

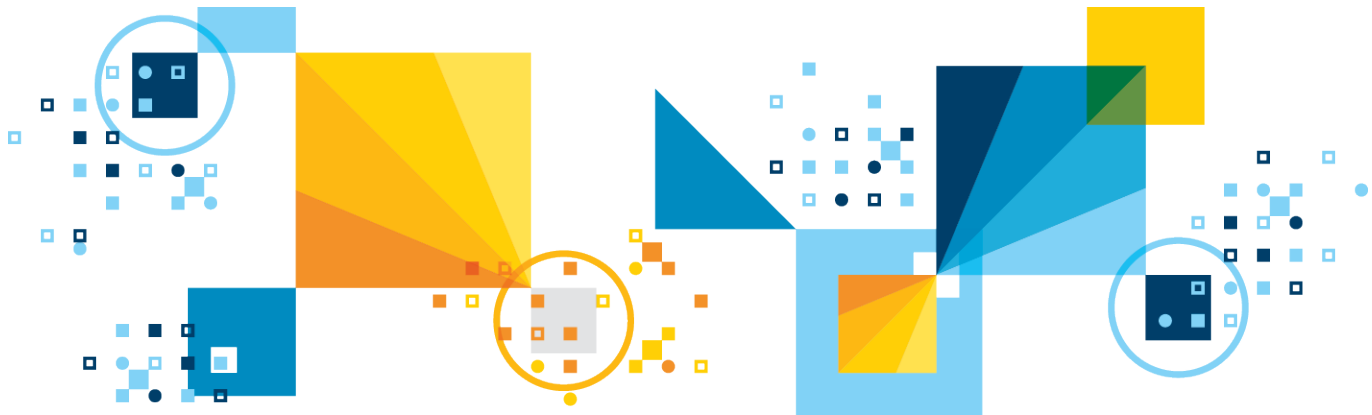
[Click to Edit Master Subtitle Slide](#)

Jean-François GONGUET – Analytics Client Architect

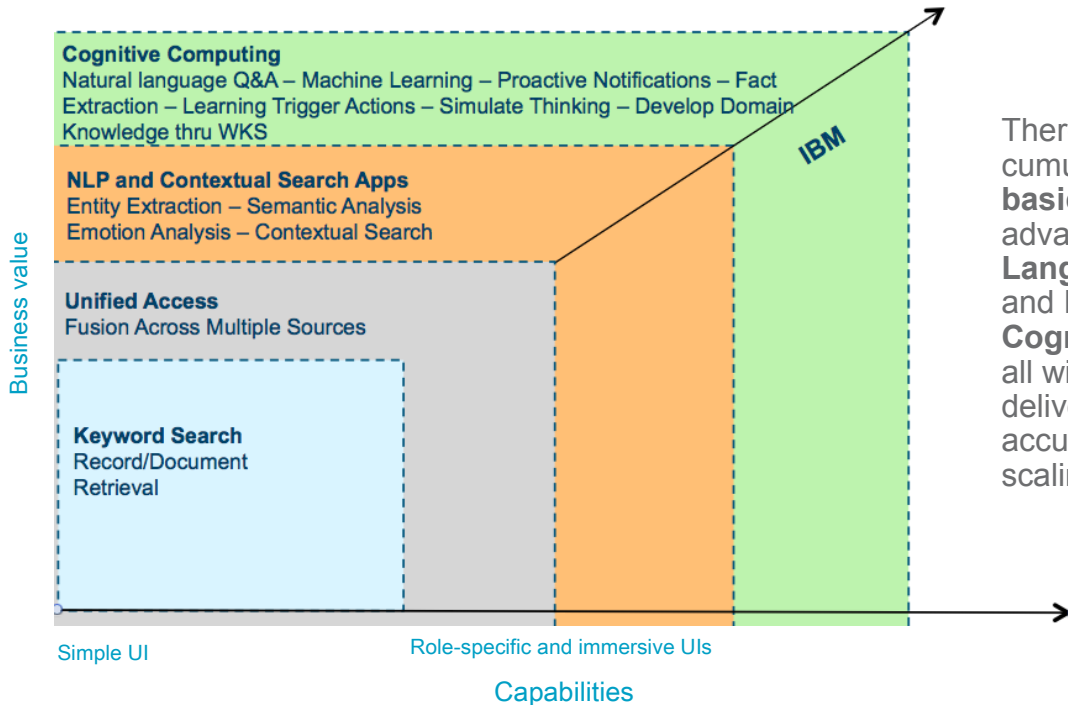
Oleg IVANOV – Software Client Architect

Big Data & Analytics: Solutions integration and surroundings

Watson Explorer & Watson Analytics demo



Evolution from Search through Cognitive Computing



There is a natural and cumulative evolution from **basic search**, through advanced **Natural Language Processing** and **Machine Learning** to **Cognitive Computing** ... all with the goal of delivering information more accurately and faster, and scaling expertise.

