

Explore sessions

# World of Watson 2016

October 23 - October 27 | Mandalay Bay, Las Vegas, NV

## WAT-1144: Delivering Personalized Customer Experiences at the French Open with a Multilingual App

Sessions Watson

### Breakout Session

 **27 October 2016**, 08:00 AM – 08:45 AM

Global companies often face challenges when it comes to delivering personalized customer experiences in different languages. Watson solves this need by understanding, reasoning, and learning in nine languages (and counting). Learn how the IBM Cognitive Services team put Watson's linguistic capabilities to work during the 2016 French Open tennis tournament with a powerful app that combined Watson, Twitter and Weather.com cloud services to enhance fan experiences. See a demo of the app and find out how the team was able to build and launch the app in less than three months.

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### Speaker

 **Hélène Quillaud**, IBM

### Industry

 **Not Industry Specific**

## WAT-1222: How Cognitive Computing Helps Businesses Improve Knowledge Management across the Enterprise

Sessions Watson

## Breakout Session

 **24 October 2016**, 12:00 PM – 12:45 PM

Companies across industries can realize the full value of their data by automating processes across the knowledge management and distribution lifecycle with cognitive computing. Learn how HCL Technologies connects their knowledge lifecycle to the relevant cognitive computing capabilities to enable and inspire collaboration between knowledge workers, develop knowledge assets, and distribute them globally based on users' roles and permissions. We'll also discuss use cases that show how knowledge management lifecycles, application support services, and forensic analysis can enable production of patient-specific bio-medicines.

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### Speaker

 **Ken Martin**, HCL America

### Industry

 **Not Industry Specific**

# WAT-1245: Build a Social CRM Cognitive Application Powered by Watson

Sessions Watson

## Hands-on Lab

 **27 October 2016** , 09:00 AM – 11:30 AM

There is a lot of unstructured data in a lot of places in a lot of different forms. Uncovering valuable insights from, say, just the social media data can offer a lot of value from a marketing perspective. Imagine if you had an app that could tell you the trending concepts (products, movies, sports teams, etc.) from social media; and offer cognitive insights from posted images plus emotions from text to yield a macro-level view of what is happening across that vast amount of unstructured data. In this session, you will build that app hands-on using Watson's cognitive APIs on IBM Bluemix as well as other API's. In the end, you will have a working cognitive app that offers trends, insights and recommendations from social media data.

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### Speakers

 **Swami Chandrasekaran**, IBM

 **Werner Vanzyl**, IBM

### Industry

 **Not Industry Specific**

# WAT-1246: Banking in the Cognitive Era: How a Brazilian Bank is Empowering Employees and Customers with Watson

Sessions Watson

## Theater Session

 **25 October 2016** , 04:00 PM – 04:20 PM

Cognitive technologies are redefining the banking and financial industry and businesses are already seeing real results. In this session, you'll learn about how a Brazilian bank

implemented Watson to empower its branch employees and call center agents with the right information to help answer customer questions faster and more accurately. A chat tool built with Watson helps customer support employees ask and receive answers to questions from multiple data sources easily, via natural language queries. The discussion will highlight the learning process, adoption, and operational phases at this bank, and how faster access to answers at the point of impact improved KPIs and delivered business value.

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## Speaker



**Andréa Crespo**, IBM

## Industry



**Banking**

# WAT-1319: Driven by Data: Marketing's Cognitive Revolution

Sessions Watson

## Breakout Session

 **24 October 2016** , 02:00 PM – 02:45 PM

Companies invest in massive amounts of data to drive strategies and results. How much of that data is actually being shared and leveraged? Learn how the power of cognitive capabilities can be applied to the world of marketing, so you can use the entirety of enterprise knowledge to quickly make the best decisions. There's no question that this powerful technology will forever alter the landscape. Marketers enabled with cognitive computing gain significant efficiency and competitive advantage from newfound marketing automation. What can we look forward to? Productivity will grow exponentially. Complex analysis becomes simple. One person will accomplish 10 times more, at a depth not possible before. The impact will be tremendous.

### Speakers

-  **Marc Dispensa**, Equals 3
-  **Rahul Singhal** , IBM
-  **Laura McElhinney** , Havas Media

### Industry

 **Not Industry Specific**

# WAT-1339: How Influencer Marketing is Generating Earned Media for Brands Using Semantics and Psychographics

Sessions Watson

## Breakout Session

 **25 October 2016** , 05:00 PM – 05:45 PM

Learn how cognitive computing is infiltrating the influencer marketing space and

generating earned media using semantics and psychographics. Influential and IBM Watson created a technology platform using linguistic analytics and personality theory to infer attributes from a person's unstructured text. Their Super Bowl campaign with automaker, Kia Motors delivered over 900,000 engagements and 28 million unique, in-demo impressions, with several of the FTC-compliant posts actually outperforming organic posts, in terms of engagement.

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## Speakers

 **Ryan Detert**, Influential

 **Chris Poydenis**, Influential

## Industry

 **Not Industry Specific**

# WAT-1345: The Rabobank Journey to Becoming a Cognitive Business with IBM Watson

Sessions [Watson](#)

## Breakout Session

 **25 October 2016**, 04:00 PM – 04:45 PM

In 2014, Rabobank partnered with the IBM Watson Advanced Data Analytics team to accelerate the use of data and advanced analytics across teams within the company. While they started by analyzing all their structured data, their teams are now analyzing unstructured data by using Watson Explorer's Content Analytics capabilities to reveal insights and trends critical to their business performance. Learn about Rabobank's journey to becoming a cognitive business, their current cognitive projects and their partnership with the Watson team.

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## Speaker

 **Muriel Serrurier Schepper**, Rabobank

## Industry

 **Banking**

# WAT-1393: Transforming Telcos: Better Customer

# Experience with Watson Virtual Agent

Sessions Watson

## Breakout Session

 **24 October 2016**, 05:00 PM – 05:45 PM

Customer expectations are changing, and so is the telecommunications industry. Telcos are under pressure to satisfy these expectations in an increasingly competitive environment. Chatbots and virtual agents promise to serve customers efficiently and cost-effectively, but have often been complex and time-consuming to implement. Watson Virtual Agent is different, allowing you to implement cognitive self-service quickly and easily, giving you a real competitive advantage.

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### Speakers

 **Erik Didriksen**, IBM

 **Ken Schaefer**, IBM

### Industry

 **Telecommunications**

# WAT-1472: Fighting Crime With Data: How Watson is Helping to Solve Criminal Cases with Cognitive Science

Sessions Watson

## Breakout Session

 **24 October 2016** , 04:00 PM – 04:45 PM

Hear how IBM Business Partner Unisys supports the state police of Zurich, Switzerland in solving criminal cases with Watson. With the implementation of a customized cognitive solution, the police were able to speed up their investigations by reducing time spent on research and preparation work by up to 80%. Aggregating, editing and analyzing relevant case information to find critical patterns and insights is no longer a time-consuming, labor-intensive exercise. Detecting anomalies and finding relevant information now takes minutes or hours instead of weeks, and offers unprecedented, timely information to investigators.

