



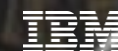
Norwegian
Cognitive
Center

Den kognitive reisen

Hvordan kan AI levere verdi for din virksomhet?

August 2020

Loek Vredenberg – CTO IBM Norge



- *Data driver* **digital transformasjon.**
- **AI** frigjør verdien av *data.*
- **Hybrid sky** er *dataplattformen.*

The AI Ladder



AI is not magic, it's a journey!

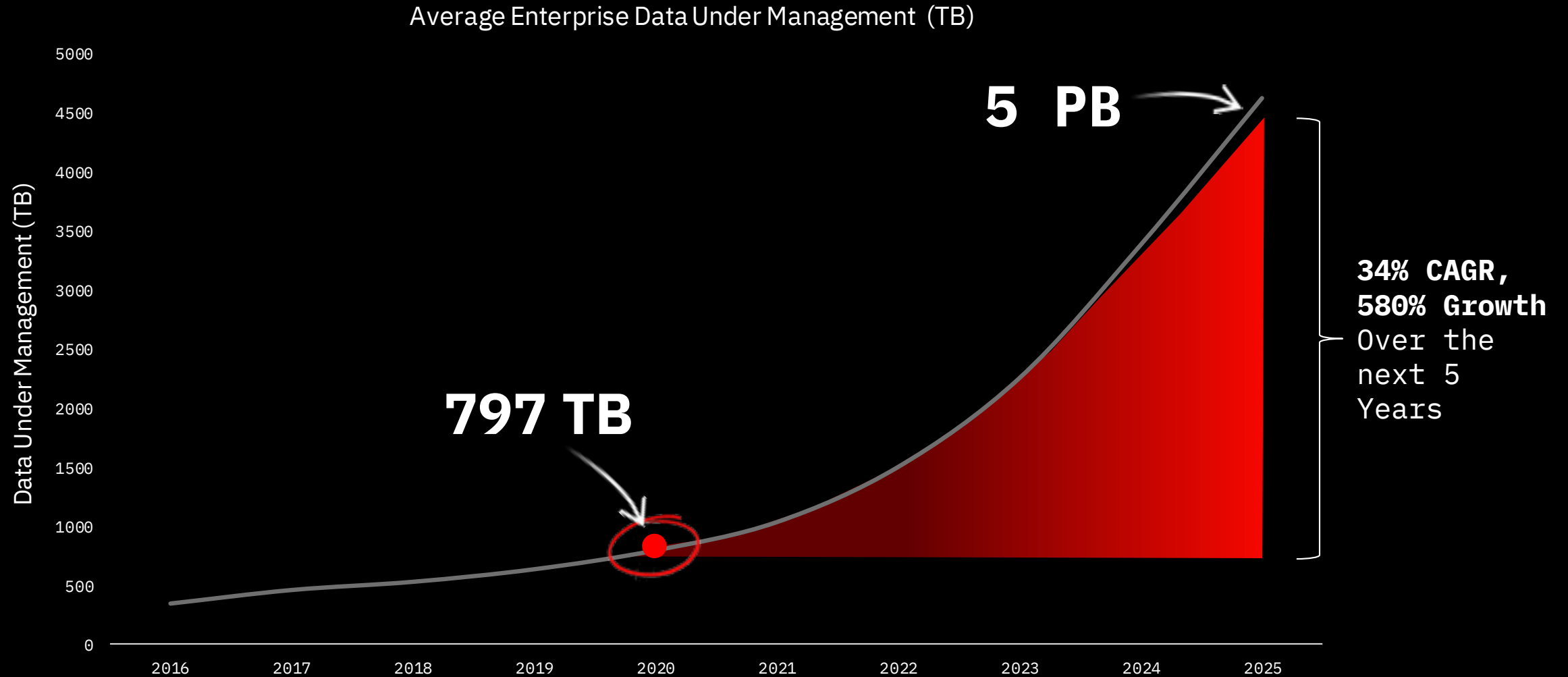
Men ...

>50%
av data

Som produseres blir ikke brukt

Forrester Source: <https://go.forrester.com/blogs/hadoop-is-datas-darling-for-a-reason/>

