

Is Cognitive Computing the next **BIG THING?**

Leading industry analysts think so...

Gartner

"A major catalyst for digital change and driving better business outcomes"

[View the full report >](#)

McKinsey

"...could take on tasks that would be equal to the output of 140m full-time equivalents"

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Traditionally



Intuition & experience

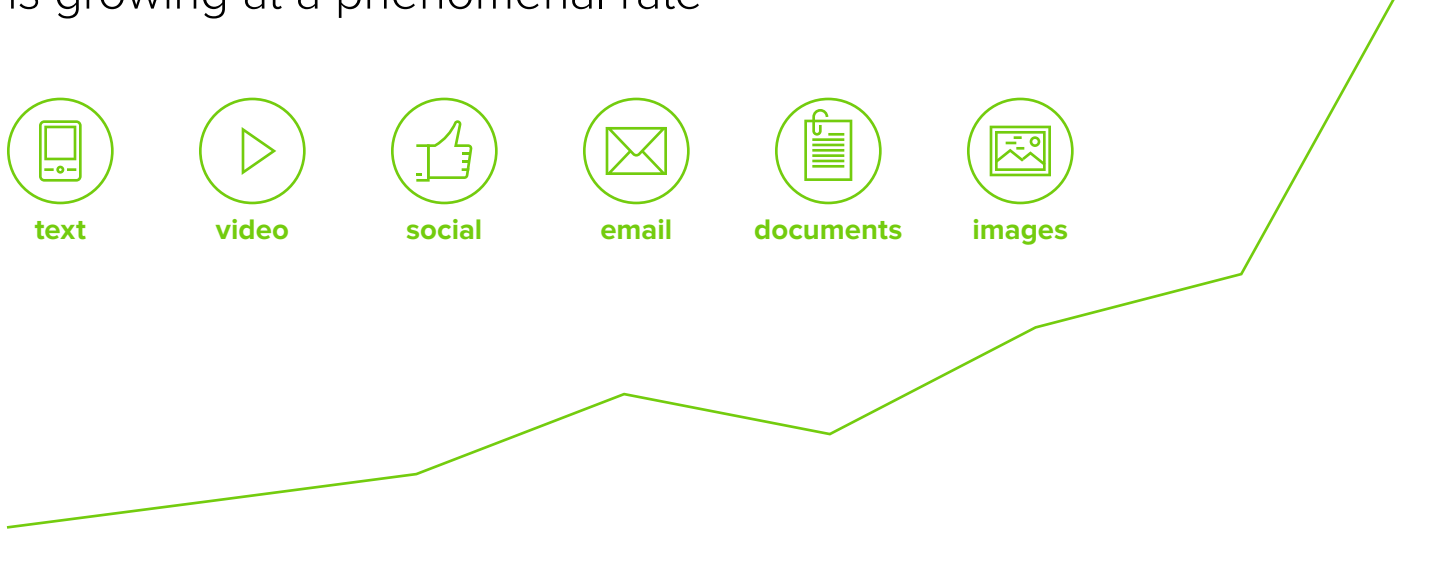
Traditionally, humans have relied on experience and intuition to formulate strategy and assess risk

Today



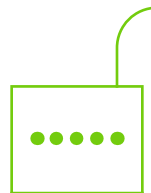
Technology & analytics

Today, the volume of unstructured information is growing at a phenomenal rate



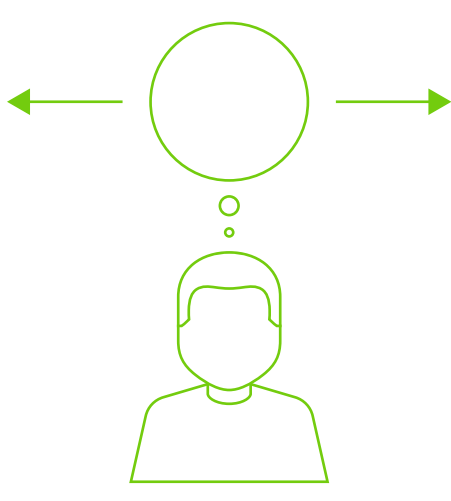
[View the related IBMInfosphere video >](#)

Tomorrow

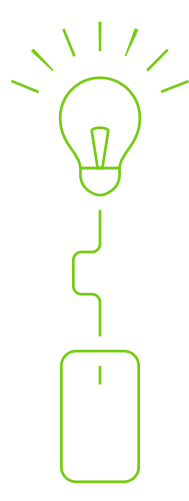


Cognitive Computing

Unlock the potential value in big data



Expand on human understanding by making sense of big data

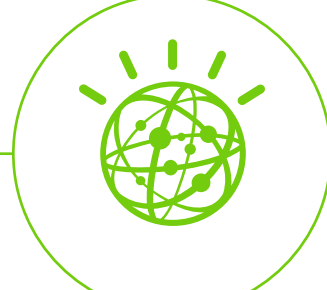


Become smarter with use by accumulating knowledge



More natural interaction between human and computer

Tomorrow is already here



Cognitive-based systems such as **IBM Watson** are already making a big difference to big data environments