What is Watson Explorer ?

IBM Watson Explorer combines **search and content analytics with unique cognitive computing capabilities** to help users find and understand the contextual information they need to work more efficiently and make better, confident decisions at the point of impact.

Watson Explorer enables organizations to better



Explore



Analyze



Interpret



synergies with Watson

Challenges

Challenges Information Access

Many sources



Watson Explorer

Explore

Unified view of information
from ALL sources

Unstructured Content

Up to 80% of data



Analyze

Insights and proactive notifications
from unstructured content

Scaling Expertise

Doing more with less



Interpret

Applies cognitive computing



synergies with Watson

Explore : Reveal Insights from Data across the Enterprise

Unstructured Content



Collaboration



Email



Content Management



Web Services



File System



C
l
o
u
d



Structured Data



Database s



Web Services



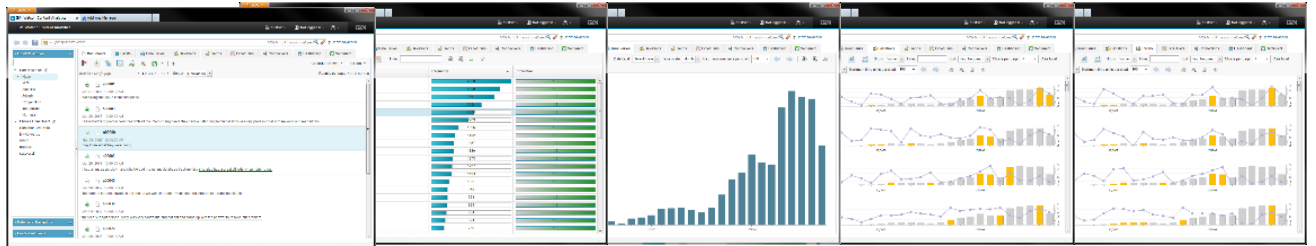
Data Warehouses



Hadoop

Watson Explorer

Analyze : Understand The "Why" behind The "What"



