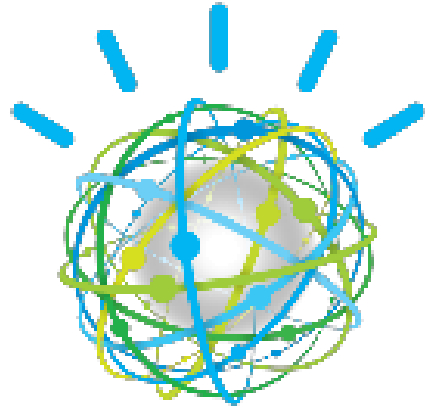


SEMINÁRIO A INTERNET NA AMÉRICA LATINA E A CONTRIBUIÇÃO ECONÔMICA DO ECOSSISTEMA DIGITAL

IBM
Cognitive
Solutions



A era dos Negócios Cognitivos

Uma Transformação Digital



@CarlosTunes

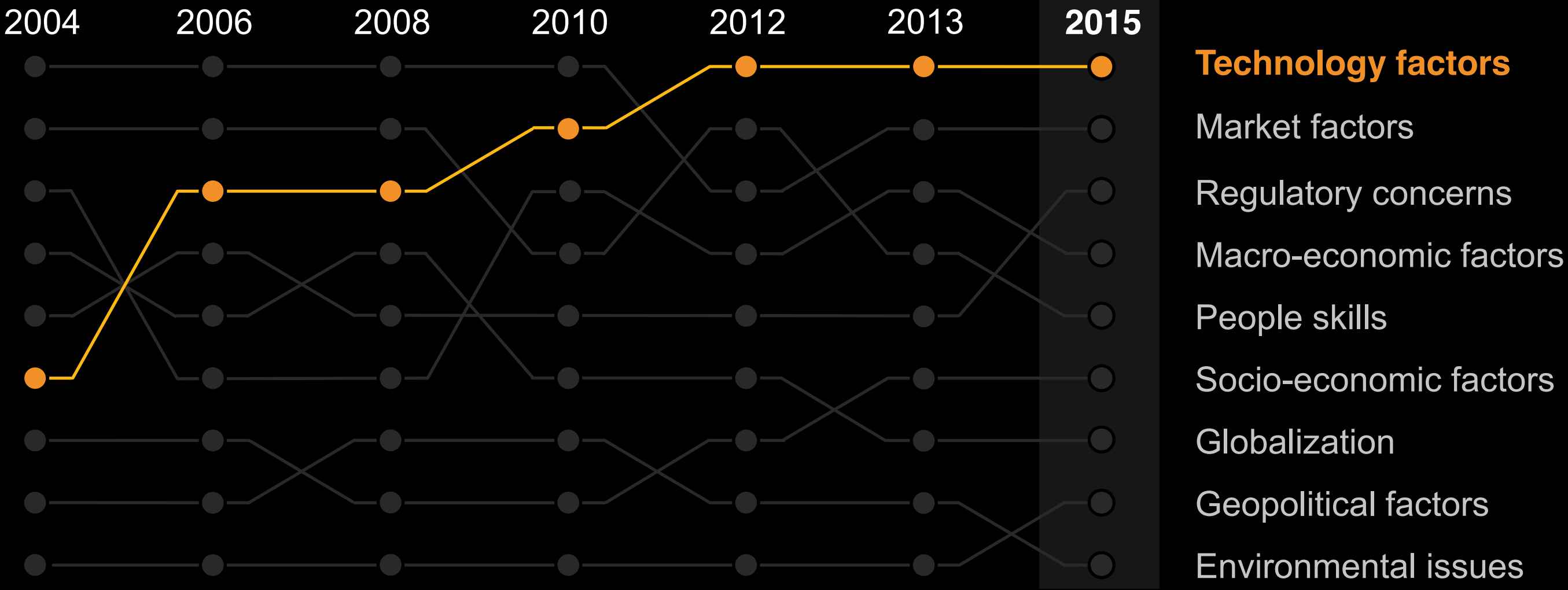