See IBM Watson take on the Jeopardy challenge

[Watch video >](#)

See how IBM Watson is delivering huge benefits to the healthcare industry

[Watch video >](#)

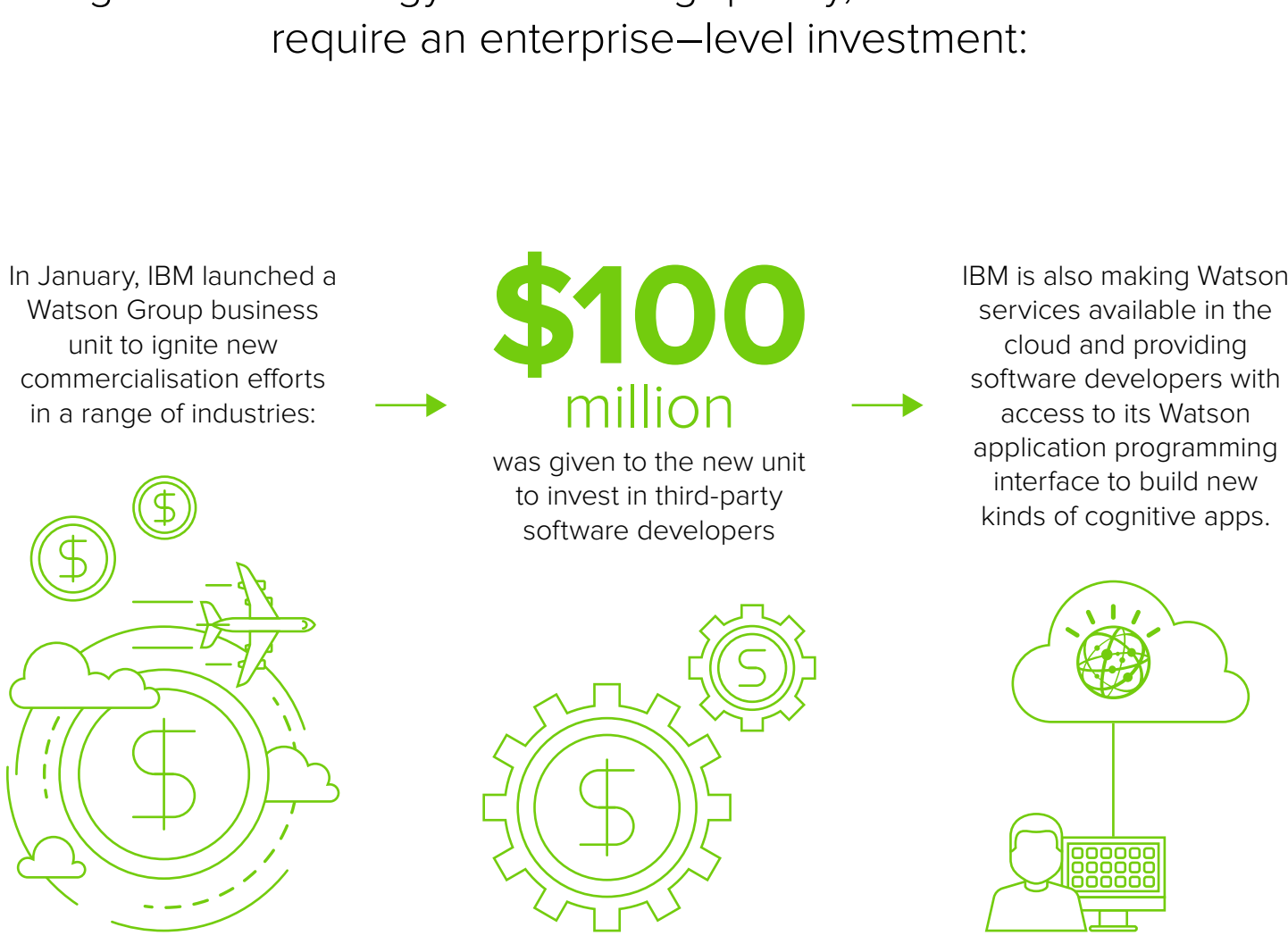
See how IBM Watson works, using a similar thought process to humans

[Watch video >](#)

Bringing Cognitive Computing to the masses



Cognitive technology is advancing quickly, which means it won't require an enterprise-level investment:



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