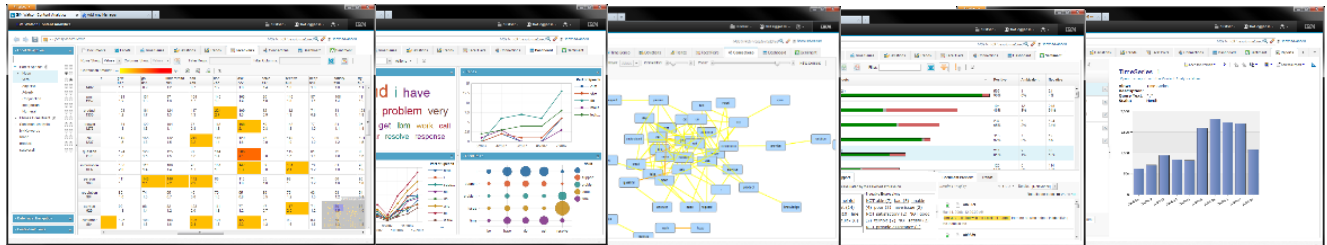
Documents

Facets

Time Series

Deviations

Trends



Facet Pairs

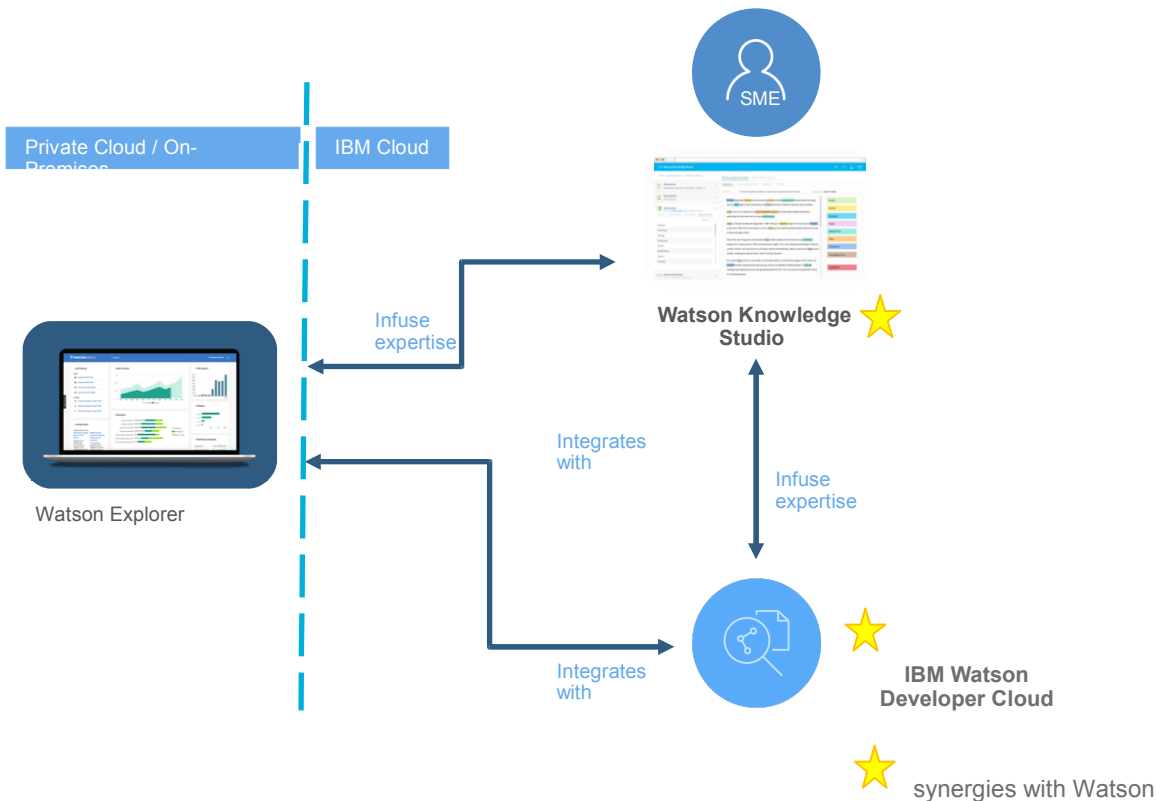
Dashboard

Connections

Sentiment

Reports

Interpret : Leverage Cognitive Services on Watson Developer Cloud to Scale Expertise



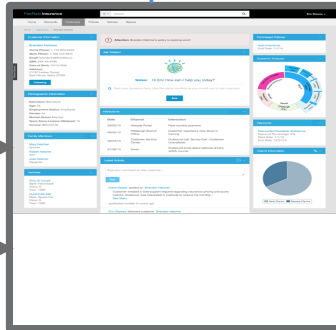
Watson Explorer Delivers “Cognitive Exploration”

Explore information from internal and external content through unified information applications

Analyze, visualize, and discover insight in unstructured data through NLP and text analytics

Interpret by applying cognitive capabilities to enhance, scale, and accelerate human expertise

Watson Explorer



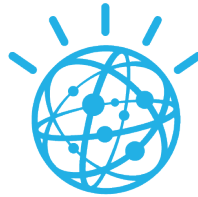
Cognitive Exploration

- exploration across many different sources
- content analytics
- cognitive insights
- delivered in a unified information application

Watson Explorer's content analytics creates actionable data from unstructured content

Unstructured Content

Commander 4.0 Cu. Ft.
26-Cycle King-Size washer
 – **white**. I hate this machine.
 Have had 3 calls on machine.
 You can't wash **large items**,
 Won't clean in the middle.
Leaves dry spots through the
 clothes, I can only do **½**
basket of clothes. Will **not**
clean or **mix bleach** in with
 the water...



