

Like your personal intelligent assistant? Welcome to the Cognitive Analysis era



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Intelligent Assistants and Cognitive Computing

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September 25, 2014

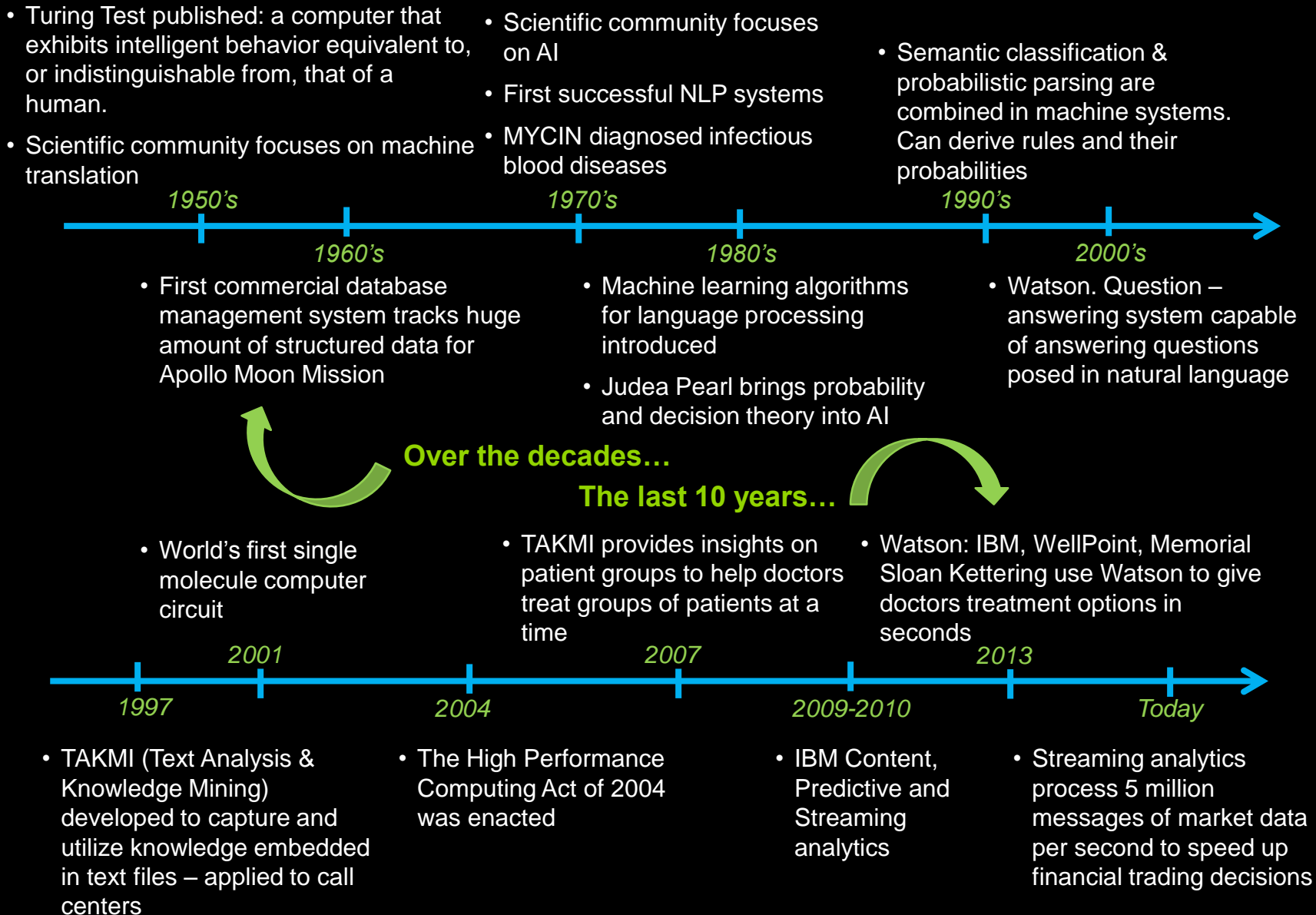
Deloitte.

