

IBM WATSON Operationalize AI throughout your business

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Infuse IBM Watson into your workflows to predict and shape future outcomes, automate complex processes, and optimize your resources' efficiency and effectiveness



Put AI to work across multiple departments – from finance, to customer care, to supply chain. With IBM Watson, you can create better, more personalized experiences for customers, scale the expertise of your best people across the organization, and make smarter decisions based on deep insights from data.

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Transform how your business operates with AI

Most clients feel like they are not getting what they need from their data. Clients are looking to evolve from manual expert-driven decision-making to automated, data-driven outcomes. Ultimately, putting AI to work is about surfacing hidden intelligence that's locked away in data and automating the transformation of business operations.

Big data continues to grow apace. What matters more is its growth in value, especially its contribution to an organization's differentiating advantage. In general, advantage goes to those who have access to the most heterogeneous data. The scope and diversity of data matters because when combined, they have the potential to create the deep context and insights required to operate successful business models.

Put AI to work

For too many, the enterprise-wide integration of data remains more ambition than reality. Fewer than 4 in 10 organizations have integrated their data across the enterprise or designed and deployed an enterprise-wide data architecture. Moreover, the target keeps moving. Instead of catching up, organizations find themselves falling further behind. For example, organizations recognize that it's no longer sufficient to simply pour all their data into a data lake and expect everyone to go fishing. Instead, organizations must curate and enrich data so that it meets specific business needs, functions and workflows. A marketer, for example, needs a very different view of data than the deep data dive preferred by R&D.

Data – powered by artificial intelligence (AI) and machine learning (ML) – augments the capabilities and expertise of its employees and deepens engagement with customers. Expertise, together with the capacity to learn quickly, sustains the rapid lifecycle of innovation and iteration on business platforms. New workflows, leveraging exponential technologies, extend the organization's capacity to create new value.

Redesign company workflows around AI

Instead of processes imposed on workers to direct their actions, AI and exponential technologies are liberating organizations to reorient how work gets done.

They reimagine workflows by orchestrating interactions between smart machines and even smarter humans across the organization.

AI unlocks the value of data in totally new ways:

- Predict and shape future outcomes
- Optimize people to do higher value work
- Automate decisions, processes
- Reimagine new business models

Traditional enterprise resource planning (ERP) approaches effectively stripped out waste and inefficiency, based on industry best practices. While ERP optimized operations, it also locked them in. Workflow enabled by AI, automation and ML, in tandem with the Internet of Things (IoT), changes the equation. Organizations can detect everything happening around them, from the movement of a person or a piece of equipment, to inventory turns or downed power lines. Organizations that quickly detect changes in the environment can optimize operations for situational awareness, including the unexpected. These new agile workflows can even become the inspiration for new business models.



Growth from **4% to 14%** for organizations that have deployed AI between 2018 and 2019 (Top Trends on the Gartner Hype Cycle for Artificial Intelligence, 2019, September 2019)



9 out of 10 respondents agree that AI represents a business opportunity for their company (Winning with AI, MIT Sloan Management Review and Boston Consulting Group study, 2019)



76% of organizations reported that they are already using at least 2 to 15 hybrid clouds, and **98%** forecast they will be using multiple hybrid clouds within three years (IBM Institute for Business Value study, 2018)

IBM's AI Portfolio: Everything you need for Enterprise AI, on any cloud

AI is all about the ability to build, deploy, catalog, and manage models, which is what IBM's AI portfolio provides. Watson is IBM's suite of enterprise-ready AI services, applications, and tooling.

IBM Watson helps you unlock the value of your data in entirely new, profound ways. With Watson, you can put AI to work in any industry. By freeing your employees from repetitive tasks, you can empower your teams to focus on more creative, higher-value work critical to your enterprise. With insights from Watson, you can predict and shape future business outcomes, while rethinking your practices and workflows.

With Watson, you can bring AI tools and apps to your data wherever it resides – whether it's on IBM Cloud, AWS, Azure, Google, or your own private cloud platform.

AI lifecycle management tools

Manage the full lifecycle of your AI to ensure trusted outcomes. Prepare your data, build your models, and deploy into production – all in one, open environment.

- **IBM Watson Studio:** One platform to rule them all from discovery to production. An enterprise data science platform that helps your team work together to build models to make better data driven decisions for your business.
- **IBM Watson Machine Learning:** Accelerate and govern AI deployments to harness machine learning, deep learning and decision optimization to deliver business value.
- **IBM Watson Knowledge Catalog:** The Watson Knowledge Catalog allows users to access, curate, categorize, and share data and assets wherever they are.
- **IBM Watson OpenScale:** Operationalize and automate the management of models and tools across your business, with trust and transparency.