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Cognitive Solutions Executive
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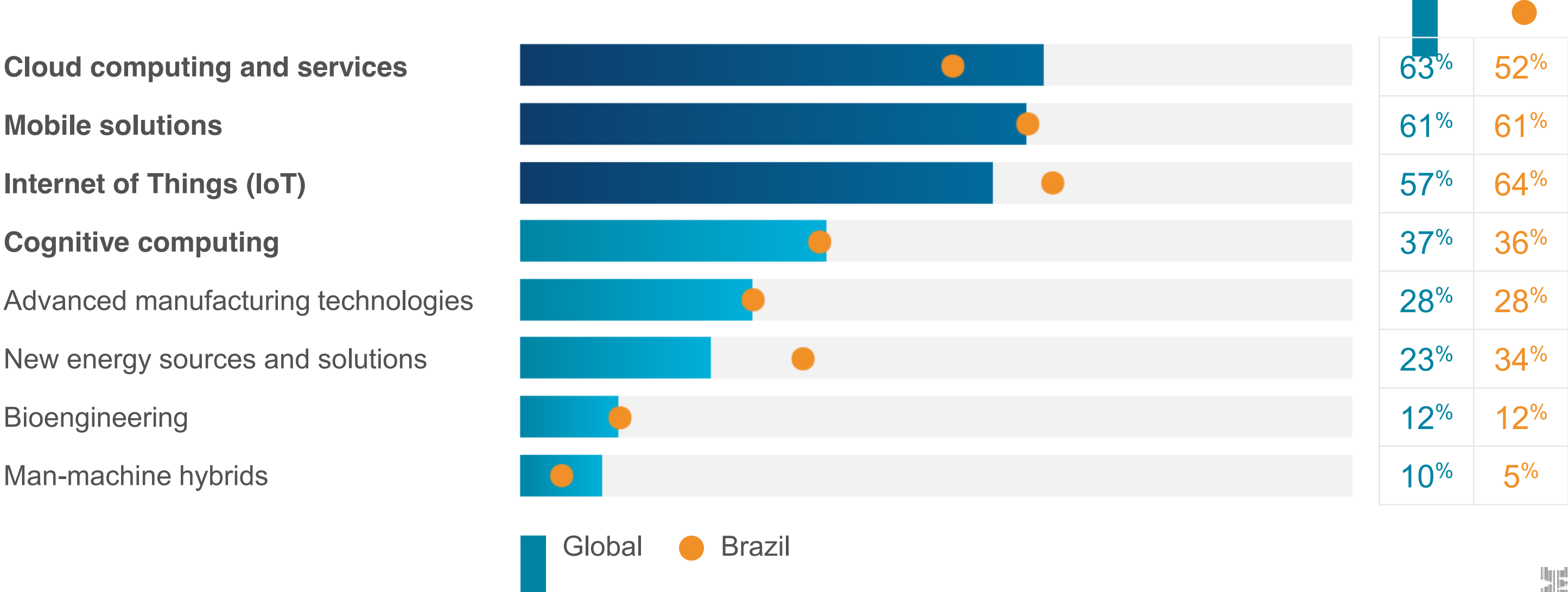
CEOs apontam **tecnologia** como o mais importante força externa que afetará a sua organização

External forces impacting the enterprise (in 3 to 5 years)