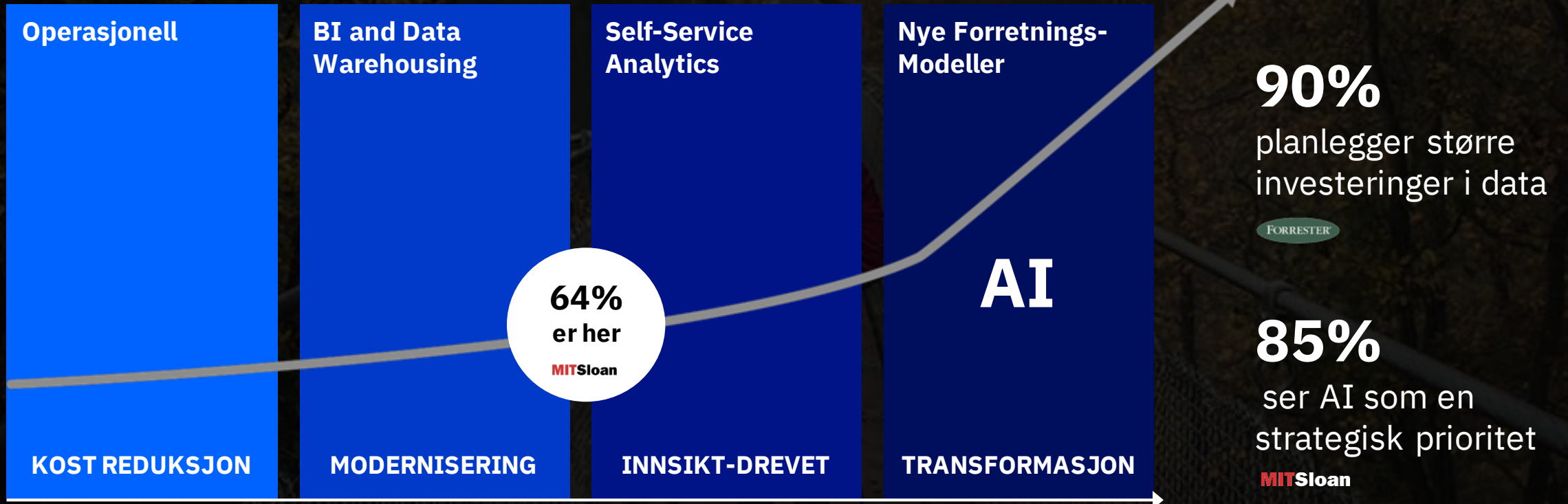
Og vi har bare såvidt begynt...



Hvis...

Data er den nye
forretningsmodellen
&
Kunnskap er den nye
kapitalen

Så kreves det en datasentrisk forretningsmodell



Med fokus å skape den beste kundeopplevelsen

A critical component of continuous customer experience “includes evaluating where AI resources can extend or support your customer-facing associates, like chat bots, virtual customer assistants, or real-time analytics at key points in the customer journey.”

Gartner

“If you fail to keep up with your clients' increasing demands, the chances they will reach out to your competitors increases.”

Forbes

*“Smart data will take priority over big data...
...for too long, the industry relied on sheer quantity of data with no quality metrics for making key audience assumptions.”*



Men AI kan kreere verdi på mange områder

Geisinger Caring

Predikere og bidra til fremtidige resultater

Woodside

Gi mennesker arbeid med høyere verdi

experian.

Automatisere beslutninger, prosesser, opplevelser

LEGALMATION

Gjøre nye forretningsmodeller mulig

Økte
Inntekter

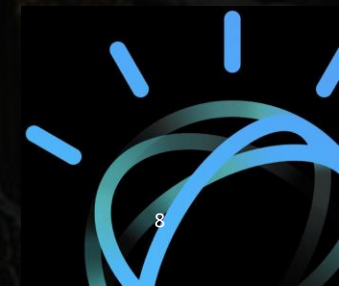
72%

*Hvor AI
pionerer
ser verdi*

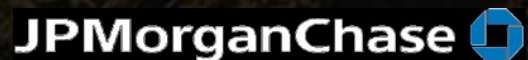
MIT Sloan

28%

Kostnads
reduksjon



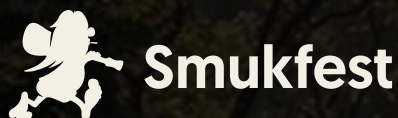
Noen eksempler



Bruker prediktive AI modeller med komplekse finansielle dataset til alt fra hedging strategier til trading og detektere bedrageri.



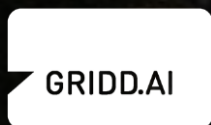
Bruker pre-built og custom AI modeller for å gi rådgivere kunnskap om kunder og gi bedre resultater på tvers av 350K forespørsel hver dag



En Dansk festival legger listen høyt gjennom å kombinere salgs data, musikk tidsplaner og værddata for å redusere svinn.



KONE bruker IBM Watson IoT platformen og AI teknologier for å predikere tilstanden av deres heiser eller rulletrapp for predictive maintenance



Startup Gridd.ai reduserer kostnaden ved å bruke AI for å intervju tusenvis av ansatte– uten å forlate kontoret, samler prosess informasjon og bygger BPMN modeller – alt det i skyen.



