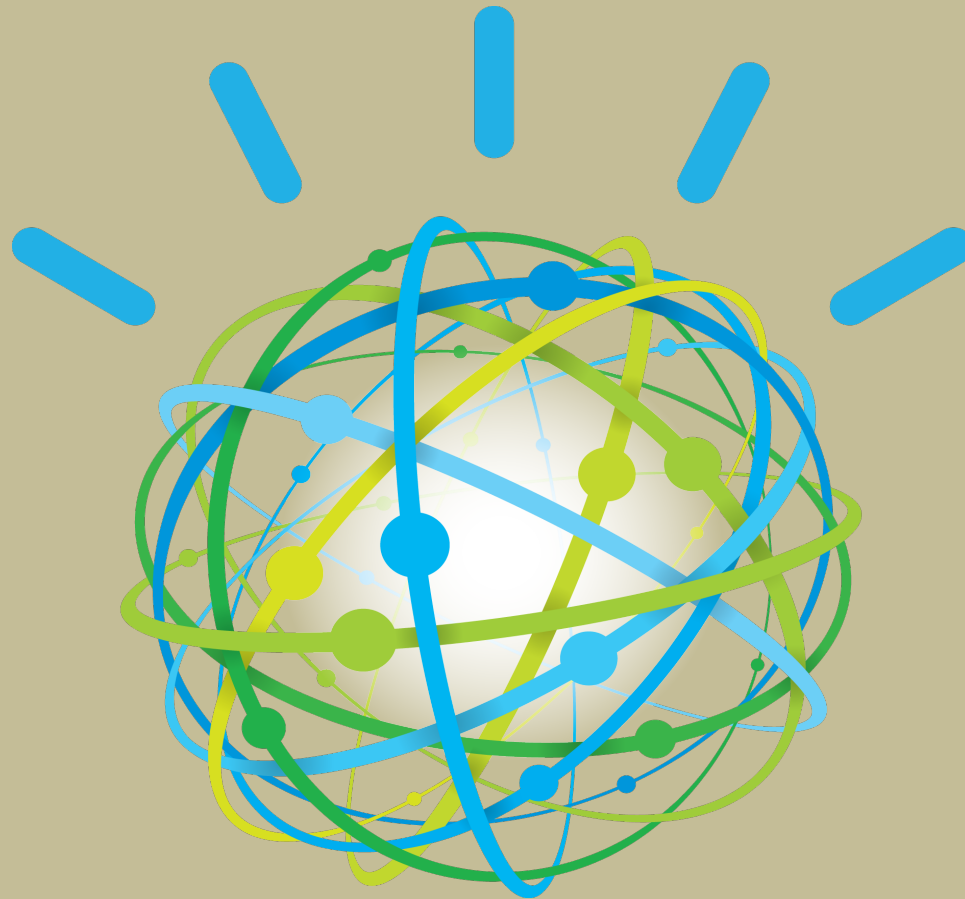


# ***The Next Frontier...Cognitive Computing***



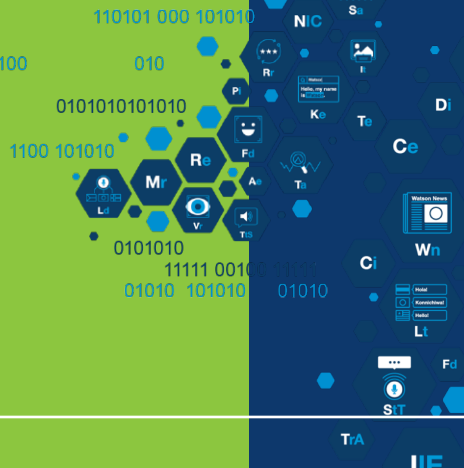
# *So... What Makes Cognitive Unique?*

## Programmable Computing

responds to requests and makes determinations, analyzing data according to predefined parameters.

## Cognitive Systems

interact with humans naturally to interpret data, learning from virtually every interaction and proposing new possibilities through probabilistic reasoning.



# ***Cognitive Unlocks the Vast Potential of Data....***

Think of all that has been accomplished using only  
**a fraction of the available data**



**What answers  
lie in the 88%  
that is dark?<sup>1</sup>**

**Unlock the possibilities**

By 2020, 1.7 MB of new information will be created every second, for every human being on the planet.<sup>2</sup>

1. IBM Research

2. "Big Data: 20 Mind-boggling Facts Everyone Must Read," Forbes, Sept. 30, 2015

# *Cognitive enhances, scales & accelerates an organization's **human** expertise....*

Teach systems to learn and uncover patterns and insights from **all kinds of information** such as research data, images and notes

Go beyond analysis to **hypothesis, conclusion and action**—in **weeks** instead of months or years



Collate **decades of knowledge and data** to create an evidence-based, **virtual advisor** and elevate entire teams to the level of your best experts

Build workflows that can be **coached by humans** to grow ever more effective, safe or productive with each interaction

