


Winning in the Cognitive Era with Watson IoT

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An aerial night view of a city skyline, likely New York City, with a river on the left. Numerous tall buildings are illuminated, and a complex network of glowing yellow arcs connects various points across the city, representing data flow or connectivity. The sky is dark blue with some clouds. The text "The Internet of Things: Digitizing the physical world" is overlaid in the center in a bold, white, sans-serif font.

**The Internet of Things:
Digitizing the physical world**

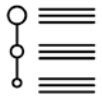
Market shifts



Leaders moving from exploration to transformation



Differentiation requires insights from new data sources



IoT is becoming a c-suite priority

An aerial photograph of a busy port. In the foreground, there are stacks of colorful shipping containers in shades of blue, red, and grey. Several large yellow gantry cranes are positioned along the pier, with one crane in the center-left having the word 'CONTAINER' written vertically on its side. In the background, a large white cargo ship is docked at the pier, with the words 'CONTAINER TERMINALS' visible on its side. The sky is clear and blue, and the water is dark blue.

Operational Performance



SCHAEFFLER

A young woman with brown hair in a ponytail, wearing a grey long-sleeved hoodie and a black backpack with pink accents, is smiling and looking down at a yellow bottle she is holding in her right hand. She has white earbuds in her ears. The background is a blurred store aisle with shelves of colorful products.

Customer Experiences



Industry Transformation





Dedicated to People Flow



“ Embedded intelligence from the Internet of Things will help KONE move one billion people around buildings every day more efficiently, safely, and effectively. ”

*Larry Wash
Executive VP, KONE Americas*

The rise of the cognitive IoT

- **Actively learns** from things, context, and interactions
- **Continuously adapts** to be more useful and robust
- **Relates insights** in easily understandable ways

30 billion
connected things

40%
of all data



OLLI

**YOUR
FRIENDLY
NEIGHBORHOOD
MOBILITY
SOLUTION.**



Leading Clients are:



Applying a platform strategy
to drive innovation and meet customer demands



Build



Accessing insights from new data
to solve business problems



Solve

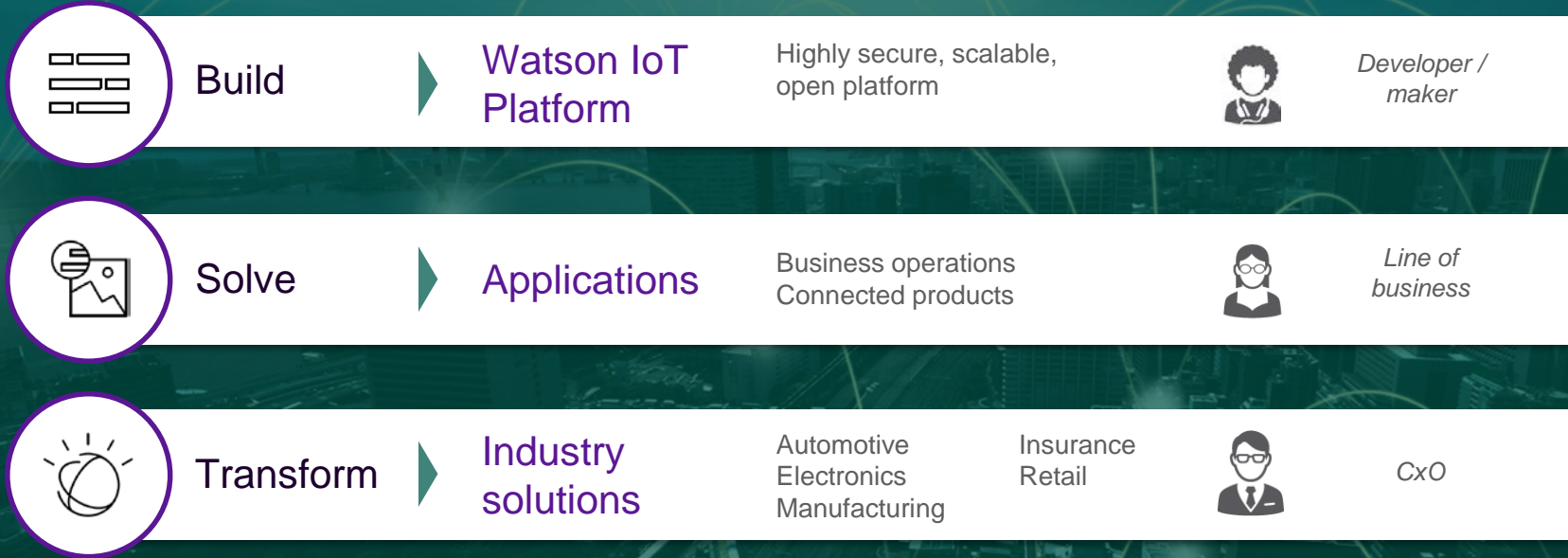


Beginning a cognitive IoT journey
to transform business



Transform

IBM Watson IoT portfolio



IoT security and privacy



Device and
data protection



Proactive threat
intelligence



Cognitive risk
management

Extending capabilities with clients

Cognitive

Helping clients take the lead in their industries with cognitive IoT.

Applying cognitive APIs to IoT problems.

Edge

Creating a hybrid approach to IoT that supports analytics in the cloud and at the edge on a single IoT platform.

Partnering with Cisco and early adopter clients.

Blockchain

Expanding the IBM blockchain fabric to encompass IoT information.

Partnering with early adopter clients in aerospace, automotive, supply chain, and manufacturing industries.

Weather

Integrating weather data into our IoT offerings to improve decision-making.

Integrating The Weather Company infrastructure with the IBM Watson IoT Platform.

Extending capabilities with partners

Recent additions to the Watson IoT ecosystem

Honeywell



AERIALTRONICS
REMOTELY PILOTED AIRCRAFT SYSTEMS

RICOH
imagine. change.



Deloitte.



SIEMENS



IBM commitment to IoT

- **\$3 billion** investment
- **6,000** client engagements
- **Client experience centres** around the world

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