



What is Watson?

Watson is the first example of a cognitive system, a system that:

- Understands natural language
- Generates and evaluates hypotheses
- Learns with experience

Unlike traditional systems we are used to, cognitive systems navigate unstructured information in sources such as books, articles, trade journals, and physician's notes. Similar to a human, Watson can be trained to adapt to new domains and gain increasing levels of expertise.



How does Watson Work?

Watson operates using a vast amount of unstructured information, such as text books, guidelines, FAQs, product documents, social media, and more. Watson ingests this content and can sift through it to provide relevant insights and responses.



When Watson is asked a question, it goes through a few steps to answer it:

- Watson breaks down the question into major features of the question asked
- Watson generates a set of potential responses by looking across a wealth of information for passages that might contain an answer
- Watson uses hundreds of algorithms to generate scores for each potential response
- Watson weighs the scores and uses them to establish a level of confidence for each response
- Watson returns the most confident response(s) to the question along with evidence for that response
- Watson adapts to a domain and learns through experience



What's Needed for a Good Watson Use Case?



- Unstructured information** that Watson can use to generate responses
- A vision to disrupt** the way an entire industry goes to market through cognitive systems
- A need** for people to find insights from unmanageable amounts of unstructured data
- People** skilled in developing mobile applications and with the business acumen to apply cognitive computing strategically in the market



What are Some of the Ways Watson is Going to Work?



Retail
Watson is going to work enabling self service customer engagement as an expert shopper and an advisor



Financial Services Sector
Watson is going to work tackling data intensive challenges in financial services – including banking, financial planning, and investing



Travel
Watson is going to work in travel – giving people the tools to plan a personal and customized trip for their needs



Healthcare
Watson is going to work transforming how healthcare is researched, practiced, taught, and paid for



Life Sciences
Watson is going to work in life sciences – helping researchers find new insights and relationships in an ocean of information