# Agent Assistant

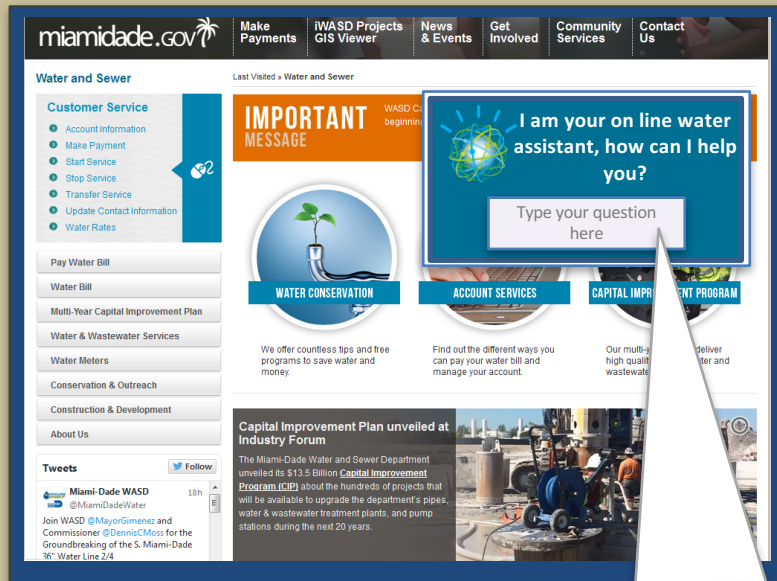
**Empower agents to get the information they need when they need it with Watson**

1. **Answer citizen/filing entity questions and facilitate processes across topic domains**
2. **Provide resource referrals**
3. **Proactively support compliance by improving citizen/filing entity understanding of legal documentation and other requirements**

## BENEFITS

1. Increase FCR, speed to answer, & customer advocacy
2. Reduce Cost per Contact, Caller Abandonment & Staff Attrition
3. Improve benefits delivery and ensure proper use of resources
4. Integrated process and information management approach to all services that optimizes resources and results
5. Transparency provided to citizens to improve accountability

# Agent Assist – Miami Dade County



## Web / Mobile Web

1. Customer enters the Miami Dade web site.
2. Interacts using Text
3. Answer is provided



## Current Situation

- Too much information buried on Website
- Web is “busy”, peck and hunt approach
- There is no on line chat / answer capability
- Online Bill payment barely used pressure to reduce contact center costs

## Future Vision

- Introducing a Watson capability on the web will drive down the contact center traffic
- Watson would include answers for general water questions and enable “action”.



# Case Management

## Improve the Understanding of the Citizen's Case with Watson

1. Provide more personalized support for each case with an ever increasing workload
2. Recommendation of 'best method' for driving compliance
3. Know when cases should be elevated in priority and urgency
4. Enable less experienced case workers to utilize expertise and knowledge from past cases

## BENEFITS

1. Increased personalized support and recommendations by making use of current information in decision planning
2. Scale expertise by accessing reports and interviews for faster program development

# Tapping into Case Notes

Select Domain English News (KLUE3)

Submit

Clear

download output as DOCXML

Please mouse over colored text to see mentions and entities, press CTRL while mouse-over *italicized* text to see relations. Click  to toggle parse tree display.

This on-site investigation focused on the performance of the Certified Advanced 208-Compliant air bag system in a 2005 Ford Escape XLT 4x4 sport utility vehicle. This two-vehicle crash occurred in July 2014 at 1539 hours in the state of Colorado. The crash occurred on a curved portion of a three-lane interstate roadway. The Ford Escape lost control on an interstate highway and struck a concrete barrier on the right side of the roadway. The impact resulted in sufficient longitudinal deceleration of the Escape to command the deployment of the frontal air bag system and actuation of the driver's seat belt pretensioner. The vehicle rotated out from the initial wall impact and was subsequently struck by a 2013 BYD Qin pulling a single trailer. The restrained 48-year-old male driver of the Escape appears to have sustained a minor facial injury. The driver of Qin did not report any injuries.

EVENT LEGAL DATE FACILITY ORGANIZATION EVENT\_DISASTER PERSON  
VEHICLE AGE EVENT\_COMMUNICATION MEASURE TIME

- This on-site investigation focused on the performance of the Certified Advanced 208-Compliant air bag system in a 2005 Ford Escape XLT 4x4 sport utility vehicle.
- This two-vehicle crash occurred in July 2014 at 1539 hours in the state of Colorado.
- The crash occurred on a curved portion of a three-lane interstate roadway.
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- The vehicle rotated out from the initial wall impact and was subsequently struck by a 2013 BYD Qin pulling a single trailer.
- The restrained 48-year-old male driver of the Escape appears to have sustained a minor facial injury.
- The driver of Qin did not report any injuries.