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### Speakers

 **Matthias Borer**, IBM

 **Jan Mueller**, IBM

 **Renato Schmid**, Unisys

### Industry

 **Government**

# WAT-1512: How Consumer Packaged Good Companies Use Watson to Create Products Customers Actually Want

Sessions Watson

## Breakout Session

 **25 October 2016** , 05:00 PM – 05:45 PM

Learn how to use cognitive technology and data to understand your consumers and create products that are instantly adopted. Companies like Coca Cola, Ocean Spray and

Hershey are leading customers of this methodology. Explore the journey's of three leading consumer packaged goods (CPG) companies using Watson's Natural Language Processing capabilities via 113 Industries' Cognitive Data-Driven Insights service. Learn how 113 Industries studied over one million consumer conversations to identify unarticulated needs that lead to better product design and innovation, brand positioning and identification of new opportunities for growth. This allows organizations to develop next-gen products that gain immediate traction in the marketplace.

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## Speaker

 **Anupam Singh**, 113 Industries

## Industry

 **Consumer Products**

# WAT-1626: Robotic Process Automation is a Key Stage on the Path to Cognitive Automation

Sessions [Watson](#)

## Breakout Session

 **25 October 2016**, 03:00 PM – 03:45 PM

Cognitive computing is significantly changing the way that IT services are delivered. Enterprises can start their cognitive journey by focusing on the near-term and tangible benefits of Robotic Process Automation, which is a key intermediate stage on the path to cognitive. Come to this session to learn about IBM's cognitive automation platform that incorporates Watson to help application end-users and support consultants find answers to procedural or technical problems, significantly increasing application support productivity and radically improving the end-user support experience.

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## Speakers

 **Barry Mitchell**, IBM

 **Joel YAFFE**, IBM

## Industry

 **Not Industry Specific**

# WAT-1677: Building a Clinically Integrated Network for Population Health Management at Orlando Health

Sessions    Watson

## Theater Session

 **25 October 2016** , 06:30 PM – 06:50 PM

Streamline key functions such as building registries, identifying care gaps and engaging patients with cognitive technology. This session will explore the strategies Orlando Health is leveraging to efficiently manage the health of its vast client population and thrive under value-based billing, including building a clinically integrated network. The discussion will identify the specific tactics and tools Orlando Health employed to unlock patient data across all clinical systems; ensure its primary care providers were recognized as NCQA Level 3 Patient Centered Medical Homes; and streamline key functions such as building registries, identifying care gaps and engaging patients.

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### Speakers

 **Russell Olsen**, IBM Watson Health

 **Suzanne Gruszka**, Orlando Health  
Physician Associates, LLC

### Industry

 **Healthcare & Life Sciences**

# WAT-1750: How Daimler Financial is Using Cognitive Solutions to Drive Better Outcomes

Sessions    Watson

## Breakout Session

 **24 October 2016** , 03:00 PM – 03:45 PM

Daimler Financial Services used a high-velocity approach to deploy Watson Explorer and Watson Engagement Advisor in a matter of just weeks. Learn how they achieved substantial business value from improvements in key customer indices, and kept

disruption to a minimum. With a uniquely results-oriented approach, their team used Watson's Customer Service Agent-Assist tool to power 250+ releases in a twelve-week time frame, and ensure that course corrections along the way led to the best possible outcomes. Learn more about their highly extensible and repeatable strategy.

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## Speakers

-  **CHET KRUSHEFSKI**, IBM
-  **Udo Neumann**, Daimler Financial Services

## Industry

-  **Services**

# WAT-1944: Doing More with Less Code: Watson and Twilio Enrich Communications with Cognitive Services

Sessions    Watson

## Breakout Session

 **26 October 2016**, 09:00 AM – 09:45 AM

Gaining insights from voice or SMS communications has been a challenge for developers—until now. Watson services are now part of cloud communication company Twilio's Add-On Marketplace. These Watson add-ons, pre-integrated with Twilio's APIs, allow developers to seamlessly build with a range of cognitive technologies. Learn how these new services are enabling developers to extract insights from voice and SMS. Discover why Twilio opened up its community of a million registered developers to partners, and how their maniacal focus on the developer experience has built such a loyal following.

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## Speakers

-  **Alisha Lehr**, IBM Watson
-  **Devarshi Shah**, Twilio

## Industry

-  **Not Industry Specific**

# WAT-2116: Building Smarter Solutions with Watson: How

# One Company is Helping Clients Turn Data into Knowledge

Sessions Watson

## Breakout Session

 **27 October 2016** , 02:00 PM – 02:45 PM

As companies struggle to keep up with changing customer needs and data challenges, cognitive technologies and AI can augment human intelligence and scale expertise. Learn how European IT consultancy Sopra Steria is helping clients build smarter, more secure systems and solutions with Watson, using Natural Language Processing, Dialog, Sentiment Analysis, Emotion Recognition and more. Learn how companies use semantic approaches to extract knowledge from existing material, how to keep knowledge up-to-date, and how to integrate continuous knowledge in systems. We'll explore real-world examples of solutions built with Watson. Learn how to embed Watson into new solutions, improve collaboration, project organization, tools and ways of working.

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### Speaker

 **mohammed sijelmassi**, sopra steria

### Industry

 **Services**

# WAT-2303: SimpleC Did Not Start Out to Disrupt the Industry—We Did It to Thrive

Sessions Watson

## Breakout Session

 **24 October 2016** , 02:00 PM – 02:45 PM

SimpleC has significant evidence that personalized therapies, developed from specific symptoms, delivers results to improving the quality of life for aging adults. To make our knowledge actionable for large groups, we partnered with IBM Watson. Highly trained care specialists build profiles to support individuals with chronic conditions, requiring cognitive support. With Watson, we transform data into actionable personal profiles that we use to deliver our therapies through the cloud to mobile/smart devices, resulting in a

60% decline in behavioral symptoms related to memory loss. Together, Watson and SimpleC bring the plan of care to life.

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## Speaker

 **Dan Pompilio**, Simple C.

## Industry

 **Healthcare & Life Sciences**

# WAT-2381: Powering Intelligent Decision-Making: How to Orchestrate Cognitive Processes across Hybrid Clouds

Sessions [Watson](#)

## Breakout Session

 **27 October 2016**, 11:00 AM – 11:45 AM

Traditional business processes and decision management systems enable companies to automate complex processes and decision-making. With Watson, organizations can now go a step further and build processes and decisions that continuously learn and adapt, just like humans. IBM Business Partner Prolifics will explain how to combine a cognitive approach with a hybrid cloud integration to deploy processes that learn across multiple environments, resulting in smarter decisions. In this session, we will discuss a use case on how to leverage Watson services, Bluemix, IBM Business Process Manager on Cloud, and Cast Iron to create self-adapting processes that seamlessly interact with both cloud and on-premise systems.

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## Speakers

 **Arup Datta**, Prolifics

 **Salem Hadim**, Prolifics

## Industry

 **Not Industry Specific**

# WAT-2395: Cognitive R&D: How Innovation is Helping to Build Next-Gen Products, Faster

## Breakout Session

 **25 October 2016** , 03:00 PM – 03:45 PM

Inno360, powered by IBM Watson, provides actionable intelligence to companies with large volumes of data, both structured and unstructured. Using Watson, inno360 enables its users to find answers to business problems by using rich, business relevant content (internal, external and publicly-available), a powerful data mining solution, and a user-friendly interface. All disciplines within companies—sales, marketing, research, innovation, HR, and M&A—can benefit from the actionable intelligence inno360 generates. Learn how Watson cognitive technology enables inno360 to help companies become more intelligent, reduce costs, and increase revenues through integrated search, discovery, and collaboration.