**Watson
Explorer**
 Deep
 natural-
 language
 analysis

Structured data for analysis

| | |
|----------|---------------------------|
| Product | Commander |
| Category | 4.0 Cu. Ft. |
| Size | 26-Cycle King-Size |
| Model | washer |
| Color | white |
| Issue | large items |
| Issue | leaves dry spots |
| Issue | ½ basket |
| Issue | not clean |
| Issue | mix bleach |
| Problem | Insufficient Water |

WEX Demo

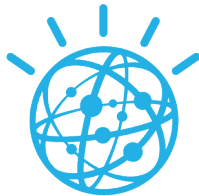


TOYOTA

- Unintended acceleration (failing brakes and phantom gas pedals).
- For 6 months, Toyota denied that there was anything wrong with their cars.
- After 6 months, Toyota announced that there was indeed a floor mat problem with the cars.



Public government database of car incidents and crash reports



Watson Explorer
Data Miner
Hypothesis Free Discovery

| | Field | Value |
|--|-----------|--|
| S t r u c t u r e d D a t a | date | Apr 23, 1999, 12:00:00 AM |
| | make | TOYOTA |
| | model | PRIUS |
| | year | 2010 |
| | weather | rain, wind |
| | ... | |
| F r | complaint | My 2010 Toyota PRIUS lurches forward when braking when I hit an uneven surface, like a |



Content analytics use cases



**Customer
Insight**



**Crime
Analytics**



Healthcare



Insurance



Finance

Content analytics use cases



Customer Insight



- Customer experience
- Customer satisfaction and survey analysis
- Product and service quality
- Churn prediction
- Marketing campaign development and execution
- New revenue opportunities
- Product enhancements



Crime Analytics



Healthcare



Insurance



Finance

Content analytics use cases



Customer
Insight



Crime
Analytics



Healthcare



Insurance



Finance



- Community policing
- Investigation analytics
- Incident management
- Anti-gang initiatives
- Anti-terrorism initiatives
- Cyber crime investigation

Content analytics use cases



Customer
Insight



Crime
Analytics



Healthcare



Insurance



Finance



- Diagnostic assistance
- Clinical treatment
- Critical care intervention
- Fraud detection and prevention
- Voice of the patient
- Claims management
- Prevention of readmissions
- Patient discharge and follow-up care
- Research for improved disease management

Content analytics use cases



Customer
Insight



Crime
Analytics



Healthcare



Insurance



Finance



- Risk assessment
- Fraud detection
- Policy and underwriting analysis
- Claims analysis, payment validation and loss review
- Reserve trending and optimization

Content analytics use cases



Customer
Insight



Crime
Analytics



Healthcare



Insurance



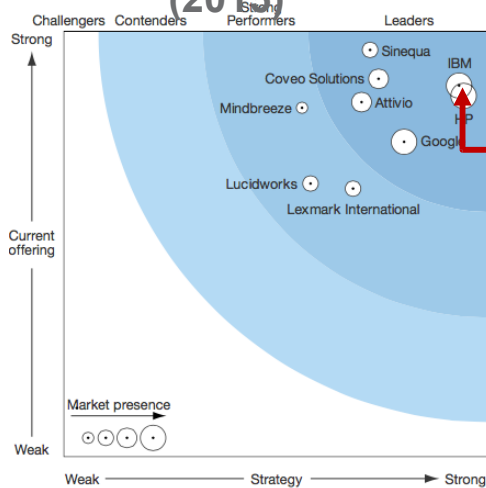
Finance



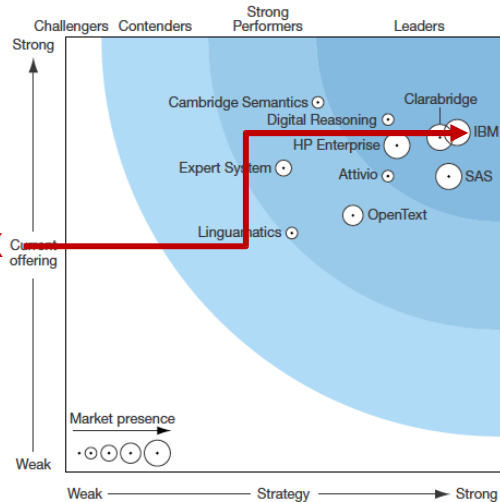
- Anti-money laundering
- Internet banking fraud
- Operational efficiency
- Risk management and compliance

Strong Market Positioning – Forrester Wave Reports

Search and Knowledge Discovery (2015)



Big Data Text & Analytics Platforms (2016)



WEX