that improve business outcomes and produce real value, in addition to allowing you to store, train and manage your data on the most secure cloud.

02. Data privacy

Watson can ingest, cleanse and comprehend a variety of data types while optimizing for the robust AI workloads required to extract meaningful insights. With Watson, you own your data, insights and IP. In a competitive marketplace, IBM believes the perspective and insights you derive from applying Watson should not be shared or sold. Your Intellectual Property and insights stay with you – period.



03. Domain expertise

Watson provides the largest base of industry offerings across the board. From healthcare to finance and transportation to energy, Watson understands the language of your industry. Combine your data, industry knowledge and subscription data to train your AI on what you care about in order to make the most informed decisions.

In 2016, IBM invested more than \$5 billion in research and development and received a record 8,088 patents. Nearly 2,700 of these patents are A.I. related. By choosing Watson you are the direct beneficiary of the advancements and progress that come from IBM Research.

In order to keep pace and with the evolving world of AI, it is important to stay informed about how the world’s largest technology firms are thinking about and deploying AI in service of people and society.

Some of the best ways to do this are:

- Follow the [Partnership on AI](#), a unique collaboration between IBM, Amazon, Facebook, Google and Microsoft
- Visit [Future of Life Institute’s AI News](#), where you will find a wide breadth of current events promoted by the world’s leading AI researchers and scholars
- Stay up-to-date on where Watson technology is heading at [IBM Research: AI and Cognitive Computing](#)
- For a unique perspective on IBM Research’s work, consider following [IBM Research Frontiers Institute](#)
- Finally, learn about one of the largest university and industry AI collaborations, and what they are up to, at the [MIT-IBM Watson AI Lab](#)