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### Speaker

 **Peter Wengryn**, Inno360

### Industry

 **Information Technology**

# WAT-2444: Best Practices from the Field: Pairing NLC and Dialog for Engaging Experience

Sessions Watson

## Breakout Session

 **26 October 2016** , 10:00 AM – 10:45 AM

The most powerful applications are those that combine cognitive APIs to create interactive, engaging customer experiences. Discover how Welltok provides end-users with a natural experience through the implementation of Watson's Natural Language Classifier (NLC) API, and provides answers from unstructured data with an integrated Dialog Service API to create a natural interface for customers. Learn about best practices for implementing these two APIs, and hear additional insights on how to create a world-class cognitive computing environment.

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### Speaker

 **Jay Swartz**, Welltok

### Industry

 **Not Industry Specific**

# WAT-2495: Cognitive Cities: How New Tools and Mobile, Social and Sensor Data Are Making Cities Smarter

Sessions Watson

## Theater Session

 **25 October 2016** , 03:00 PM – 03:20 PM

A cognitive city isn't just science fiction anymore. With Watson, more and more cities around the world are becoming more people-centric, connected and cognitive. Technologies like cognitive computing, AI, IoT and big data analytics are transforming how cities share and use data to become more efficient, safer and more digital than ever before. By using data ingestion, machine learning algorithms, natural language processing and data visualization, cities are becoming smarter, every second of every day. In this session, urban planning and big data experts will explore the challenges, data

sources, technologies and scenarios that define a cognitive city.

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## Speakers

 **Claire Hong**, IBM

 **Chen Yang**, Shanghai DIST

## Industry

 **Government**

# WAT-2577: Cognitive Intelligence with TCS Watson Solutions in Insurance, Banking, Healthcare and Travel

Sessions [Watson](#)

## Breakout Session

 **27 October 2016**, 10:00 AM – 10:45 AM

In today's world, cognitive is of prime importance in the overall digital journey, and plays a key role in automation of critical tasks. In this session, we will demonstrate Tata Consultancy Services solutions: PLA - Policy Literacy Advisor (Insurance); cogniCure - Assistance re-defined (Healthcare); Cognitive Travel Desk (Travel); Product Selection Assistant (Retail); and Banking Assistant (Banking). These solutions leverage Watson APIs like Conversation, Retrieve and Rank, Image Analytics, Tone Analyzer, Speech to Text, Text to Speech, Personality Insights, and many more. The session will also look at best practices and solution design methodologies to implement Watson cognitive solutions.

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## Speakers

 **Nita Khare**, Tata Consultancy Services Ltd

 **Atul Gandre**, Tata Consultancy Services Ltd

## Industry

 **Insurance - General**

# WAT-3501: Woodside's Cognitive Journey: Scaling and

# Delivering Watson across the Enterprise

Sessions Watson

## Breakout Session

 **25 October 2016**, 02:00 PM – 02:45 PM

Continuing the story from Insight 2015, Woodside's Head of Cognitive Science, Russell Potapinski, takes you on a journey of increasing cognitive capabilities at a leading oil and gas company. Starting with a successful Watson Engagement Advisor implementation, Woodside has also used Watson Explorer to quickly bring insights to departments across the company. In particular, Watson Explorer has been used to extract insights from decades of corporate and geological knowledge to make planning and execution of hydrocarbon exploration safer and more efficient. With executive support, buy-in from the business, and a plan for further implementations, learn how Watson has a key role in Woodside's journey to becoming a cognitive organization.

### Speakers

 **Salil Ahuja**, IBM

 **Russell Potapinski**, Wooside

### Industry

 **Not Industry Specific**

## WAT-2673: Enable Cognitive Search by Pairing Watson Explorer On-Premise with the Watson Developer Cloud

Sessions Watson

### Hands-on Lab

 **24 October 2016**, 08:30 AM – 11:00 AM

We all know that enterprise search is old news, and that one of the reasons that cognitive computing is a new paradigm is that computers can now understand and use information in superior ways, enabling self-service, creating more effective agents and transforming industries. However, what if you could easily leverage cognitive capability to extend your on-premise search with Watson Explorer Advanced Edition, allowing your customers and your employees to find answers rather than just page through long lists

of results? We'll show you in this session how to quickly get up and running with Watson Explorer, and how to connect to, train and use cognitive capability to start providing answers and enhanced insights into information.

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## Speaker

 **Michael Pointer**, IBM

## Industry

 **Not Industry Specific**

# WAT-2682: Saving Lives With Watson: How the Automobile Industry Uses Data to Identify Product Safety Issues

Sessions [Watson](#)

## Theater Session

 **26 October 2016**, 09:00 AM – 09:20 AM

Did you know that IBM Watson has already helped save millions of lives? For the last five years, Watson's cognitive and content analytics capabilities have been used by major automobile manufacturers to help identify product safety issues before they turned into costly recalls, accidents and deaths on the roads. Watson is helping companies like GM mitigate and ultimately eliminate safety and product quality risks faster than ever before, by connecting internal, external and publicly available data sources to identify patterns and trends. In this session, you'll learn how Watson for Safety and Quality can benefit your manufacturing business and protect your reputation, revenue and even human lives.

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## Speakers

 **Mark Roboff**, IBM

 **Bart Emanuel**, IBM

## Industry

 **Automotive**

# WAT-2699: Using Cognitive to Transform Aircraft

# Maintenance: From Manuals to Troubleshooting

Sessions Watson

## Breakout Session

 **25 October 2016** , 04:00 PM – 04:45 PM

To build a future-proof business you must constantly find ways to do things better, faster and smarter. In aviation maintenance, this is especially important lives depend on it. Aircraft maintenance manuals have been used to troubleshoot issues for decades, but they have their limitations. A human can't read two chapters at once, or scan thousands of pages in seconds to find critical answers. But that changes with AI, machine learning and advanced data access. Powered by Watson's cognitive technologies, Honeywell and SparkCognition are delivering improved experience, faster troubleshooting and more accurate data analysis so aircraft engineers have the right data, at their fingertips, whenever they need it.

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### Speakers

-  **Usman Shuja**, SparkCognition
-  **Chad Kartchner**, Honeywell

### Industry

 **Aerospace & Defense**

# WAT-2705: Connected Car In-Vehicle Experiences: Capture an Untapped Market of Consumers on the Go

Sessions Watson

## Breakout Session

 **24 October 2016** , 04:00 PM – 04:45 PM

Over 380 million connected cars will be on the road by 2021. But how can you monetize in-vehicle experiences? Awareness of location, destination, vehicle condition, driver and passenger preferences, local weather conditions and en route forecasts are just some of the data streams that offer an invaluable new wealth of understanding and opportunity for brand marketers and publishers to deliver and monetize in-vehicle experiences. Together, General Motors and IBM experts in iX design, mobility, and cognitive

capabilities, and meteorologists from The Weather Company, an IBM Business, are designing the world's first cognitive mobility platform to capture the untapped market of consumers on the go.

