

Technology Enabled Disruption

Digital Transformation transforming
businesses, economy and society

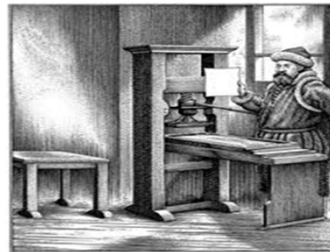
Ganesh Padmanabhan
VP, Global Market Development
CognitiveScale, Inc



Humanity is at its next big Inflection point



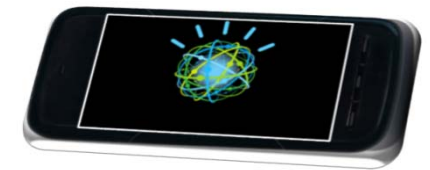
**Cuneiform Tablets
Mesopotamia
34 B.C**



**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

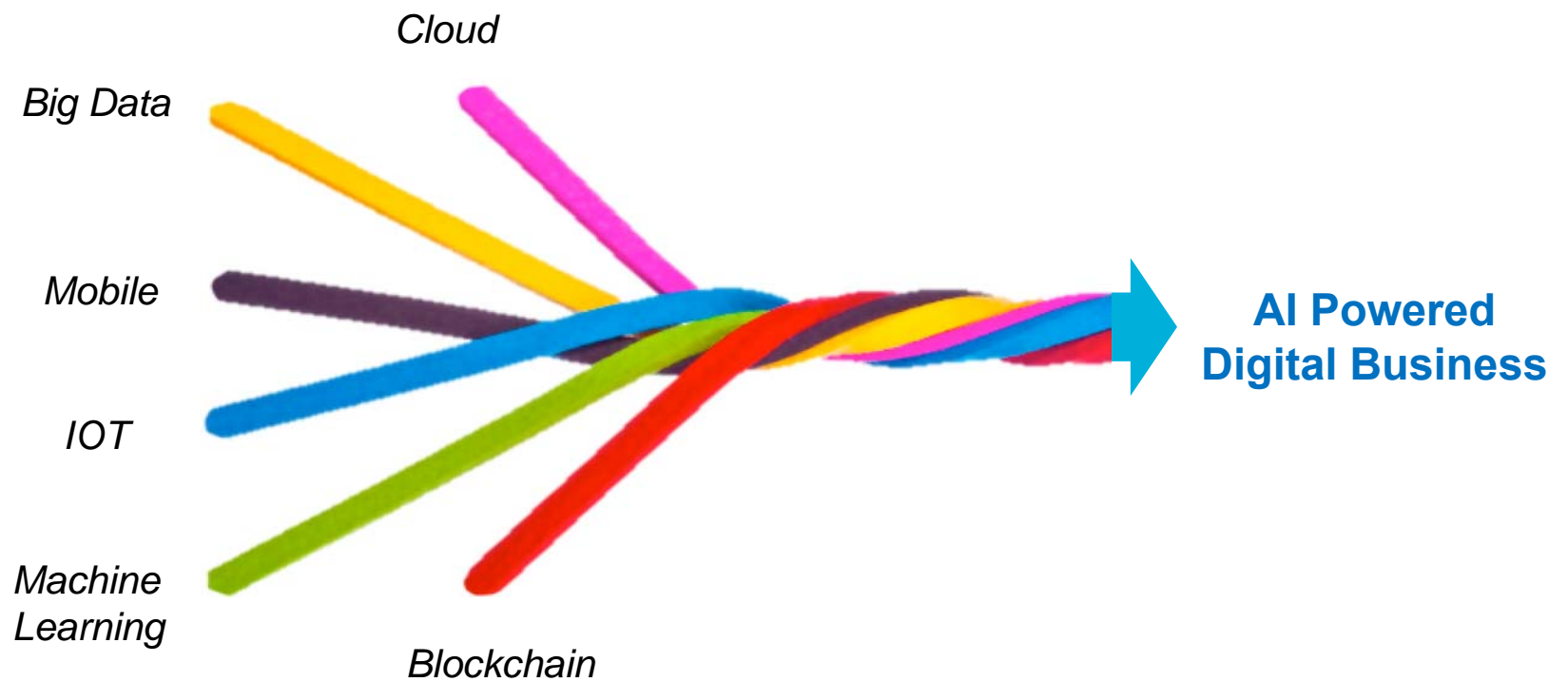


Source: CB Insights

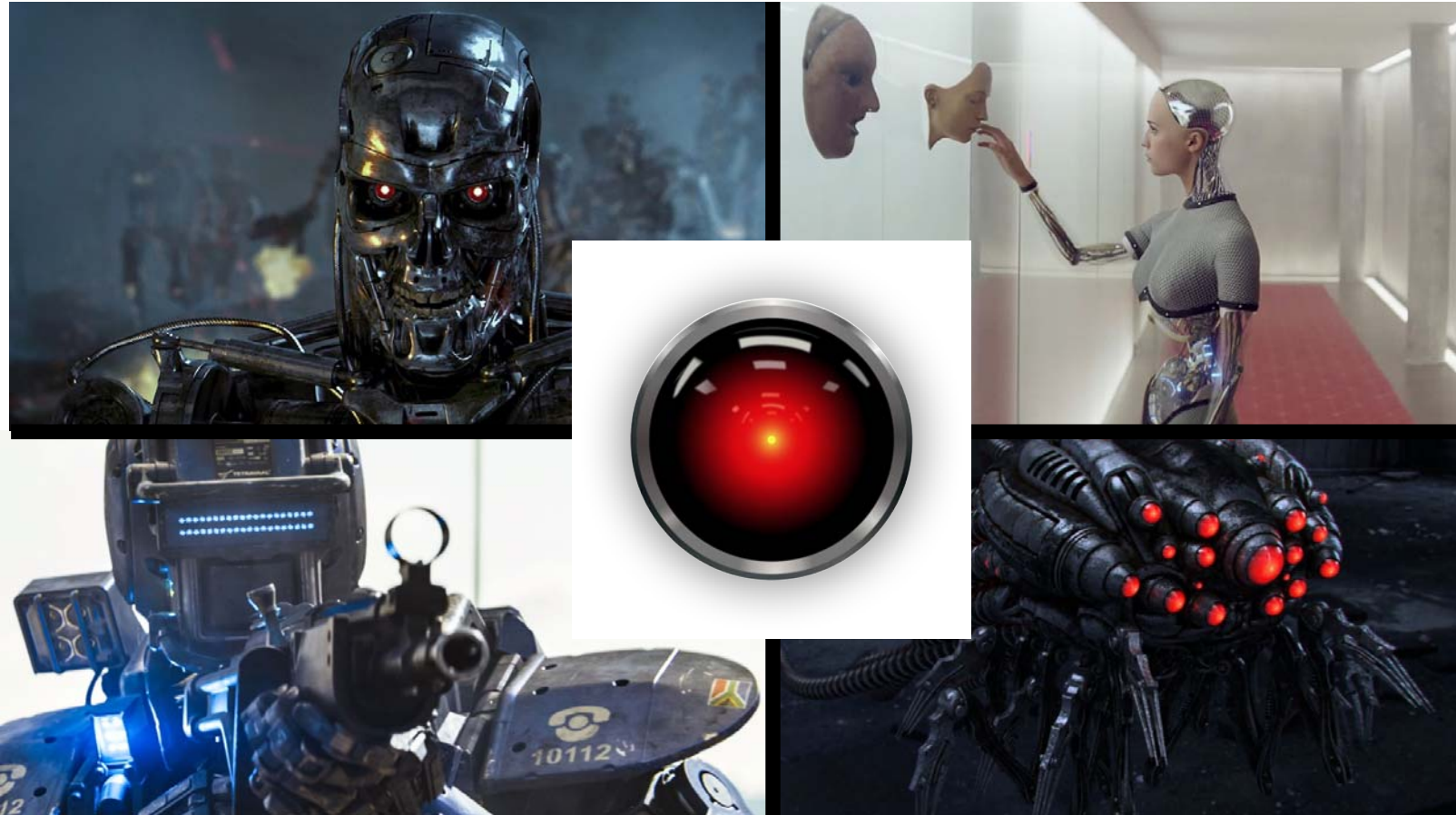
Disruption at work: Unbundling of Consumer Packaged Goods



