Technology Enabled Disruption

Digital Transformation transforming businesses, economy and society

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CognitiveScale, Inc
Humanity is at its next big Inflection point

- Cuneiform Tablets
  Mesopotamia
  34 B.C

- Gutenberg Press
  Europe
  1450 A.D

- The Internet
  US (DoD)
  1960

- Cognitive Systems
  (IBM, Google...)
  2006+
Digital Transformation is powering business model disruptions

These are ALL technology companies that engage customers brilliantly!
Disruption at work: Unbundling of Banks
Disruption at work: Unbundling of Consumer Packaged Goods
AI has become the new frontier for Digital Transformation
What most people think of AI
What we think of AI
What is Artificial Intelligence?

Artificially Inflated

Amazingly Impactful
AI = Amazingly Impactful

Business Value

Prescriptive
What is the best course of action?

Diagnostic
What does that mean?

Descriptive
What happened?

Predictive
What could happen next?

Deductive
How can we learn and act continuously?

Wed AM:
- How many affected
- Which option best?
- Update knowledge

a) Parents reminder
b) School Nurse
c) Mail Inhaler
d) Parents Uber

4 will end up in ER
1 w/o reimbursement

5 Ragweed variants
17 children at risk
3 admitted <90 days

Pollan.com Tweet
Tue, 10:00 CT
Ragweed, 81832

90% of Businesses
are focused here

COGNITIVE CLOUD
OPPORTUNITY SPACE

Healthcare
Cognitive Cloud

How can everyone
be more right?
More often?

Healthcare
Asthma

AUGMENTED INTELLIGENCE SOFTWARE

Pediatric

Microsoft
TensorFlow
IBM Watson
amazon alexa

COGNITIVE CLOUD
OPPORTUNITY SPACE

Cognitive Scale
How businesses are unlocking value today

1. PEOPLE
   Personalize human engagement

2. PROCESS
   Drive operational efficiency at scale

3. PRODUCT
   Build smarter digital and physical products

4. DATA
   Get insights and learn from all available data

5. KNOWLEDGE
   Harness machine accumulated knowledge

- Improved Wealth Advisor productivity by 40%, resulting in 22% increase in AUM, better customer retention
- Improved invoice resolution, saving $3m/year in collections and labor.
- Answered the question “What makes a good Super Bowl ad?” Transformed content creation and monetization for TV ads.
- Improved regulatory compliance of information assets. Annual projected impact of millions per year.
- Improving claims and bad debt collection through prescriptive insights for receivables process. Projected annual impact of $8m/year.
How do I go about it?

1. **Drive Business Model innovation**
   Driven by business in collaboration with IT, who provides capabilities and a pluggable ecosystem

2. **Fail-fast and fail-forward**
   Expect and accept failure, test and measure *business level outcomes*, 90-day sprints

3. **Pay for success vs Pray for success**
   Make small bets that deliver in weeks, no big-bang deployments, doubt vendor marketing claims

4. **Lay Your Company’s AI Business foundation**
   Experiment with top down new outcomes to incrementally build out your foundation

5. **Partner Smartly**
   Build a AI ecosystem not just an IT platform, Partner with nimbler companies
The next big question

“Yes, the planet got destroyed. But for a beautiful moment in time we created a lot of value for shareholders.”
Thank you

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The **Augmented Intelligence** Company

**Augmented Intelligence software** that pairs humans and machines to deliver >10x improvement in AI systems for customer engagement and process intelligence

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<thead>
<tr>
<th>Blue Chip Customer Base</th>
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<tbody>
<tr>
<td>Barclays, Morgan Stanley, Prudential, JPMorgan, NBC, USAA, Macy's, MD Anderson, Universal, Ascension</td>
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<th>Strong Financial Performance</th>
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<tr>
<td>Blue chip investors, Norwest Venture Partners, Intel Capital, Microsoft, IBM</td>
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<tr>
<td>+400% 3 year growth</td>
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<th>Deep Technology Portfolio</th>
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<td>AI, Blockchain, DDoS</td>
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<td>118 Patents filed</td>
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<th>Strong Technology and GSI Partnership</th>
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<td>Microsoft, IBM, Intel, Cognizant, Dell EMC, AWS, Informatica</td>
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Our Goal: Radical Simplification of Enterprise AI

“The new designer will be a data designer. This is the next key step to that idea.” – Mark Rolston