# Resolving Identity

**Intermediaries,  
Introducers, Beneficiaries,**

**Nefarious  
Un-Identified  
Third Parties**

**Data Degradation / Data Drift**

**Data Islands/Silos**

**Maiden Names, Deaths,  
Moves, New Accounts**

**Phonetic Transposition Errors,  
*Lester - Leicester***

**Online & Remote  
Interaction**

**Name Order, “*Maria del  
Carmen Bustamante de la  
Fuente*”**

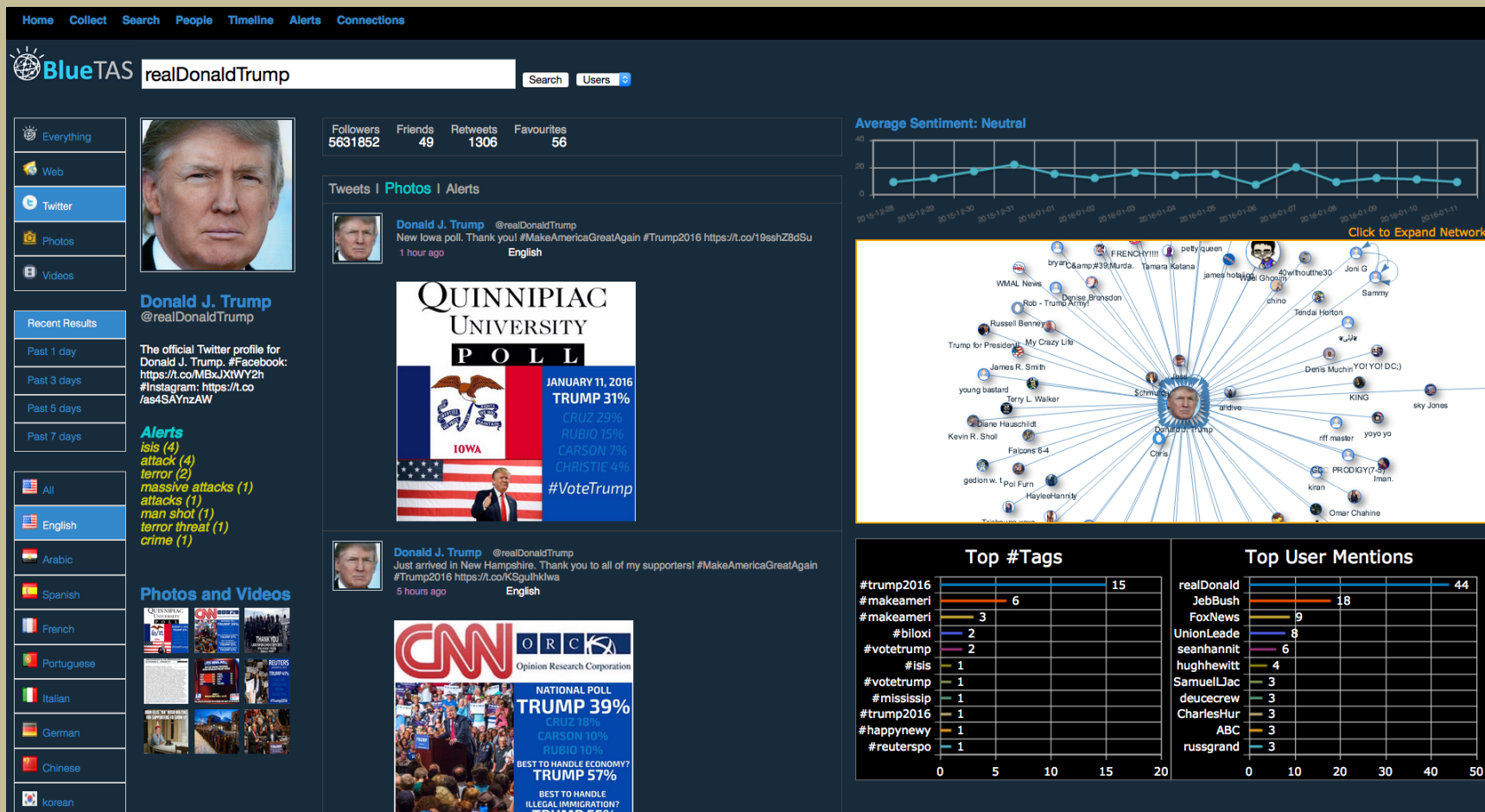
**Multiple Titles, Prefixes  
*Dr., Rev, Haj, Sri., Col  
Abdul, Fitz, O’, De La***

**Nicknames:  
Hammed, Mogs**

**Multiple Name  
Variants**



# BlueTAS – for social media



# ***Cognitive is helping Government Organizations deliver value today....***

Engage and  
Become  
indispensible to  
citizens

Deepen relationships through  
interactive, **personal**  
**engagement**

Develop applications, **products**  
**and services** that read, see,  
talk, hear and learn

Discover and  
Amplify  
knowledge,  
Improve outcomes

Accelerate learning and  
scale **expertise**

Institute **processes** and  
**operations** with learning  
built in

Decide with  
intelligence to  
predict, and  
transform

Decide with **evidence**

Provide contextual, evidence-  
backed recommendations to  
support decision making

# Contact Info

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