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## Speakers

 **Joanna Pena-Bickley**, IBM

 **Mark Lloyd**, GM

## Industry

 **Not Industry Specific**

# WAT-2718: How European Healthcare Leaders Have Successfully Started Their Cognitive Journeys

Sessions [Watson](#)

## Breakout Session

 **27 October 2016**, 08:00 AM – 08:45 AM

“It does tell us something... but I have no idea what!” Healthcare systems and professionals are united in striving for a healthier future. A key element of this is to extract knowledge from data in order to enhance the insight of healthcare professionals so they can change that famous quote from "House, MD" to: “... and I have an idea what!” But healthcare institutions in Europe already face tremendous challenges. So is transforming towards a cognitive health business in today's reality an impossible task? This session will share European client examples of how leaders in the healthcare industry have successfully started their cognitive journeys. It will cover common success factors and lessons learned along the way.

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## Speaker

 **Annika Grosse**, IBM

## Industry

 **Healthcare & Life Sciences**

# WAT-2804: Meet Connie, Hilton's Robotic Ambassador: Building a Hotel Lobby Concierge with Watson

Sessions Watson

## Breakout Session

 **24 October 2016** , 09:00 AM – 09:45 AM

Learn how IBM Watson worked with Hilton Hotels to create Connie, a Hotel Lobby Ambassador. Using Watson Developer Cloud, Watson partner WayBlazer, and robots from Aldebaran, Hilton was able to transform the hotel lobby experience into a unique cognitive business solution for guests.

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### Speakers

 **Jonathan Wilson**, Hilton

 **Kathleen McHugh**, IBM

### Industry

 **Travel & Transportation**

## WAT-2824: DataSkill Acumi Coding Advisor with Watson Explorer Reduces Under-Coding and Billing Errors

Sessions Watson

## Theater Session

 **24 October 2016** , 10:30 AM – 10:50 AM

Looking to increase bottom-line results in your healthcare billing? Discover how DataSkill Acumi Coding Advisor with Watson identifies potential under-coding and/or errors that can lead to reduced and/or delayed revenue cycles. This solution not only fits for the provider, but also provides better care for the patient by using cognitive intelligence to understand what the doctor is suggesting within the context of the patient case.

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### Speaker

 **Nigel Hook**, DataSkill, Inc.

### Industry

 **Healthcare & Life Sciences**

## WAT-2845: Eliminate Dashboard Juggling: Explore

# Cognitive and Predictive Dashboards Built with Watson APIs

Sessions Watson

## Breakout Session

 **26 October 2016** , 11:00 AM – 11:45 AM

Icaro Tech's Advanced Dashboard is a real-time control panel for infrastructure and operations management that consolidates and presents up-to-date information collected from multiple data sources. But their operations required multiple dashboards, making it difficult to find the critical information quickly. By adding Watson API services, their team created a unified and simple interface where anyone can ask for specific information about their operations in natural language, and get a dashboard view of the relevant data. Users can also ask Watson to set notifications and thresholds, apply filters and get predictive information. Their dashboard is also integrated with Slack, making communication across teams easy and efficient.

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### Speakers

 **Fernando Campilho**, Icaro Tech

 **Guilherme Frenhani**, Icaro Tech

### Industry

 **Not Industry Specific**

# WAT-2863: When AI Becomes UI: User Intelligence Forms New UX Standards

Sessions Watson

## Breakout Session

 **24 October 2016** , 11:00 AM – 11:45 AM

Siri, Ok Google, Alexa and Watson have all made their way into our everyday lives. Artificial intelligence and cognitive computing have had a profound impact on how we interact with our devices. In fact, companies are using complex algorithms, data frameworks, curation and machine learning to gain intelligence, which is transforming front-end design and changing how experiences are represented to users with

immersive interfaces that go beyond screens. Enabling real-time decisions, anticipating needs and giving recommendations requires not only intelligent technology, but also intelligent design to offer up the right information at the right time, with the right interaction patterns.

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## Speaker

 **Stephanie Trunzo**, PointSource

## Industry

 **Not Industry Specific**

# WAT-2935: The Intelligent Enterprise: How Companies are Using Cognitive Computing to Drive Tangible Results

Sessions [Watson](#)

## Breakout Session

 **24 October 2016**, 09:00 AM – 09:45 AM

Wondering how and why forward-thinking businesses are already adopting cognitive computing and artificial intelligence technologies? Curious about the top business challenges organizations are tackling with cognitive computing? The "IBM Cognitive Study," which surveyed 600 leaders and decision-makers from around the world, provides answers to these questions and more. About 70% of decision-makers say that cognitive computing is extremely important to their business strategy and success. Learn how smart companies are becoming cognitive businesses, and how they're already driving tangible results and ROI.

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## Speakers

 **SUSANNE HUPFER**, IBM

 **Nancy Pearson**, IBM

## Industry

 **Financial Markets**

# WAT-2991: How NASA is Using Content Analytics and Cognitive Computing to Drive Aerospace Innovation

Sessions Watson

## Breakout Session

 **26 October 2016** , 04:00 PM – 04:45 PM

NASA's Langley Research Center has implemented Watson Explorer's Content Analytics tools to create "knowledge analytics" capabilities, and is prototyping two new solutions. These new solutions will provide real-time advice to crews facing unforeseen events, and help scientists and engineers with innovative research. Learn about NASA's vision for becoming a cognitive organization, and how Watson is helping them with the journey. We'll also highlight knowledge analytics use cases to leverage cognitive technology, and the challenges related to autonomous vehicles, human health and performance, and long duration missions.

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### Speaker

 **Manjula Ambur**, NASA Langley Research Center

### Industry

 **Aerospace & Defense**

## WAT-3050: Help Your Employees to Help Themselves: How Autodesk Enhances the Customer Experience with Watson

Sessions Watson

## Breakout Session

 **24 October 2016** , 01:00 PM – 01:45 PM

In an industry facing disruption on multiple fronts, Autodesk had to make dramatic changes to its customer service to stay ahead. Autodesk has launched a cognitive-powered chat bot that uses natural language processing and machine learning to diagnose and sometimes resolve issues. With a cognitive solution based on IBM Watson technology, Autodesk expects to reduce customer service costs by 90% by having the system handle routine questions automatically rather than routing them to live agents. By using the solution to keep routine triage work away from live agents, Autodesk can handle higher volumes without adding staff. See how Autodesk is giving customers the

frictionless self-care option they want, while reducing contact center costs.

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## Speakers

 **Gregg Spratto**, Autodesk

 **Creighton Hoke**, Autodesk

## Industry

 **Not Industry Specific**

# WAT-3053: Disrupting Industries and Identifying Value with IBM Watson: Best Practices and Lessons Learned

Sessions [Watson](#)

## Breakout Session

 **27 October 2016**, 12:00 PM – 12:45 PM

IBM Watson ushers in a new era of computing, bringing groundbreaking cognitive capabilities to individual organizations seeking to disrupt or revitalize their industries. Driving business value is critical to a company's success, and Watson can help you do that. When implementing a Watson solution, what steps should you take so that you're well-positioned to demonstrate value? IBM Business Partner Perficient will explain how you can incorporate cognitive solutions within your organization while driving and ensuring value in your implementation.

