

Data's Big Leap

Cognitive computing is poised to extend the capabilities of people and organizations.

What will it do for your business?






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What Is the Cognitive Advantage?

Cognitive technologies use statistical models that constantly improve as the system “learns” and extract more relevant, timely, and granular insights from massive pools of data. Don’t think of cognitive technologies as “smart machines,” they’re machines that—when skillfully deployed—can make people and organizations smarter and produce stronger outcomes. **See how this technology will advance crucial business practices across industries.**

	TRADITIONAL ANALYTICS	COGNITIVE COMPUTING
 CONSUMER INSIGHTS	<p>Businesses laboriously collect metrics such as social media likes, online surveys, and website engagement. Using man-made hypotheses, analytics programs mine the data for trends and segment customers into groups.</p>	<p>Tapping massive pools of data (including formats such as voice and video), cognitive computing uses large-scale statistical analysis to create detailed consumer profiles, helping improve customer engagement and retention.</p>
 PREDICTIVE MAINTENANCE	<p>Analytics programs monitor equipment and track repairs, inventory, and costs. These methods use limited, infrequently updated data.</p>	<p>Continually streaming equipment sensor data is harnessed to identify anomalies and failure patterns in real-time. From monitoring wear and tear of heavy machinery to assessing property condition via drone-enabled vision services, businesses now have the information to address problems before they happen.</p>
 OPERATIONAL EFFICIENCY AND ACCURACY	<p>Automation has largely been limited to deterministic activities that don’t require human expertise. It hasn’t been able to perform such knowledge-intensive tasks as processing health care claims, underwriting insurance contracts, writing and translating texts, and recommending information and products.</p>	<p>By generating “digital breadcrumbs” that train precise statistical models, machine learning products can automate routing tasks that previously required human expertise. This frees up people to perform more complex tasks requiring common sense, creativity, empathy, or ethical reasoning.</p>

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