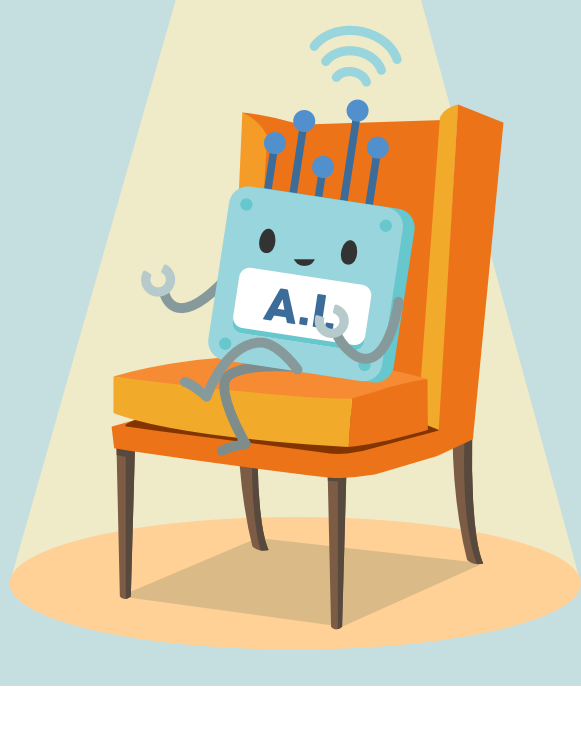


5 ways AI can change your company

A SOFTCHOICE INFOGRAPHIC



Artificial Intelligence isn't science fiction anymore. Today, IBM Watson can bring machine learning to bear on all areas of your business. With Watson's suite of tools, AI can improve security, customer service, and more.

Here are 5 things you can do when you make friends with Watson.

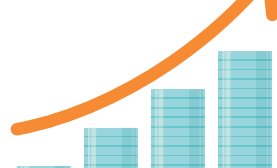
1 Change your support game with chatbots



Support workers spend an eternity guiding customers through routine issues. With Watson, they do not have to. AI support chatbots can answer routine questions swiftly. This saves a lot of money and time.



Businesses saved **\$20 million** with chatbots in 2018



Businesses will save **\$8 billion** with chatbots in 2022



Chatbots can answer up to **80%** of routine support queries¹



Also, chatbots never sleep. They offer a first line of support that is **available 24/7**.

2 Get fresh insights from social media



Social media data is a great resource. But it's also too chaotic to analyze manually. Watson mines it for insights automatically.



Conversation Clusters
Find unexpected patterns in customer conversations



Influencer Analysis
Learn about the habits of major social media players



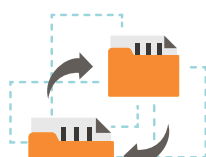
Text Analysis
Extract customer behavior, family structure, and more, from social posts



Guided Topic Creation
Find the social topics that matter and trim unnecessary data



Sentiment Analysis
Take the temperature of your customer mood in a nuanced fashion



Pair With Your Own Data
Integrate these insights with your own datasets



According to IBM client Liquid Newsroom, these capabilities represent timesavings of **up to 95 percent** for social media analysis tasks².

3 Smarten up your cybersecurity



There is a huge shortage of skilled security professionals today. In 2017, there were one million unfilled security positions³. Meanwhile, cyber threats are evolving all the time. Watson can help fill the gap.



Automated Intelligence

- Gathers threat data from millions of papers, blogs, and news sources⁴
- Benefits from ongoing research with eight IBM-partnered universities⁵



Advanced Instincts

- Evaluates the seriousness of security threats rapidly
- Speeds up manual analysis by 60x⁶



