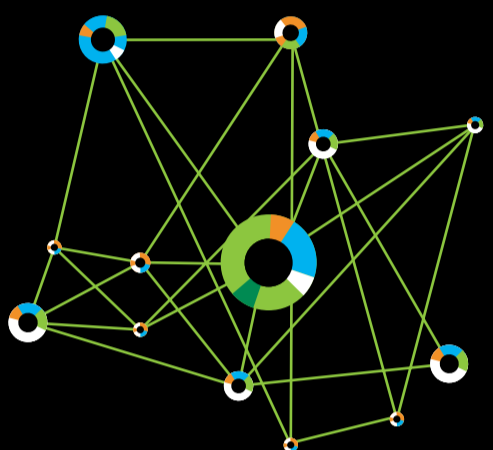
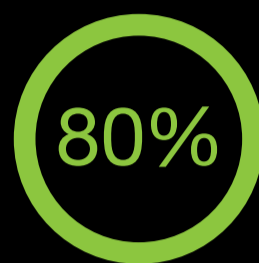


## Meet **IBM Watson,** the platform for cognitive business.

In the cognitive era, data is the most critical business resource. Every day, we create 2.5 exabytes of data and 80% of it is unstructured. How can your business gain insights hidden within these growing volumes of data? Cognitive systems can help. IBM is now enabling organisations across industries to outthink challenges through cognitive computing, made possible by Watson.

**2.5**  
exabytes of data



## What is Watson?

IBM Watson is a technology platform that uses natural language processing and machine learning to understand, reason through and learn from data.

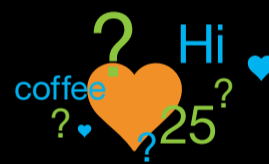


### How does Watson reveal insights?

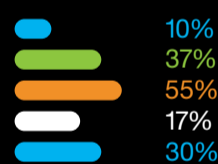
**1** Analyses unstructured data using natural language processing



**2** Understands complex questions by evaluating all possible meanings



**3** Presents answers and solutions based on all the information found



## What can Watson do for you?

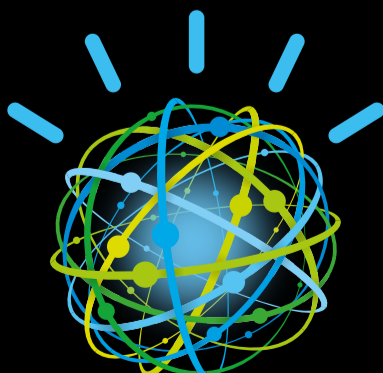
**1** Answer your customers' most pressing questions

**2** Quickly extract key information from all documents

**3** Reveal insights, patterns and relationships across data

Today, Watson is helping doctors reimagine medicine, schools identify potential drop-outs and retailers forecast demand. Discover how Watson Analytics can make your business cognitive.

[Learn More](#)



**IBM WATSON**