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## Speakers

 **Christine Livingston**, Perficient

 **Rashida Hodge**, IBM

## Industry

 **Not Industry Specific**

# WAT-3095: Panel: Supercharge Your Social Marketing with Cognitive Insights and Hyper-Targeted Content

Sessions [Watson](#)

## Panel Discussion

 **24 October 2016** , 12:00 PM – 12:45 PM

Consumers are bombarded with marketing messages on multiple social channels, every day. The key to breaking through the noise is to turn social media data into actionable insights. Hear from our panel on how several companies are using Watson to better understand their audiences, target campaigns with greater precision, and drive significant business results. Panelists include: Scott Litman, Managing Partner, Equals3; Ryan Detert, CEO, Influential; Jason Jercinovic, Global Head of Marketing Innovation & Global Brand Director, Havas; Javier Burón, CEO and Co-Founder, Audiense.

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### Speakers

-  **Ryan Detert**, Influential
-  **Javier Burón**, Audiense
-  **Carolyn Calzavara**, IBM
-  **Jason Jercinovic**, Havas Worldwide
-  **Scott Litman**, Equals 3

### Industry

 **Not Industry Specific**

## WAT-3107: Dun & Bradstreet and IBM Watson: The Convergence of Data, Cognitive Computing and Human Instinct

Sessions    Watson

### Breakout Session

 **27 October 2016** , 11:00 AM – 11:45 AM

Cognitive solutions infused with the right data are helping people make better decisions faster. In that spirit, Dun & Bradstreet and IBM Watson are partnering so that IBM developers can build new cognitive solutions with Watson and full access to D&B data and analytics. The first solution, Watson Company Analyzer, is already helping major customers in the areas of sales and marketing, supply management and business development. This session will discuss why our partnership will help businesses

perform agile analysis and research to improve speed to market.

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## Speaker

 **Lisa Petrucci**, Dun & Bradstreet

## Industry

 **Financial Markets**

# WAT-3111: Watson as a Teaching Coach: Extending Teacher's Expertise in Teacher Advisor Powered by IBM Watson

Sessions [Watson](#)

## Theater Session

 **26 October 2016**, 08:00 AM – 08:20 AM

Teacher Advisor Powered by IBM Watson is a philanthropic product that provides teachers with one resource to explore academic standards, find lessons that have been written and curated by education experts, and customize these lessons for their particular class. Working in close collaboration with a group of education experts from UnboundEd, IBM Corporate Citizenship and Watson for Education teams have created this tool to make finding trustworthy, standards-aligned content a quick and easy task. Watson is a constant presence throughout the Teacher Advisor application, acting as a teaching coach that provides assistance with difficult problems teachers face while lesson planning. Teacher Advisor has been named an IBM Signature Moment.

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## Speaker

 **Claire Kohler**, IBM

## Industry

 **Education**

# WAT-3200: Simplify Your Life with Your Own IBM Watson Personal Assistant

Sessions [Watson](#)

## Hands-on Lab

 **27 October 2016**, 09:00 AM – 11:30 AM

We all lead busy lives, so it can be a challenge to find timely and relevant information. But what if you had a personal assistant to deliver this for you? In this lab, you will build your own cognitive cloud app powered by IBM Watson to deliver news and weather customized for your preferences and location. You will build your own Node.js application deployed to IBM Bluemix and use services from the Watson Alchemy News and the Weather Company. News articles are analyzed for category and sentiment and a real-time weather forecast is delivered for your location. Your assistant will speak to you with Watson text-to-speech technology, or can tweet your report. In the process, you will also learn more about Node-RED, Node.js and Bluemix.

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### Speakers

 **Steven Chamberlin**, IBM

 **Karuna Goyal**, IBM

### Industry

 **Consumer Products**

# WAT-3207: Digital Labor: What the Future of Work Looks Like

Sessions Watson

## Breakout Session

 **24 October 2016**, 02:00 PM – 02:45 PM

What is the future of work and what new jobs should we prepare for as we merge AI in the cloud and augment human intelligence? The convergence of robotic process automation (RPA), machine learning, cognitive computing and advanced analytics is driving unparalleled business transformation. Systems like IBM Watson extend human expertise and offer a new set of insights never imagined before. Learn how Watson is transforming industries and jobs, and giving rise to a new class of professionals. Specifically see how KPMG, one of the largest global audit firms, is redefining the profession of auditing with Watson.

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### Speakers

 **Ravesh Lala**, IBM

 **Vinodh Swaminathan**, KPMG

### Industry

 **Financial Markets**

# WAT-3234: Inspiring and Fun Demos and a Deep-Dive into Watson's Suite of Cognitive APIs

Sessions Watson

## Breakout Session

 **27 October 2016**, 02:00 PM – 02:45 PM

Cognitive computing is changing how the digital and physical worlds interact. So how can you take advantage of this in your organization? What can you do to make your business smarter? IBM Watson provides a number of cognitive API services (like Speech-to-Text, Tone Analyzer and Visual Recognition) that you can use to create new

and powerful applications. Join us for this exciting session, where Miracle's Innovation Labs Team will be showcasing interactive demos that they created with Watson APIs. They'll also walk through a variety of use cases for these APIs. Attend and learn what they can do for your business.

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## Speakers



**Chanakya Lokam**, Miracle Software Systems, Inc.



**Prasad Lokam**, Miracle Software Systems

## Industry



**Not Industry Specific**

# WAT-3235: Target and Convert: How Machine Intelligence Helps Retailers Drive Engagement and Boost Sales

Sessions Watson

## Breakout Session

 **27 October 2016**, 08:00 AM – 08:45 AM

Digital commerce is growing, yet online conversion rates hover at 2-4%. Customer data could help retailers looking to increase personalization and conversion. Two-thirds of retail executives say data management is a top challenge, yet less than half are confident in their firms' data analytics capabilities. Retailers are also struggling to solve the problem of the "anonymous shopper." Machine learning will help retailers build rich individualized customer profiles, giving buyers tailored recommendations to help them find products intuitively and increase conversion. Find out how IBM Watson and CognitiveScale partnered with a leading retail giant to provide next-gen shopping experiences that drive higher engagement and boost sales.

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### Speakers

 **Michael Dobbs**, IBM

 **Matt Sanchez**, CognitiveScale

### Industry

 **Retail**

# WAT-3241: A Cognitive Approach to HR: How Capgemini Leverages Watson for Recruiting and People Development

Sessions Watson

## Breakout Session

 **24 October 2016**, 05:00 PM – 05:45 PM

People are the number one factor in a company's success, and retaining a highly-skilled

workforce is becoming increasingly hard. But as the need for employees with new skills keeps growing, and social networks are making it easier for companies to poach skilled workers, HR teams need to find better ways to quickly fill openings and retain their best employees. Capgemini's Watson-powered cognitive solution reads and understands job descriptions, resumes and other HR documents, and eliminates time-consuming manual processes improving their HR teams' effectiveness, precision, scale and value. Learn how organizations can better adapt to evolving business needs and strategies with Watson.