Yesterday

- My First Intelligent Agent



Evolution of Cognitive Computing



Today

- Siri, Cortana, Google now



Hi. I'm Cortana.

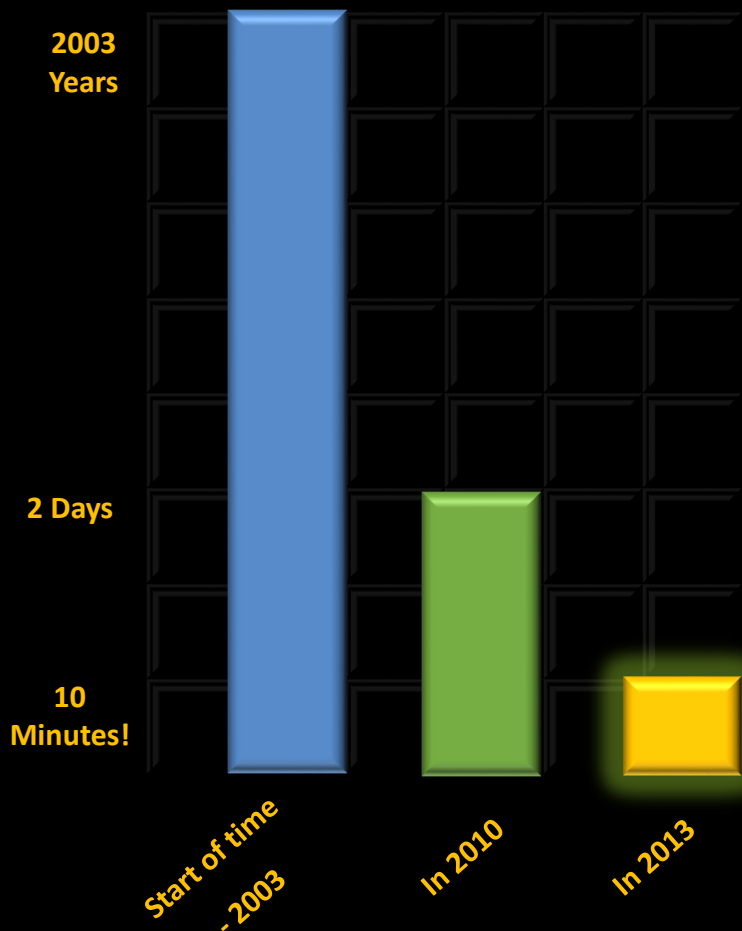
Google now

- IBM Watson
- Deloitte Cognitive Analytics™

The Next Stage of Human History: *Exponential & Global*

Data is growing 60% per year

Time to get to 5bn Gigabytes of Data



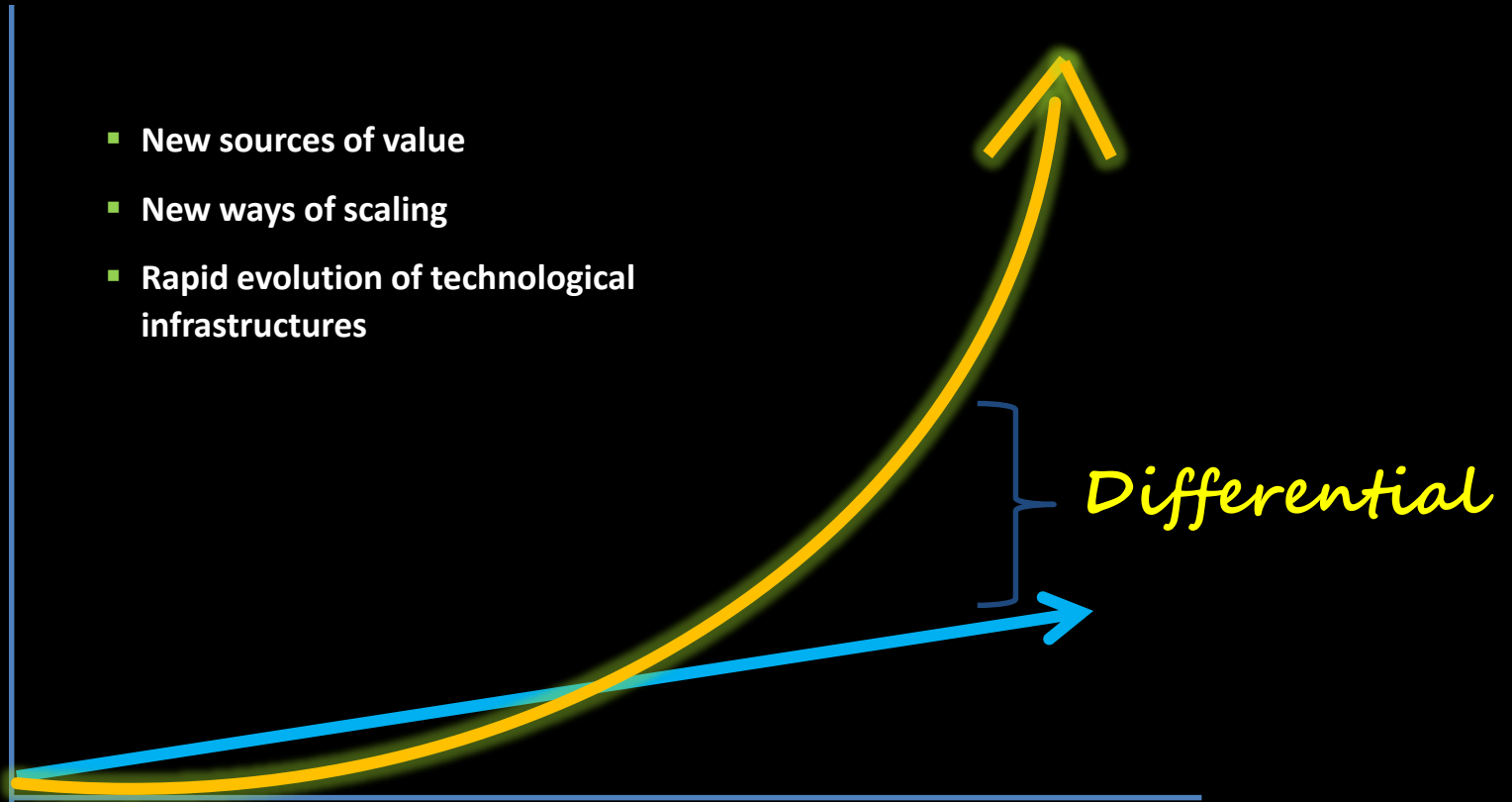
- A smartphone in Africa today has more **computing power** than the **President** of the United States had in the 1980's
- Decoding the human genome used to take **10 years**, now it can be done in **7 days**
- There will be **140K- 190K too few people** with deep **analytical skills** to fill the demand of big data and analytics jobs in the US by **2018**
- Big Data will drive **\$232 billion** in **IT spending** through 2016

Why is information growing exponentially?

- Zero friction to move or copy
- Computational applications
- Machine Learning
- Zero Marginal Cost
- Data Correlations
- Modeling and Simulations
- 100% Democratization of Effort and Innovation

Exponential Change

- New sources of value
- New ways of scaling
- Rapid evolution of technological infrastructures



Moore's Law For Business?

Deloitte Cognitive Analytics™

At the intersection of various domains fueled by advances in several scientific, engineering, and business disciplines.