Pre-built Watson applications

Get deep insights from your data, interact with customers and employees on their terms, and train your AI systems on the language of your industry.

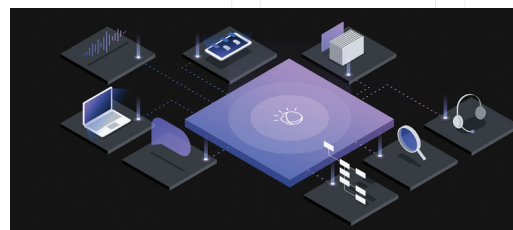
- **Watson Assistant:** Build, train, and deploy conversational interactions into any application, device, or channel.
- **Watson Discovery:** Enterprise search that surfaces answers and insights from your business data.
- **Watson Speech to Text:** Transform voice into written text with powerful machine learning technology.
- **Watson Natural Language Understanding:** Cloud native product that uses deep learning to extract metadata from text such as entities, keywords, categories, sentiment, emotion, relations, and syntax.
- **IBM Watson Knowledge Studio:** Teach IBM Watson the language of your domain with custom models that identify entities and relationships unique to your industry in unstructured text.
- **IBM OpenPages with Watson:** Redefine governance risk and compliance GRC with AI and advanced analytics.



IBM Power Systems AC922 IT: infrastructure redesigned for Enterprise AI

IBM Power System AC922 delivers unprecedented performance for analytics, artificial intelligence, and modern HPC. The Power AC922 is engineered to be the most powerful training platform available, providing the data and compute-intensive infrastructure needed to deliver faster time to insights. Data scientists get to use their favorite tools without sacrificing speed and performance, while IT leaders get the proven infrastructure to accelerate time to value.

IBM Watson Assistant: The smarter AI assistant for business



Watson Assistant is IBM's AI product that lets you build, train, and deploy conversational interactions into any application, device, or channel.

Most chatbots try to mimic human interactions, which can frustrate users when a misunderstanding arises. Watson Assistant offers more. It knows when to search for an answer from a knowledge base, when to ask for clarity and when to direct users to a human. Watson Assistant can be deployed in any cloud or on-premises environment – meaning smarter AI is finally available wherever you need it.

3 Primary Use Cases

Customer Care: Through the Watson Assistant, IBM can decrease call center operations cost, while improving the customer experience and developing new revenue streams.

Employee Productivity: Simplify access to common questions and tasks through enterprise channels.

Conversational Commerce: Provide guided buying experience for prospective customers to purchase goods and services through the mobile or messaging channel of their choice.

Key Differentiators

Scalable product: An enterprise can go from a single user to supporting millions of conversations across its organization with a single product.

Data Control: *Clients maintain control and ownership of their data.* IBM will not share unique insights derived from clients' data without client's agreement.

Simplified tooling: Allows collaboration between business users and developers to build out conversational solutions and advanced dialog flows, without needing to be an expert in Machine Learning.

Deep industry expertise and partnerships: e.g., health, banking, automotive, retail.

Premium/Dedicated Plans: Provide enterprise-grade security and support, such as data isolation, end to end encryption, and support for non-regulated PII data.

IBM Cloud Private: One of the only vendors in the market that allows you to deploy and run a virtual assistant on your own infrastructure, behind your firewall.

InTTrust (www.intrust.gr) started its journey in 2006 as a Technology Services provider. Since then it serves FSIs, Telcos, Oil and Energy companies and other large Private sector customers in Greece and abroad. Over these 13 years, it builds a solid track record as an IT provider that delivers what it promises. InTTrust is IBM Platinum Partner, Microsoft Gold Partner and Oracle Gold Partner. It is part of InTTrust's capabilities to provide Application services that include Information Management, Application Development, Engineering, IoT, Data and AI, Dynamic Infrastructures services to deploy and support customers' infrastructure onsite, in the cloud or hybrid models, DBA services to guarantee high availability and integrity of customers' mission critical databases to ensure business continuity 24x7.

Contact details:

<http://www.intrust.gr>

info@intrust.gr

Contact number: + 30 210 6513040

Postal address: 2 Ipeirou st., 15341, Agia Paraskevi, Attica, Greece