



## Robotics & Cognitive Automation

Enable machines to replicate human actions and judgment with robotics and cognitive technologies.



## Cognitive Insights

Identify opportunities for growth, diversification, and efficiencies by creating large-scale organizational intelligence with pattern detection and the ability to analyze multiple data sources.



## Cognitive Engagement

Use intelligent agents and avatars to deliver mass consumer personalization at scale and smarter, more relevant insights to amplify end-user experience.

## Cognitive Advantage

Driving real business outcomes—today

We've anticipated it for years, and now it's becoming reality: Emerging technologies are finally able to emulate and augment the power of the human brain.

That has big implications for the business world, which is still coming to terms with the opportunities presented by the enormous amount of data pulsing through markets, individual businesses, and more. Conventional technology is not up to the task of extracting the full value of this mountain of data. But the promise of cognitive-enabled technologies is clear.

### How we can help

Our Cognitive Advantage offerings are designed to help organizations transform through the use of automation, insights, and engagement capabilities. Here are the three categories of capabilities we offer, reflecting the new currency for disruptive technologies: science and cognitive intelligence. ➤

## The Deloitte difference

We're helping clients seize the insight-driven advantage with cognitive capabilities every day, around the world. What makes our approach different? Our cognitive offerings are tailored for issues that are unique to individual industries and can be integrated with other Deloitte solutions. Plus, we help our clients tap into an ecosystem of vendors and other collaborators in the industry, giving them access to leading technology, solutions, and talent that would be difficult to find otherwise.

# A closer look at our capabilities



## Robotics & Cognitive Automation

### Transformative change

Automate repeatable tasks to improve efficiency, quality, and accuracy of processes, lowering costs along the way.

### Flexibility

Unchain profits and revenue from the scale constraints of manual labor to increase enterprise flexibility.

### New competencies

Engage existing talent to focus on higher-value tasks and develop new competencies, without the heavy administrative burdens of the past.



## Cognitive Insights

### New growth

Uncover hidden patterns and relationships to identify new opportunities for innovation.

### Evidence-based decision

Apply a science-based decision-making process informed by deeper insights.

### Timely action

Push real-time, contextual insights to decision makers at relevant moments.



## Cognitive Engagement

### Optimized consumer behavior

Drive the actions you desire from consumers by delivering hyper-personalization at scale.

### Next-gen customer experience

Deploy personalized digital assistants to interact with each customer in natural language.

### Ubiquitous engagement

Generate personalized and contextual recommendations to consumers through all channels of engagement, including call centers, mobile, and more.

## Let's talk

Many of the world's leading businesses count on Deloitte Analytics to deliver powerful outcomes, not just insights, for their toughest challenges. Cognitive capabilities play a big role in our ability to help clients achieve those outcomes. If you're ready to continue the cognitive conversation, start here.

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