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## Speakers



**Jennifer Jones**, Capgemini



**Wendy Tandon**, IBM

## Industry



**Services**

# WAT-3315: Watson Goes to College: Cognitive Computing as an Enabler of Tech Entrepreneurship in Saudi Arabia

Sessions Watson

## Breakout Session

 **24 October 2016**, 03:00 PM – 03:45 PM

The Watson Goes to College: DCU@PNU collaboration simulates a Watson incubator, bringing together marketing, high tech and innovation on a cognitive business project. The project ran in partnership with Dublin City University at Princess Nourah University (the largest all-women university in the world), and IBM KSA/USA. Saudi female business students developed 14 cognitive business and social entrepreneurial ideas conceptualized in 14 infographics, which articulated how the proposed Watson solution could help businesses and society in KSA. Fourteen sales pitches were presented to universities and practitioners.

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### Speaker

 **Susan Malaika, IBM**

### Industry

 **Education**

# WAT-3318: Cognitive Advertising: How Watson is Fueling Creativity and Vision in the Advertising Industry

Sessions [Watson](#)

## Breakout Session

 **26 October 2016**, 04:00 PM – 04:45 PM

Data-driven advertising is here to stay. Learn how Watson is being used in advertising to improve messaging and conversions. We'll also explore how cognitive computing can be used in advertising, such as to generate creative ideas and copy, for image selection and to enhance filming. Discover the endless possibilities of improved advertising with Watson.

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### Speaker

 **andrew keegan**, team one

### Industry

 **Media & Entertainment**

# WAT-3349: Best Practices, Tips and Tricks for Using Watson Explorer for Content Analytics

Sessions Watson

## Breakout Session

 **26 October 2016** , 11:00 AM – 11:45 AM

Discover how leveraging Watson Explorer (WEX) and Watson APIs can help you extract insights, relationships and patterns hidden in unstructured content (like emails, social media posts and documents). Learn how to analyze and leverage these insights to drive business performance and growth. We will show you how HR teams can use WEX to extract and analyze information from thousands of resumes and CVs, and how to create custom annotators on the fly. We'll also cover the integration of WEX analytical with Watson's cognitive APIs, including Alchemy. Learn about best practices, tips and tricks for using WEX and related products.

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### Speakers

 **Slava Frid**, Essex Technology Group

 **Scott Guida** , Essextec

### Industry

 **Not Industry Specific**

# WAT-3401: Reimagining Business Processes End-to-End in the Cognitive Era for Frictionless Customer Experience

Sessions Watson

## Breakout Session

 **24 October 2016** , 12:00 PM – 12:45 PM

Digital technologies have profoundly altered the way people and businesses interact. They are leading to a disruptive “rethink” of the way people live, engage and work. Business leaders must digitally reinvent their enterprises end-to-end and incorporate

digital technologies to generate revenues and results through innovative strategies, products and experiences. Strategically, digitally reinvented businesses maintain an overarching focus on experiences rather than production. Cognitive systems have the ability to dramatically transform business processes end-to-end through autonomous decision-making and insightful human engagement. With that, we can now deliver personalized, end-to-end, frictionless experiences that are outcome focused.

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## Speaker

 **Chitra Dorai**, IBM

## Industry

 **Not Industry Specific**

# WAT-3422: The Future Impact of Cognitive Computing on the Enterprise: Perspectives from Over 6,000 CxOs

Sessions [Watson](#)

## Theater Session

 **26 October 2016**, 03:30 PM – 03:50 PM

IBM's Institute for Business Value commissioned a global study of 6,000+ C-Suite executives across all major functions and industries to understand their views on cognitive computing. This session will cover all of the top findings from that study, how to apply them to your business, and the key roles cognitive will affect in the immediate future.

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## Speaker

 **Brian Goehring**, IBM

## Industry

 **Not Industry Specific**

# WAT-3447: Cognitive Data Lakes

Sessions [Watson](#)

## Breakout Session

 **27 October 2016** , 09:00 AM – 09:45 AM

For the last five years, “data lake” has been a big buzz word in the world of big data. Leaders in most sectors have somewhat of a matured approach and architecture. But most firms struggle to scale data lakes to an enterprise level in terms of business value. Laggards are just getting onboard and the market opportunity is still huge. These struggles are primarily due to premature excitement, confusion and lack of insight brought about by the myriad of technologies, products and perspectives in this space, and also architecture and design issues. At IBM, we are leading the cognitive charge. This session will discuss how we can enable the next generation of data lakes to be cognitive, and how cognitive can help address current issues.

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### Speaker

 **Prithwi THAKURIA**, IBM

### Industry

 **Not Industry Specific**

## WAT-3467: How Cognitive Solutions Will Transform HR

Sessions [Watson](#)

### Breakout Session

 **24 October 2016** , 03:00 PM – 03:45 PM

With their capacity to think like the human brain and absorb vast amounts of structured and unstructured data, cognitive solutions are creating new possibilities across every enterprise domain, including HR. Whether it is providing instant answers to common employee HR questions or guiding staff on their next best career move or development opportunity, cognitive HR will transform recruitment, learning, performance management, career development and deployment.

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### Speakers

 **Tina Marron-Partridge**, IBM

 **Andi Britt**, IBM

### Industry

 **Not Industry Specific**

# WAT-3478: How AI Empowers Travelers to Make Better Decisions Faster: A WayBlazer Panel

Sessions Watson

## Breakout Session

 **25 October 2016** , 03:00 PM – 03:45 PM

With the help of AI, travel sites can deliver inspiring and relevant hotel recommendations to customers in an innovative way to increase engagement and conversion. WayBlazer, leveraging Watson’s cognitive APIs, offers technology solutions that travel providers can embed directly into their sites. This panel is led by WayBlazer’s Chairman, founder of Travelocity.com and founding Chairman of Kayak.com, Terry Jones. You'll learn how WayBlazer is bringing AI to the industry and how travel clients are successfully using this technology.

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### Speakers

 **Felix Laboy**, WayBlazer

 **Terry Jones**, WayBlazer

### Industry

 **Travel & Transportation**

# WAT-3487: How the Latin American CIO's Team is Transforming IBM with Cognitive Technology

Sessions Watson

## Breakout Session

 **24 October 2016** , 08:00 AM – 08:45 AM

Learn how IBM's Latin American CIO Team is engaging the business from within by applying Watson solutions to generate value and act as a showcase for our clients. Walk through a CIO's journey to create a cognitive pipeline from scratch. By using cognitive computing and Agile techniques, the team is delivering results even in the minimum viable product (MVP). Successful use cases include: Watson for SO Service Delivery

(using Watson Explorer Content Analytics to read structured and unstructured data to provide better customer services to clients), and the award-winning Watson for IT Help (resolving IT issues via a mobile/web platform in Spanish and Portuguese).

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## Speaker

 **Luciano Silva**, Ibm

## Industry

 **Not Industry Specific**

# WAT-3489: An Introduction to Watson Discovery Services

Sessions [Watson](#)

## Breakout Session

 **24 October 2016** , 10:00 AM – 10:45 AM

Are you wondering how Watson Exploration and Discovery services could benefit your organization? Join Watson Discovery experts to discuss a variety of use cases and learn how you can apply them to solve your biggest business challenges. You'll get an early view of the newest cognitive exploration and discovery offering, and how you can use the Discovery platform to take action within your organization.

