

Technology and Work Force in the Cognitive Era

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What's the GAP?



12.5 M



2 M



How do
we
retain?

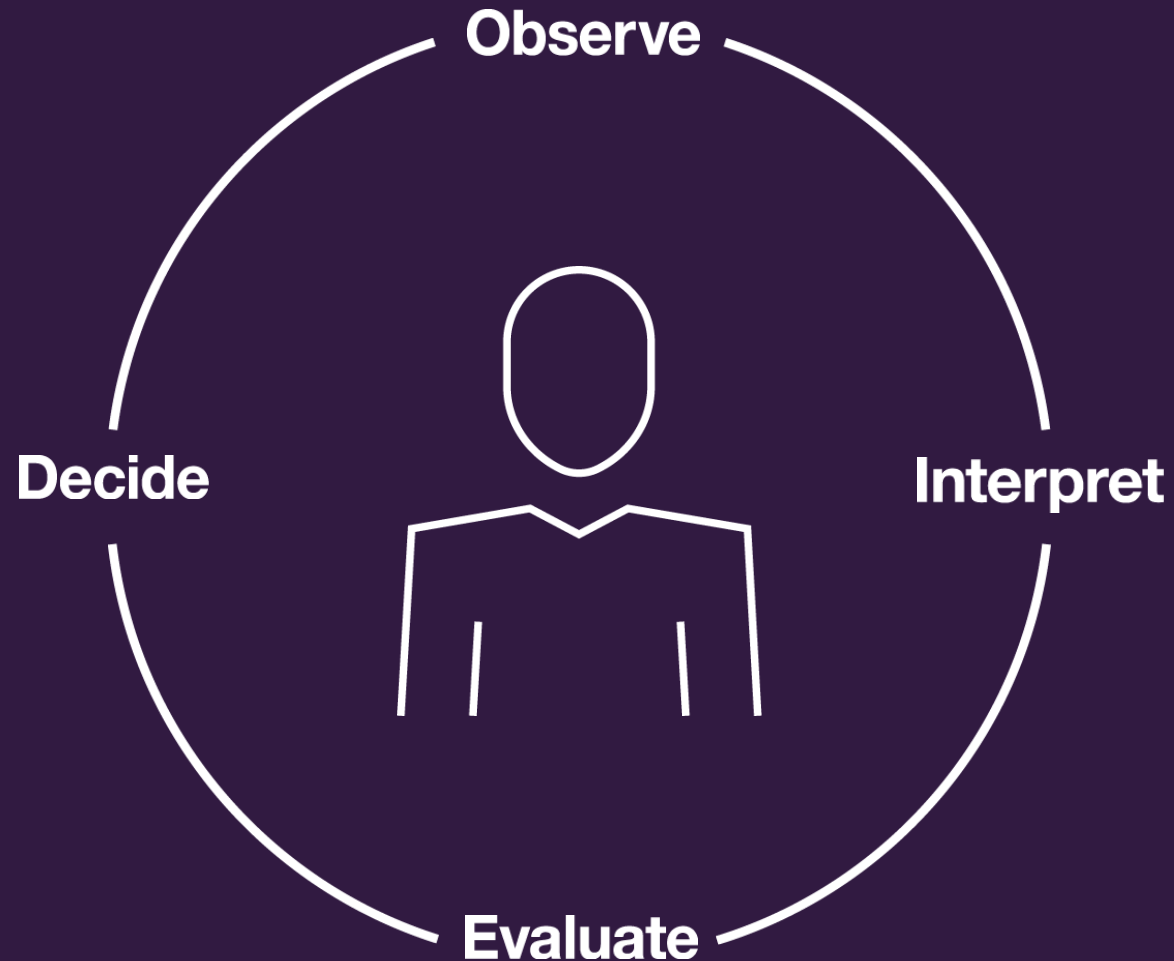
How
will they
learn?





Hole
in the
wall

Learn through **Cognition**?



Where is the information?

2.5 quintillion

bytes of new data created daily. Expertise matters more today than ever, but even top experts can't keep up

Data you possess

+

Data outside your firewall

+

Data that's coming

Structured and active

20 %

Unstructured and dark

80 %

Cognitive Business

Digital business

+

Digital intelligence

94%

of E&U leaders expect cognitive computing to play a disruptive role in the industry (Ref: 1)

86%

of C-suite execs in multiple industries (incl. energy) think digital transformation will play a key role in their market (Ref: 2)

58%

of utility executives have big data and/ or analytics as a top investment priority for 2016 (Ref:3)

Watson is a cognitive solution that can **understand, reason, learn** and **interact** across the entire data universe, helping businesses and organizations scale expertise to meet new and evolving challenges.



To view the video, click [here](#).

- 600,000

- 80%

- 75%

“Watson helps me find expert knowledge straightaway.” - Caitlin Bushell

Woodside Energy, Graduate Process Engineer

Watson keeps learning:

Employees are encouraged to provide feedback, whether they're brand new or have years of experience.



GROW KNOWLEDGE FROM DATA

Watson technology culls through 30 years of Woodside's documented knowledge.

ENHANCE EXPERTISE

Engineers augment their expertise with a virtual advisor, “Lesson Learned.”

LEARN AND ADAPT

Each outcome is added to collective knowledge, informing future decisions.

Retain and understand years of documented knowledge....

enabling access to “all” information ensuring more informed decisions.

GROW KNOWLEDGE FROM DATA

Watson technology flags correlations exploring from 40,000 documents.

ENHANCE EXPERTISE

In 6 weeks, Watson could learn concepts of Water Management and allow natural language query

LEARN AND ADAPT

Watson identifies related document and people relevant to input question

View the client story [here](#).

What will you do with
Watson?