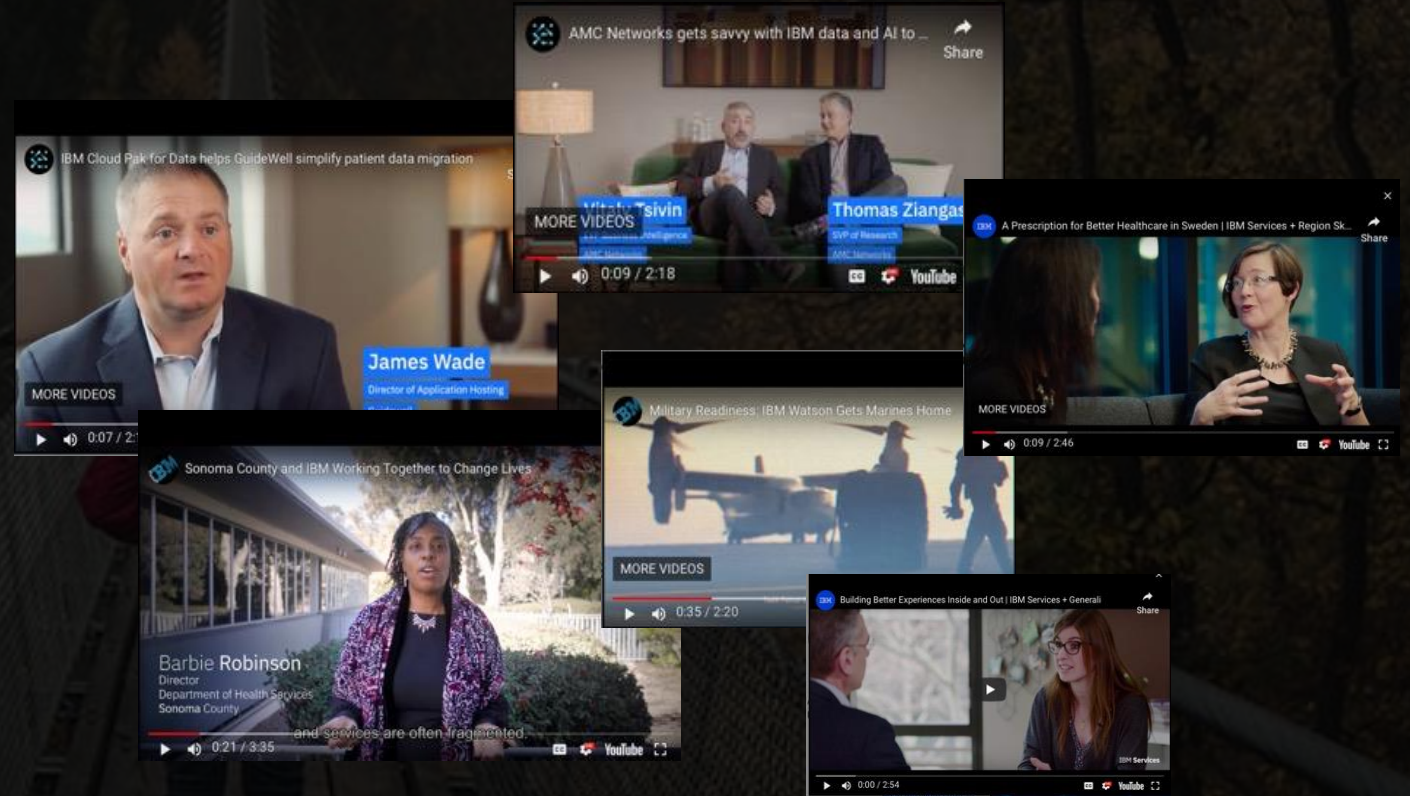
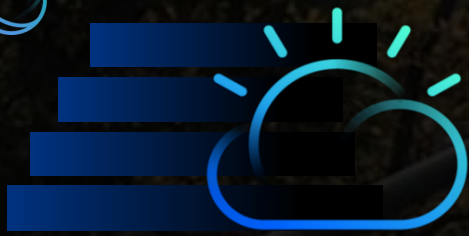
Bruker data science i skyene for å sikre helsen til den Norske laksebestanden