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## Speaker

 **Rob Delwo**, IBM

## Industry

 **Not Industry Specific**

# WAT-3492: Build and Scale Your Custom Text Analytics Solution Faster and Cheaper

Sessions [Watson](#)

## Breakout Session

 **27 October 2016** , 01:00 PM – 01:45 PM

Stop floundering with disjointed tools and processes that result in unscalable apps. Get

a deeper look at Watson's new end-to-end tools to build and scale custom text analytics solutions using Watson Knowledge Studio's machine learning capabilities with Watson Explorer or Watson's cognitive APIs.

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## Speakers

 **Tanmay Sinha**, IBM

 **Andy Boyd**, IBM

## Industry

 **Not Industry Specific**

# WAT-3542: How Machine Learning and Natural Language Processing Deliver Superior Company Insights

Sessions [Watson](#)

## Breakout Session

 **27 October 2016** , 09:00 AM – 09:45 AM

Analyzing companies can be hard and time-consuming when you're missing out on critical, timely information on potential suppliers, clients, acquisitions or partners. We will explore the cognitive capabilities applied by Watson to rapidly find, analyze and deliver complete company profiles from unstructured and structured data. Hear from the original development team about how Watson Company Analyzer uses natural language processing and machine learning to get the most complete and current company analysis to you — at the speed of business!

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## Speaker

 **Abdel Labbi**, IBM

## Industry

 **Banking**

# WAT-3546: Streamline Company Research Using Automated Analysis of Near Real-Time Company Data

# and News

Sessions Watson

## Breakout Session

 **26 October 2016**, 11:00 AM – 11:45 AM

Learn how leading companies are leveraging Watson to combine cognitive computing and data analytics to transform how they select and approach new clients, partners or acquisitions. In financial services and major B2B sales organizations, gaining an efficient, real-time and complete view of prospects and their needs is critical to achieving sales results. IBM Watson Company Analyzer combines and rapidly analyzes data and news sources automatically, and presents graphical views to enable every seller to choose and pursue the best opportunities with their best solutions.

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### Speaker

 **Reid Francis, IBM**

### Industry

 **Banking**

# WAT-3583: Winning the Customer Experience Battle with Watson Virtual Agent

Sessions Watson

## Breakout Session

 **27 October 2016** , 09:00 AM – 09:45 AM

Delivering efficient yet cost-effective customer service has always been challenging. But as customers have become accustomed to the instant, always-on, always-available world, meeting their expectations has become even more difficult. Chatbots and virtual agents promise to serve customers efficiently and cost-effectively, but have often been complex and time-consuming to implement. Watson Virtual Agent is different, allowing you to implement cognitive self-service quickly and easily, giving you a real competitive advantage.

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### Speakers

 **Erik Didriksen**, IBM

 **Ken Schaefer**, IBM

### Industry

 **Not Industry Specific**

# WAT-3629: Cognitive Advertising: The Next Frontier in Marketing

Sessions    Watson

## Breakout Session

 **25 October 2016**, 02:00 PM – 02:45 PM

Discover how marketers are embracing cognitive computing to drive a deeper, more personal connection with consumers and ultimately transform their business and the face of advertising. We'll showcase an esteemed group of brands that have partnered with The Weather Company and Watson to pilot a powerful interactive, Watson-enabled ad product—Watson Ads.

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### Speaker

 **Jeremy Steinberg**, The Weather Company

### Industry

 **Not Industry Specific**

# WAT-3685: Ask Me Anything: Watson Apps Using Node-RED

Sessions    Watson

## Ask Me Anything Demo Stations

 **24 October 2016** , 01:00 PM – 03:00 PM

Here's your chance to ask any question or raise any request with respect to the Watson Nodes available on Node-RED. This session will be hosted by the owners of the Watson Nodes, so don't be shy. If you have a good business case we will consider implementing the node features for you.

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### Speakers

 **Soheel Chughtai**, IBM

 **Salil Ahuja**, IBM

### Industry

 **Not Industry Specific**

# WAT-3691: Deploying in Days, Not Weeks: Getting Started Quickly with the Watson Developer Cloud APIs

Sessions [Watson](#)

## 15 Min Lightning Talks

 **24 October 2016**, 11:00 AM – 11:20 AM

The Watson Application Starter Kits demonstrate real-world customer use cases that can be replicated in days using the Watson Developer Cloud APIs. You, too, can be developing Watson-based applications for your business in a matter of days.

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### Speakers

 **Laksh Krishnamurthy**, IBM

 **Laura Bennett**, IBM

### Industry

 **Information Technology**

# WAT-3692: Hello World: You, Too, Can Quickly Develop Watson Applications

Sessions [Watson](#)

## 15 Min Hello World Lab

 **24 October 2016**, 01:00 PM – 05:00 PM

This lab using the Watson Application Starter Kits will enable attendees to develop an application that they can take and use in their business the very next day. Attendees will also quickly learn how to build and deploy real-world applications into IBM Bluemix.

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### Speakers

 **Laksh Krishnamurthy**, IBM

 **Laura Bennett**, IBM

### Industry

 **Information Technology**

# WAT-3693: Ask Me about Speedy Watson Development

Sessions Watson

## Ask Me Anything Demo Stations

 **25 October 2016**, 03:00 PM – 05:00 PM

Meet an expert in getting started quickly building cognitive applications using the Watson Developer Cloud APIs. He will set you on the right path and turn you into an expert confidently deploying really cool applications in days instead of weeks. Give it a spin!

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### Speakers

 **Laksh Krishnamurthy**, IBM

 **Andy Boyd**, IBM

 **Laura Bennett**, IBM

### Industry

 **Information Technology**

# WAT-3701: Watson for Personalized Access: Dynamic Text Simplification and Summarization

Sessions Watson

## 15 Min Lightning Talks

 **24 October 2016**, 01:00 PM – 01:20 PM

How can we leverage Watson to simplify textual content based on an individual's preferences? IBM is solving this problem by building cognitive solutions that make the world around us easier to understand. IBM, the University of Massachusetts and Worcester Polytechnic Institute are researching methods to dynamically generate simplified and summarized versions of textual content that are personalized to meet an individual's preferences and learning capabilities. In this talk, you will learn how our research team is approaching this problem, and applications of these technologies to help individuals suffering from intellectual disabilities, the time-challenged, and people

taking English as a second language to increase comprehension.

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## Speakers

 **Will Scott, PhD**, IBM

 **Ram (P.G) Ramachandran**, IBM

## Industry

 **Not Industry Specific**

# WAT-3719: How Watson Powers Content Personalization at The Weather Company

Sessions [Watson](#)

## 15 Min Lightning Talks

 **24 October 2016** , 03:00 PM – 03:20 PM

Since its acquisition by IBM, The Weather Company has begun to integrate Watson into a number of its products. The Watson services have been leveraged to power cognitive advertisements and to personalize content recommendations for the users of web and bot platforms. This talk will discuss how Watson services were integrated into existing Weather products, and the improvements they enabled in the experiences of The Weather Company's more than 250 million users. A specific focus of the talk will be on the Watson APIs that were used to create a content recommendation engine for web and Messenger users.