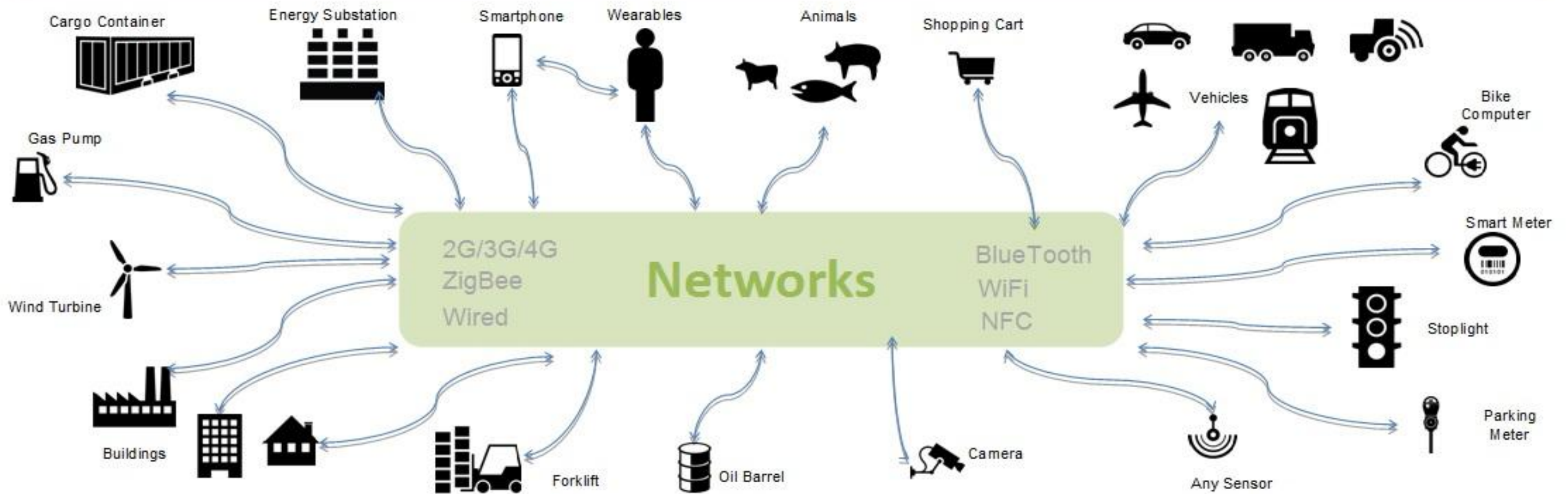
As 4 tecnologias atuais que os CxO's possuem expectativas que vão revolucionar os negócios.

Technologies revolutionizing business (in 3 to 5 years)

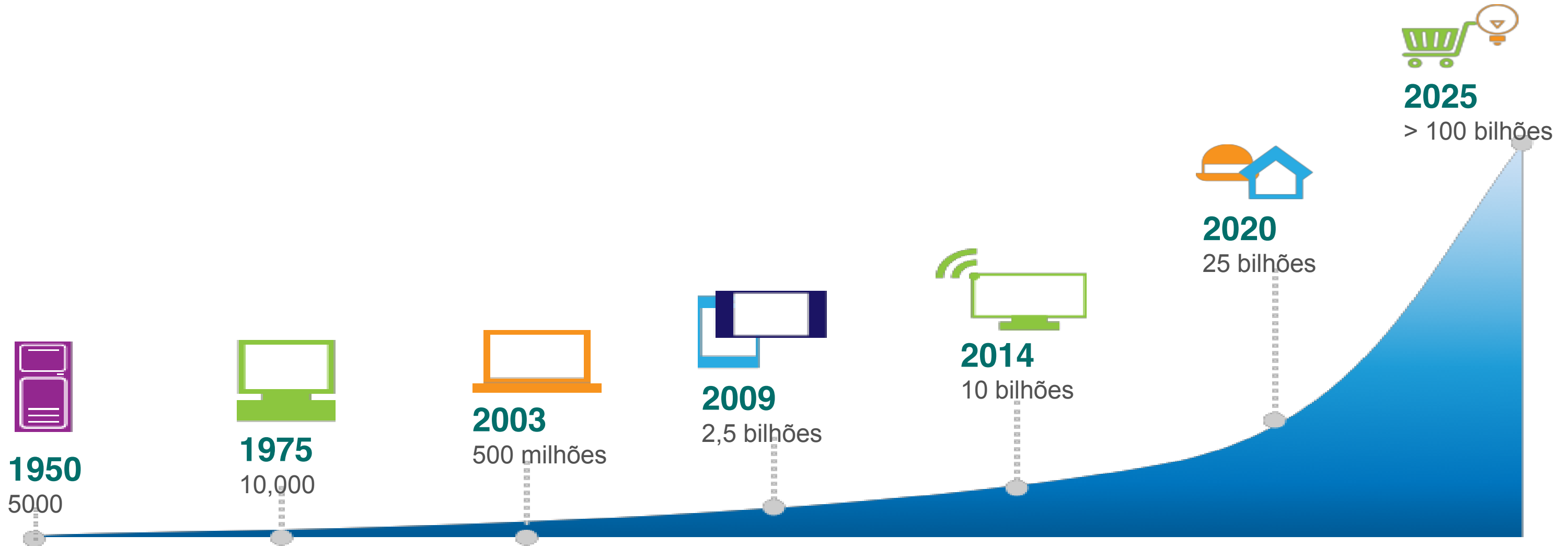


IoT em Números....Uma enorme escala e impacto

“Things” refer to any physical object with a device that has its **own IP address** and can **connect & send/receive** data via a **network**