Galleri av kundehistorier

Hør fra våre kunder hvordan IBM hjelper dem på den kognitive reisen



The AI Ladder



ibm.com/analytics/why-ibm

Norwegian Cognitive Center



Media City
Bergen



Norwegian Centres of Expertise
NCE Media



GCE
Ocean
Technology



CITY OF
BERGEN



Norwegian Centres of Expertise
NCE Seafood
Innovation Cluster



PROPTech
INNOVATION



Norwegian Centres of Expertise
NCE Finance
Innovation



Høgskulen
på Vestlandet

NORA



HELSE BERGEN
Haukeland universitetssjukehus



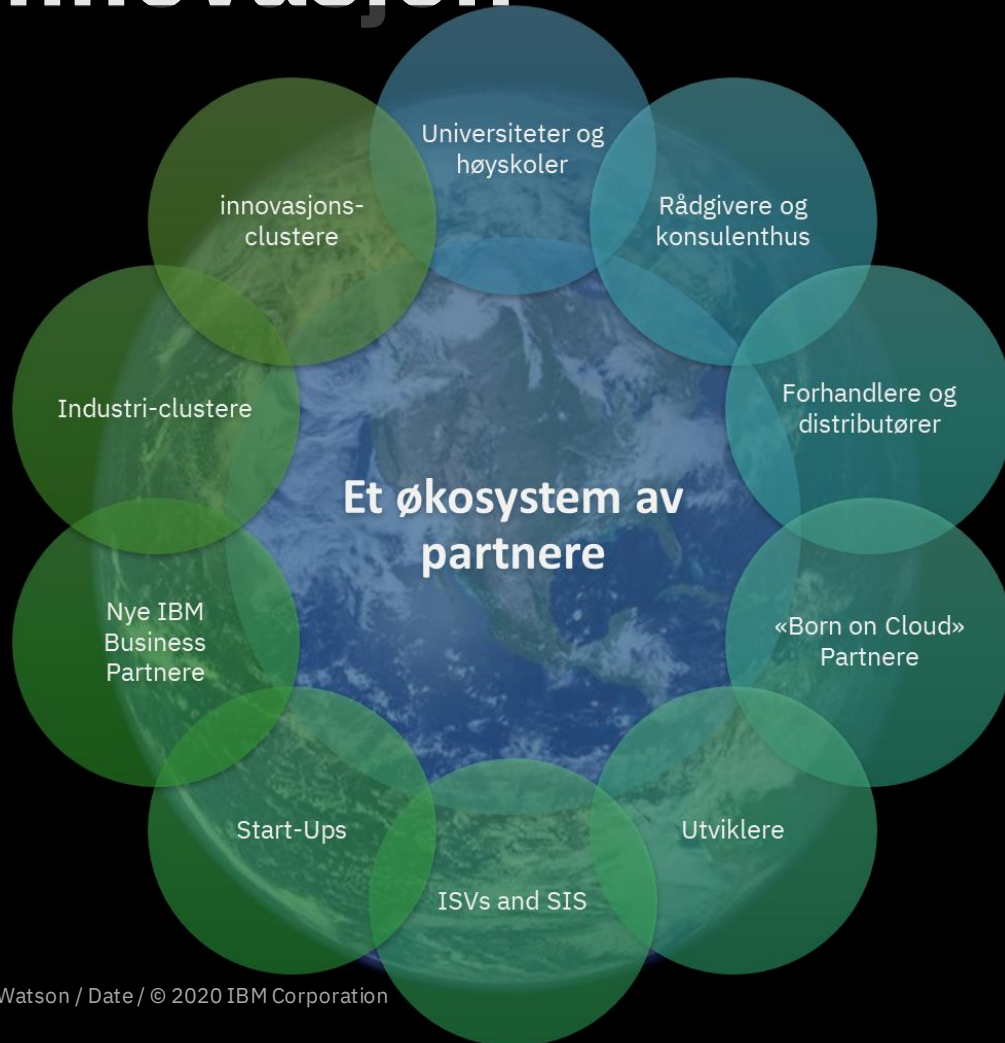
Norwegian Centres of Expertise
NCE Maritime
CleanTech

BERGEN
NÆRINGSRÅD
Bergen Chamber of
Commerce and Industry

NHH



Clusters i Bergen regionen fasiliterer innovasjon



CREATIVITY IS
THINKING UP
NEW THINGS.

INNOVATION
IS DOING
NEW THINGS.

DEJOOST.COM

IBM Watson Center Munich

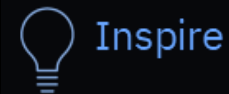


Our mission:

We are a **key destination for innovation & digital re-invention** where our clients can experience the future and where we jointly build **intelligent solutions** for our clients' success.

Engagement Model

We cover everything from **inspiration** to **building solutions** to creating a roadmap to **scalability** within the Center – aligned to the WW IBM Garage Method. And we explain and leverage technology.



Inspire

Envision the future and create new ideas based on showcases in the Client Experience Zone, Industry Lab, etc.



Build

Co-create MVPs / solutions with the client using agile methodologies and the IBM Garage method; also leverage hackathons



Scale

Prepare the solution for scalability via business cases, business models, integration, security, etc.



Personal welcome from Andrea

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