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## Speaker

 **Benjamin Fletcher**, IBM

## Industry

 **Consumer Products**

# WAT-3780: Build Your Chatbot with Watson Conversation with Expanded Entities from Watson AlchemyLanguage

Sessions [Watson](#)

## 15 Min Hello World Lab

 **25 October 2016** , 01:00 PM – 05:00 PM

In this lab, you will learn how to build a chatbot using Watson Conversation service and expand it to understand a broad set of entities by integrating with Watson AlchemyLanguage. We'll also touch on how to build custom models for extracting entities specific to your domain using Watson Knowledge Studio and AlchemyLanguage custom models.

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### Speaker

 **Joseph Kozhaya, IBM**

### Industry

 **Not Industry Specific**

# WAT-3906: Keeping Students in School: Harnessing Watson to Improve Dropout Predictions

Sessions    Watson

## Theater Session

 **25 October 2016** , 02:00 PM – 02:20 PM

Many universities and educational institutions face the same challenges: Can they predict which students are at a high risk of not returning after a semester break? What is the reason some students don't return? Does lack of funds or rejection in sports contribute? What about other personal issues, health issues, peer pressure or bullying? Most importantly, what are some timely interventions to help these students out? In this session, we'll demonstrate the capabilities of IBM Watson's cognitive technologies that are improving data analytics and predictions at universities. You'll learn about the cognitive APIs being used to solve this important and socially relevant problem of student drop-out in universities.

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### Speakers

 **Raghuram Srinivas**, IBM

 **Glenn Hansen**, University of Oklahoma

### Industry

 **Education**

# WAT-3907: AT&T Case Study: Enhancing Predictive Intelligence with Cognitive Capabilities

Sessions    Watson

## Theater Session

 **24 October 2016** , 01:00 PM – 01:20 PM

By integrating Watson's cognitive capabilities with the power of IBM's Predictive Customer Intelligence platform, companies can unleash the full potential of these technologies. In this session, IBMers Sean Tabbert and Sidney Phoon will show you how

to supercharge Watson's natural language interface by giving it the ability to anticipate and predict customers' needs and behaviors. You'll also learn about the true business value of these next-gen technologies through an AT&T case study. See how these two technologies can be applied to anticipate every customer's needs to drive next best actions and recommendations through Watson's cognitive interface.

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## Speakers

 **Sean Tabbert**, IBM

 **Sidney Phoon**, IBM

## Industry

 **Telecommunications**

# WAT-3962: The Intelligent Enterprise: How Companies Are Using Cognitive Computing to Drive Tangible Results

Sessions [Watson](#)

## Theater Session

 **24 October 2016**, 03:30 PM – 03:50 PM

Wondering how and why forward-thinking businesses are already adopting cognitive computing and artificial intelligence technologies? Curious about the top business challenges organizations are tackling with cognitive computing? The IBM Cognitive Study, which surveyed 600 leaders and decision-makers from around the world, provides answers to these questions and more. About 70% of decision-makers say that cognitive computing is extremely important to their business strategy and success. Learn how smart companies are becoming cognitive businesses, and how they're already driving tangible results and ROI.

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## Speakers

 **SUSANNE HUPFER**, IBM

 **Nancy Pearson**, IBM

## Industry

 **Financial Markets**

# WAT-3963: Digital Labor: The Future of Work

Sessions Watson

## Theater Session

 **25 October 2016**, 04:00 PM – 04:20 PM

88% of data is “invisible” to computers. It’s the type of data that humanity encodes in language and unstructured information, in the form of text: books, emails, journals, blogs, articles, tweets, as well as images, sound and motion. As human beings, we need better ways to take command of the knowledge and information that matters most to us. Cognitive systems mimic human activities, such as perceiving, inferring, gathering evidence, hypothesizing, and reasoning. Learn how Watson is helping reimagine how work gets done in several professions that deal with vast amounts of information, and creating new classes of knowledge-aware and automated business processes.

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### Speaker

 **Ravesh Lala**, IBM

### Industry

 **Financial Markets**

# WAT-3964: Say Hi to Watson: Engaging Customers with Sophisticated Bots

Sessions Watson

## Theater Session

 **26 October 2016**, 09:30 AM – 09:50 AM

Bots are hot. They're being deployed across industries to help support customers and enhance commerce without the need for human intervention. They're a crucial part of a modern omni-channel strategy, and are found wherever customers are interacting with brands. With Watson Conversation, you can build sophisticated bots that can engage with your customers on their terms. Once built, you can deploy them wherever it makes sense: on web, on mobile or in messaging apps. Learn how Watson can help transform the way that your brand engages with its customers. We'll discuss the role that bots are

playing across industries, and demonstrate how easy it is to build and train a simple bot in just minutes.

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## Speaker

 **Jonathan YOUNG**, IBM

## Industry

 **Not Industry Specific**

# WAT-4017: Sugar.IQ: A Cognitive Mobile App for Personal Diabetes Management

Sessions [Watson](#)

## Breakout Session

 **24 October 2016** , 10:30 AM – 10:50 AM

Diabetes is a data-intensive disease where people with diabetes track glucose, insulin, meals, medications, sleep and activity to make decisions on an event-by-event and hour-by-hour basis. Medtronic has partnered with IBM Watson Health to advance research into cognitive computing for diabetes and build solutions that leverage data to provide patients with insights that they can use to understand how to better manage the disease. Learn how our cognitive mobile app, Sugar.IQ with Watson, will serve as a personal assistant for people with diabetes by uncovering important patterns and trends to predict hypoglycemia and other insights, to help people understand how their behavior affects their glucose level in real-time.

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## Speakers

 **Sid Bhatia**, IBM

 **Huzefa Neemuchwala**, Medtronic

## Industry

 **Healthcare & Life Sciences**

# WAT-4033: Watson Solution Pattens: A Fast-Start Approach to Common Cognitive Use Cases

## Theater Session

 **26 October 2016**, 10:00 AM – 10:20 AM

The possibilities with a cognitive system like IBM Watson are limitless. Our Watson Solution Labs have worked with several hundred customers over the years and have pragmatically applied Watson solutions to solve specific business problems in these organizations. In this session, we will discuss and showcase solution patterns that address common industry needs. These patterns are built using Watson capabilities and include Social CRM, Field Service, Expertise Location and Conversational Bots. Attend this session to see these fast-starts to cognitive capability in action, and to better understand the business benefits and underlying architecture.

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### Speaker

 **Sham Vaidya**, IBM

### Industry

 **Banking**

# WAT-4047: The Cognitive Build Experience

Sessions Watson

## Theater Session

 **26 October 2016** , 03:30 PM – 04:50 PM

Over the course of 90 days, 275,000 IBMers engaged in the Cognitive Build, an experiential learning experience unlike any other. More than 2,700 cognitive ideas were developed and crowdfunded, and over 35 of the top teams are here at World of Watson. Thought-provoking presentations from business and technical leaders. Engaging panel discussions with cognitive computing experts. Fast-paced, high-energy pitchfests with the intrapreneurial teams themselves, where attendees are the judges. Cognitive Build unleashed creativity and innovation that exceeded all expectations. Come experience it, and discover how to ignite innovation within your enterprise.

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### Speaker



### Industry

 **Not Industry Specific**