IoT em Números....*Uma enorme escala e impacto*



IoT em Números....*Uma enorme escala e impacto*

25 Bilhões

dispositivos IoT até 2020

Dispositivos conectados crescendo exponencialmente

\$3.6 Trilhões

potencial impacto economico por ano até 2020

Valor derivado representa uma oportunidade financeira considerável

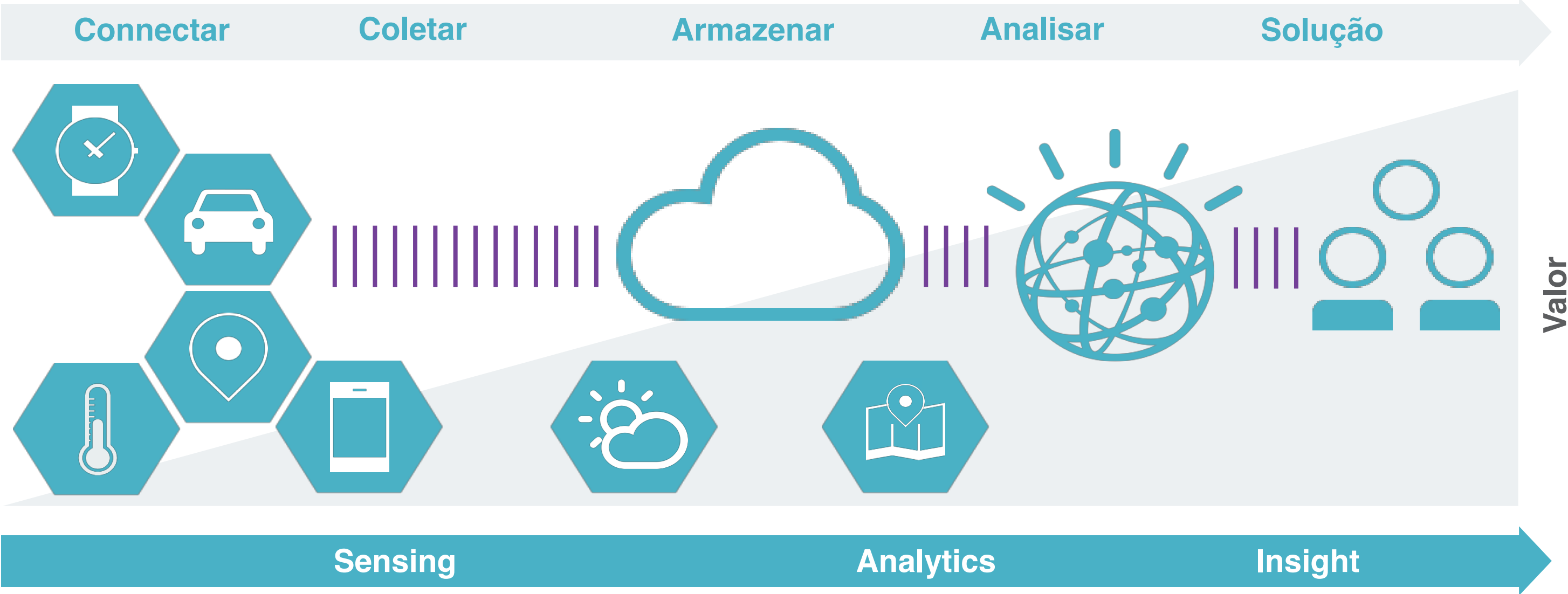
70% B2B

valor sendo gerado em casos B2B

