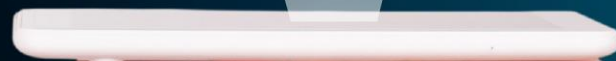




The Cognitive Era

Transforming
The Business
Of Government



@TimPaydos

We are living in the age of disruption...



World's Largest Telephone Company...



Owns No Infrastructure

World's Largest Accommodation Company...



Owns No Real Estate

World's Largest Retailer...



Carries No Inventory

World's Biggest Media Company...



Creates No Content

.....And Government Leaders Are Feeling The Heat

They Tell Us They Feel Stuck Between A Rock and A Hard Place

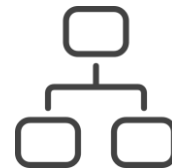
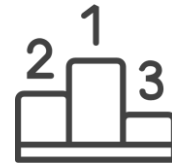


Intensifying
Expectations

Strain On
Service Delivery

Increased Societal
Complexity &
Unease

Fiscal & Resource
Constraints



So much data,
not enough
information

Rigid & Inflexible
vs. Dynamic & Agile

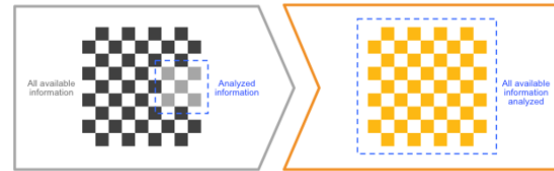
Query State vs.
Exploratory &
Cognitive

Disruption creates a challenge and an opportunity

Five key paradigm shifts in next generation Cognitive Analytics



Look At
All The Data



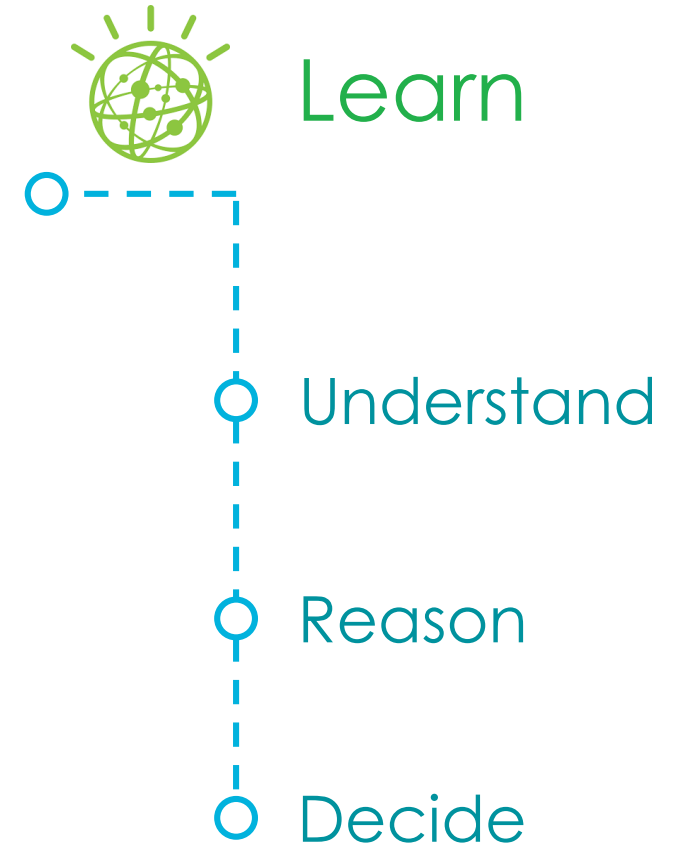
Look At
Even Dirty Data



Let Data
Lead the Way



Leverage Data
as it is Captured



To be cognitive,
a system
must do
three things



Understand



Reason



Learn

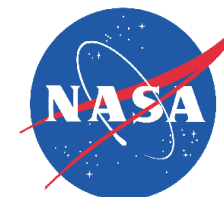
Without Bias

Next generation cognitive analytics

Government agencies leading the way



Memorial Sloan Kettering
Cancer Center



What we have learned...



Cognitive Analytics is A Journey, Not an Event

A Deliberate & Thoughtful Approach Is Required

Start with the Burning Business Requirement

It Requires A Combination of Capabilities

Building Trust Is The Key Success Factor

1

2

3

4

5



Building trust Is critical



Insightful



Governed
and Secure



Accurate
and Complete



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Transforming
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