Pattern Recognition

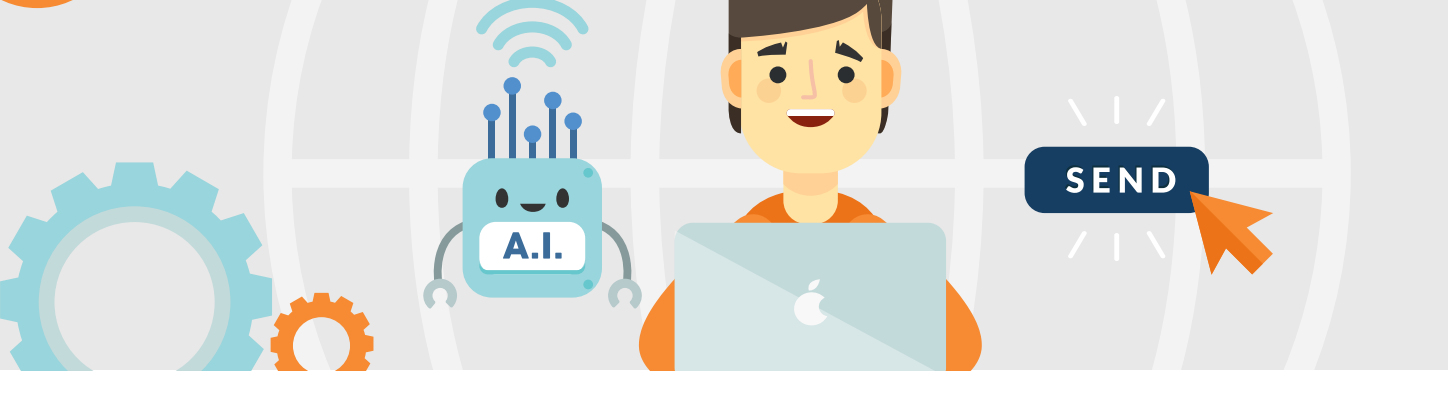
- Detects abnormalities in traffic patterns
- Helps security avoid false positives



Where it might have taken 60 minutes to analyze a security threat, with help from Watson an analyst can do it in just a minute.

—Martin Borrett, Chief Technology Officer, IBM Europe⁷

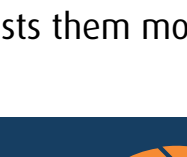
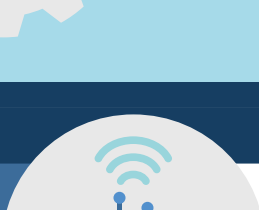
4 Present truly personalized web content



'Personalization' usually means customizing product offers or other messaging. It is crucial: **78% of US consumers** report that personally relevant content increases their level of purchase intent⁸.

Watson takes personalization a step further, with Watson Marketing's real-time web personalization.

With this tool, your website shapes itself in real-time, presenting content that's valuable to each user. Guided by digital analytics, you can set rules that allow customers to see what interests them most first.



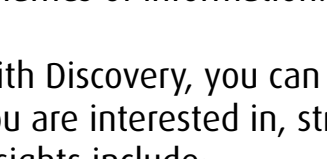
According to IBM research, personalized recommendations can increase conversion rates by **a factor of 5.5x**⁹.

5 Master your data



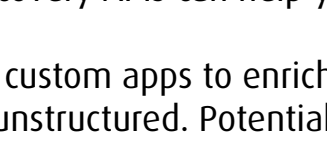
The problem with Big Data is that it is hard to isolate useful nuggets from massive volumes of information. Watson Discovery APIs can help you get ahold of things.

With Discovery, you can easily build custom apps to enrich, index, and analyze any dataset you are interested in, structured or unstructured. Potential insights include:



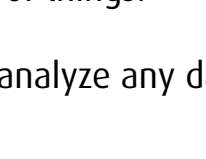
Customer Emotions

Move beyond consumer polls by discovering the emotions of your customers, allowing you to identify opportunities or missteps



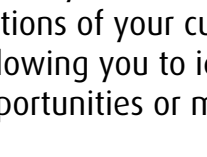
Market Trends

Track shifts in your competitors, your potential demographics, and potential upcoming disruptions



The Real News

Rather than getting lost in clickbait, find the most relevant details of current events



The built-in news dataset, Discovery News, aggregates **300,000** English-language articles per day¹⁰.

We'll show you how AI can address your specific needs. Meet with Softchoice for a consultation about where your business could use Watson.

Request to meet with one of our IBM experts, today. Call 1.800.268.7638 or sign up for a free consultation.

¹ All three stats from <https://www.ibm.com/blogs/watson/2017/10/how-chatbots-reduce-customer-service-costs-by-30-percent/>

² <https://www.ibm.com/case-studies/liquid-newsroom>

³ <https://www.csoonline.com/article/3200024/security/cybersecurity-labor-crunch-to-hit-35-million-unfilled-jobs-by-2021.html>

⁴ <https://www.ibm.com/security/artificial-intelligence>

⁵ <https://www-03.ibm.com/press/us/en/pressrelease/49683.wss>

⁶ <https://www.ibm.com/security>

⁷ <https://www.ibm.com/case-studies/wimbledon-2017>

⁸ <https://blog.rdonnelley.com/personalization-statistics/>

⁹ <https://www.ibm.com/blogs/watson-customer-engagement/2016/08/19/boosting-online-retail-sales-artificial-intelligence/>

¹⁰ <https://www.ibm.com/developerworks/library/cc-watson-discovery-service-bluemix-explore/index.html>