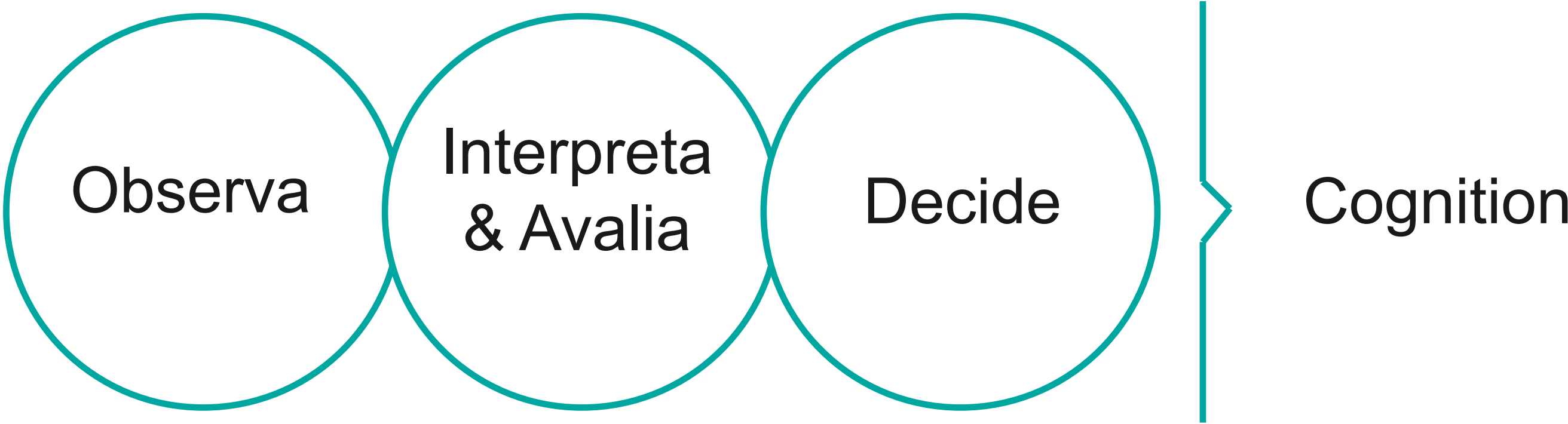
Maioria do valor será em B2B e B2B2C



IoT em Números....*Uma enorme escala e impacto*



Conhecimento é construído através da Cognição



O **volume**, a **variedade** e a **velocidade** dos dados estão criando oportunidades sem precedentes.

2.5B

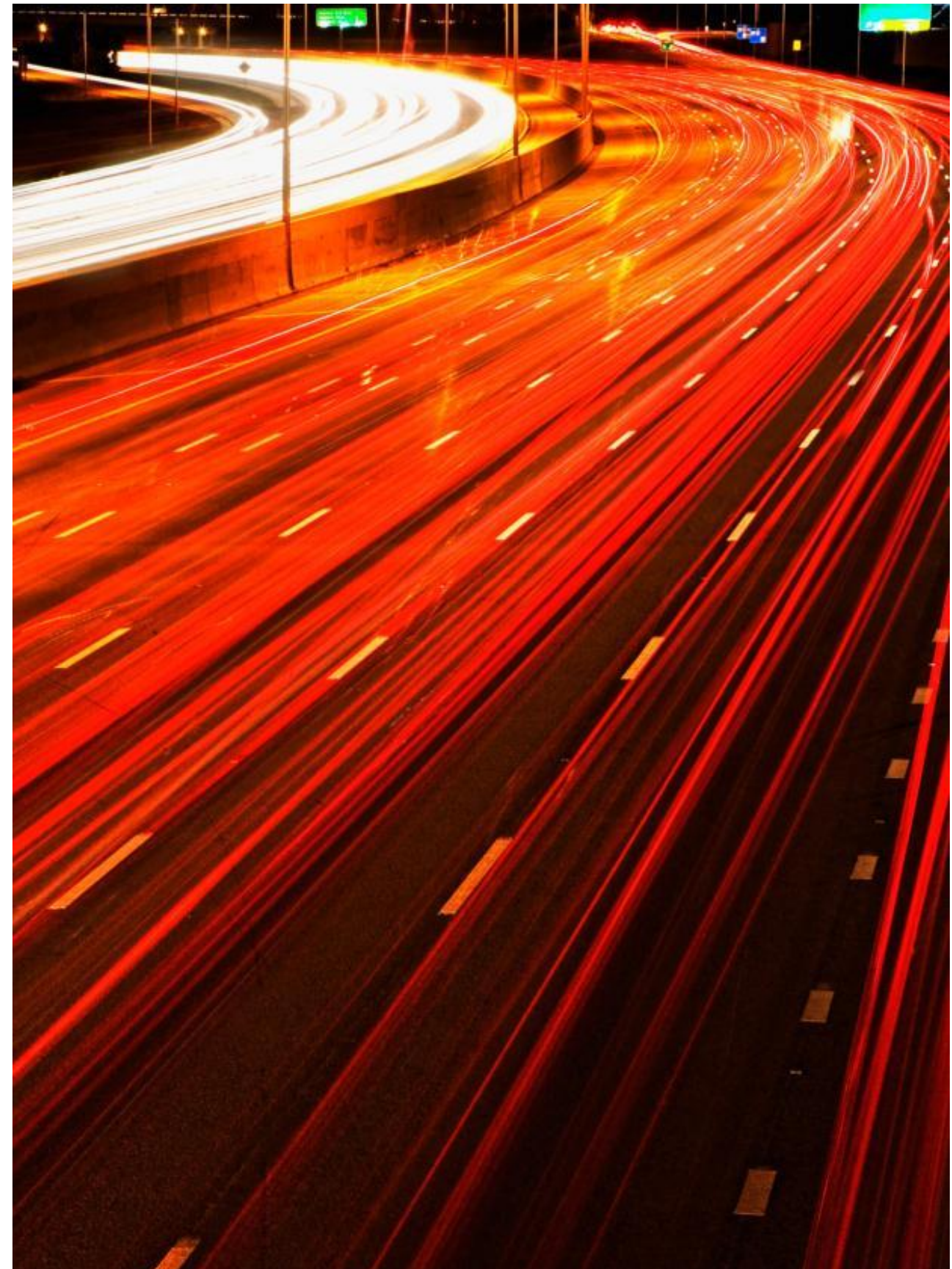
gigabytes de novos dados são gerados a cada dia e 80% são "não estruturados"