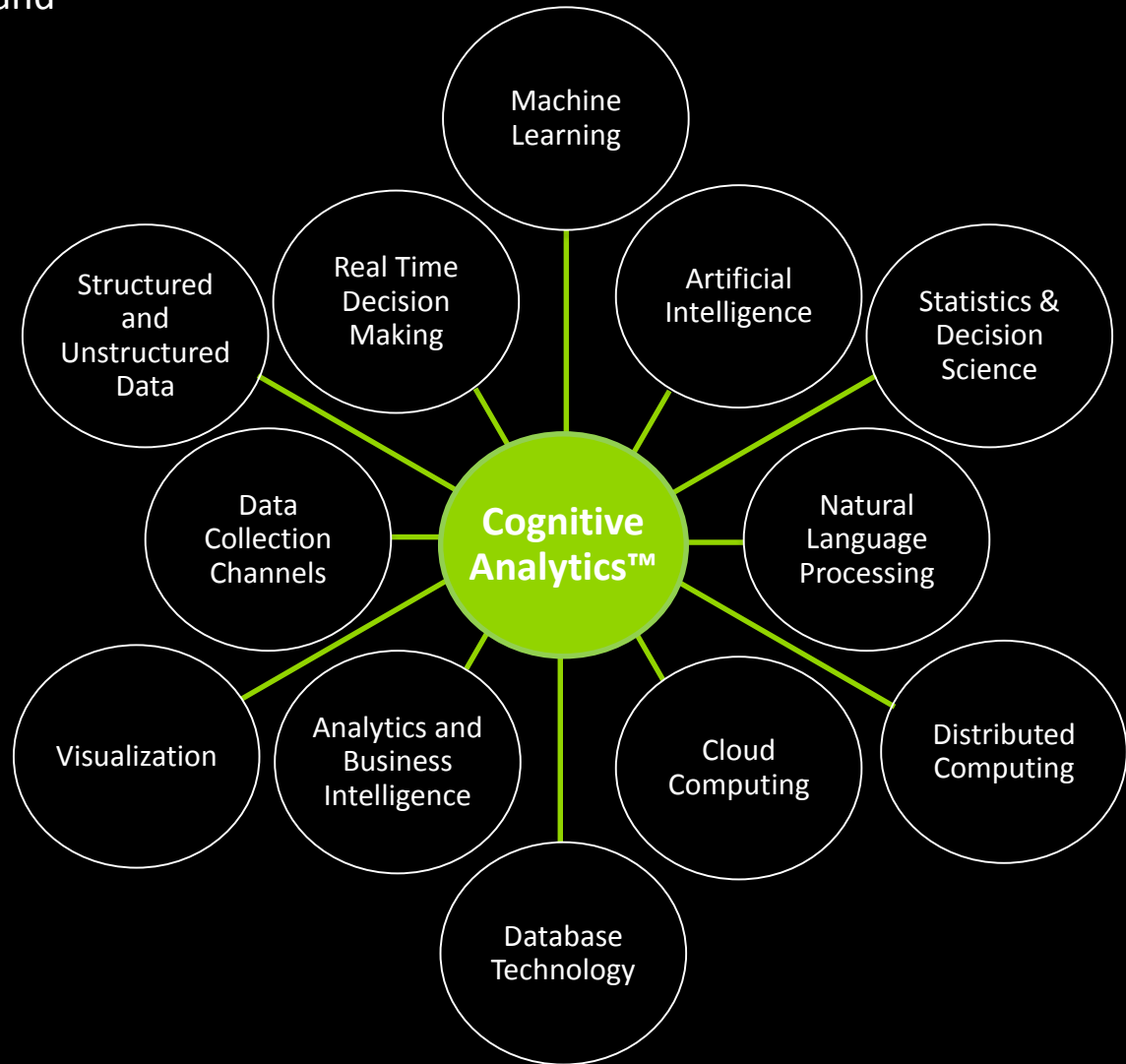
Convergence

Make relevant context-based suggestions and recommendations

Make quicker, more informed decisions

Capture and process larger amounts of data

Access to the right data at the right time



Tomorrow?