A ploriferação dos dados geram demandas por “real-time insights” e evidencias para a tomada de decisão

58%

Das principais organizações “best-in-class” possuem acesso a metrics “real-time” ou “near-real-time” – com um minuto ou menos





“Escutar e Aprender”

vs. programar




**Interação em
Linguagem Natural**

com Humanos



**Discover and
Decide**

*Profundo domínio
de conhecimento*

A photograph of several surgeons in an operating room, wearing blue scrubs, masks, and hairnets. They are gathered around a patient on a table. In the background, there is a monitor displaying vital signs, including a heart rate of 58 and a blood pressure of 100. The scene is dimly lit, with the primary light source being the overhead surgical lights.

Watson is creating a new partnership between people and computers that **enhances**, **scales** and **accelerates** human expertise.

Líderes que estão incorporando Tecnologias Cognitivas, estão gerando VALOR



Transformando o Negócio

Acelerando Inovação

- ✓ Desenvolvimento de Produto
- ✓ Otimizar a produtividade
- ✓ Aumentar a Eficiência Operacional

Melhorando Operações

- ✓ Desenvolver Novos Modelos de Negócio
- ✓ Obter resposta em tempo-real
- ✓ Explorar novas oportunidades de renda

Melhorando Envolvimento



North Star BlueScope Steel usa #IBMWatson e "Wearables" -
Prevenção de acidentes ibm.biz/Bd47sL #WatsonIoT

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IBM Watson Teams With Toronto Raptors On Data-Driven Talent Analysis

Posted Feb 10, 2016 by Ron Miller (@ron_miller)

2,003 SHARES



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IBM announced today that it has teamed with the Toronto Raptors to bring cognitive analysis in the form of IBM Watson to the NBA team's talent evaluation process.

9/16/2016



CrunchBa

IBM (Internal Machine)

FOUNDED 1911

OVERVIEW IBM is a global tech headquartered in A technology and com with more than 400 170 countries. IBM and consulting serv middleware for coll software developm and ...

LOCATION Armonk, NY

CATEGORIES Information Technol

IT WORLD CANADA



Toronto Raptors unveil a "digital war room"

Paolo Del Nibletto - February 11, 2016

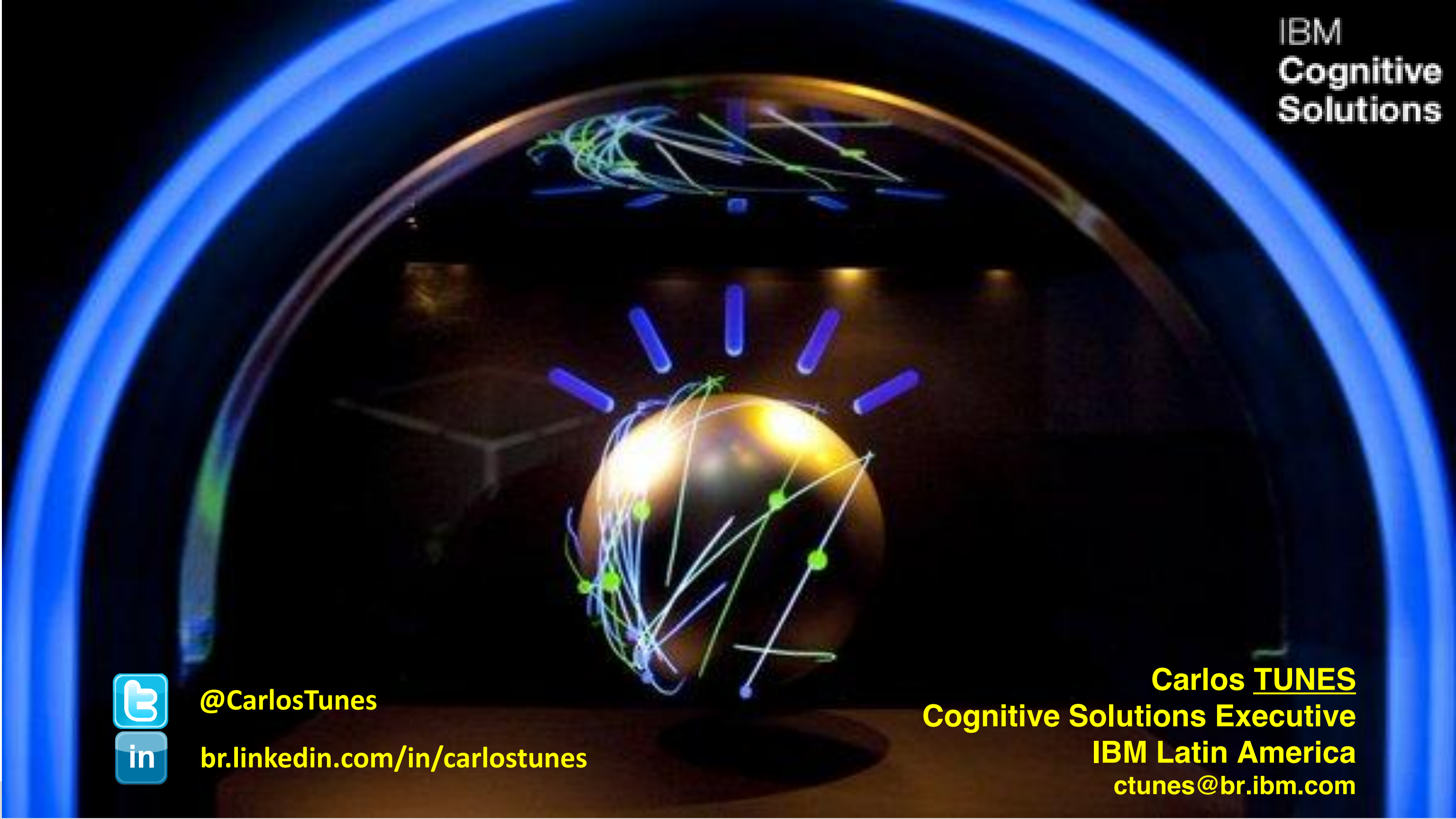
TORONTO – During the grand opening of the BioSteel Centre, Masai Ujiri, president and general manager of the Toronto Raptors guaranteed that an National Basketball Association (NBA) championship would come one day to the city.

Meet Olli, the self-driving shuttle you can talk to! Thanks to IBM's Watson on.recode.net/1ZU0kxx #WatsonIoT



Pfizer & IBM em parceria usando #IoT na pesquisa para Parkinson's via @Forbes [ibm.co/1Yh0TAs](https://www.ibm.co/1Yh0TAs) #Analytics





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