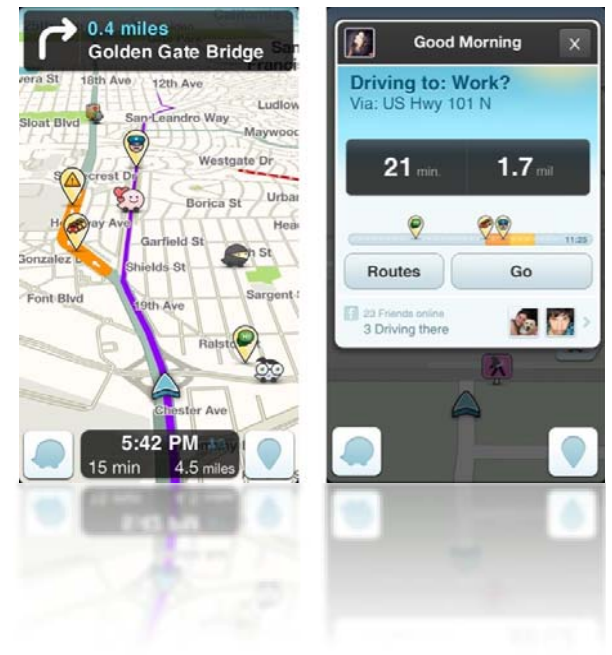
AI has become the new frontier for Digital Transformation



What most people think of AI



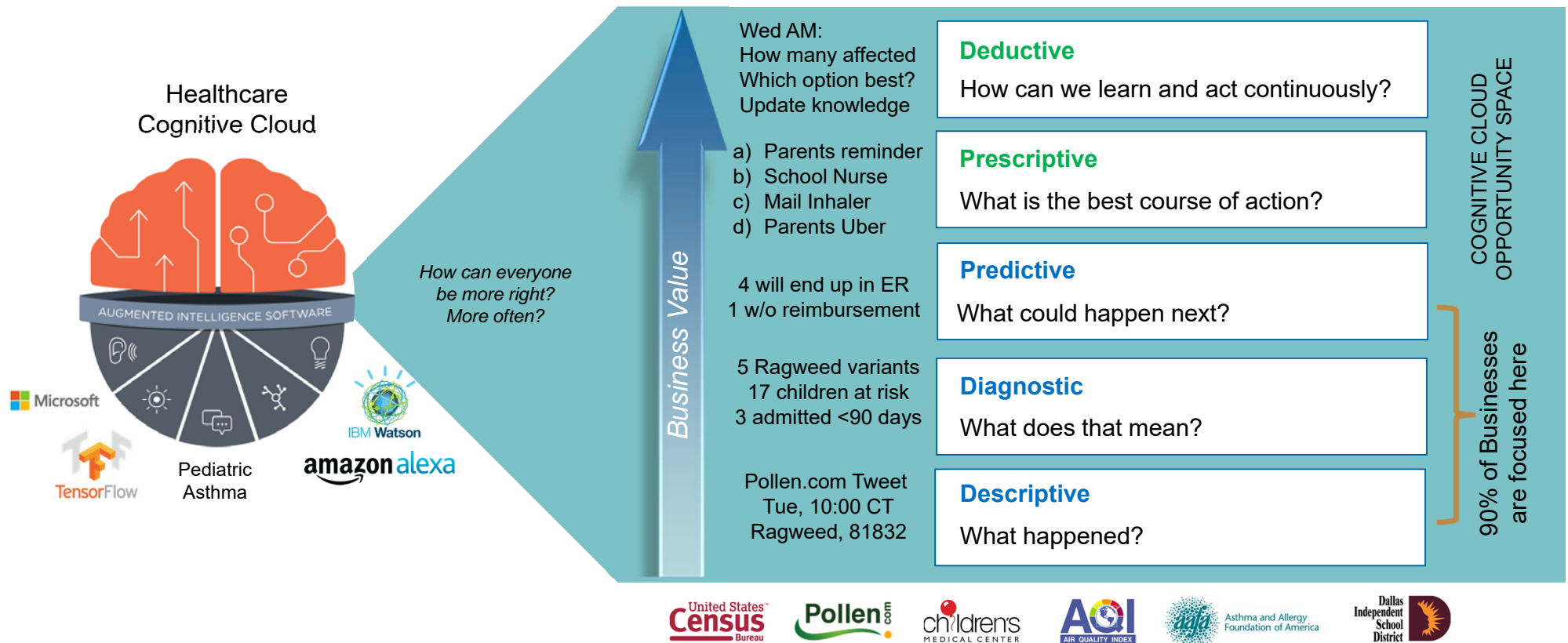
What we think of AI



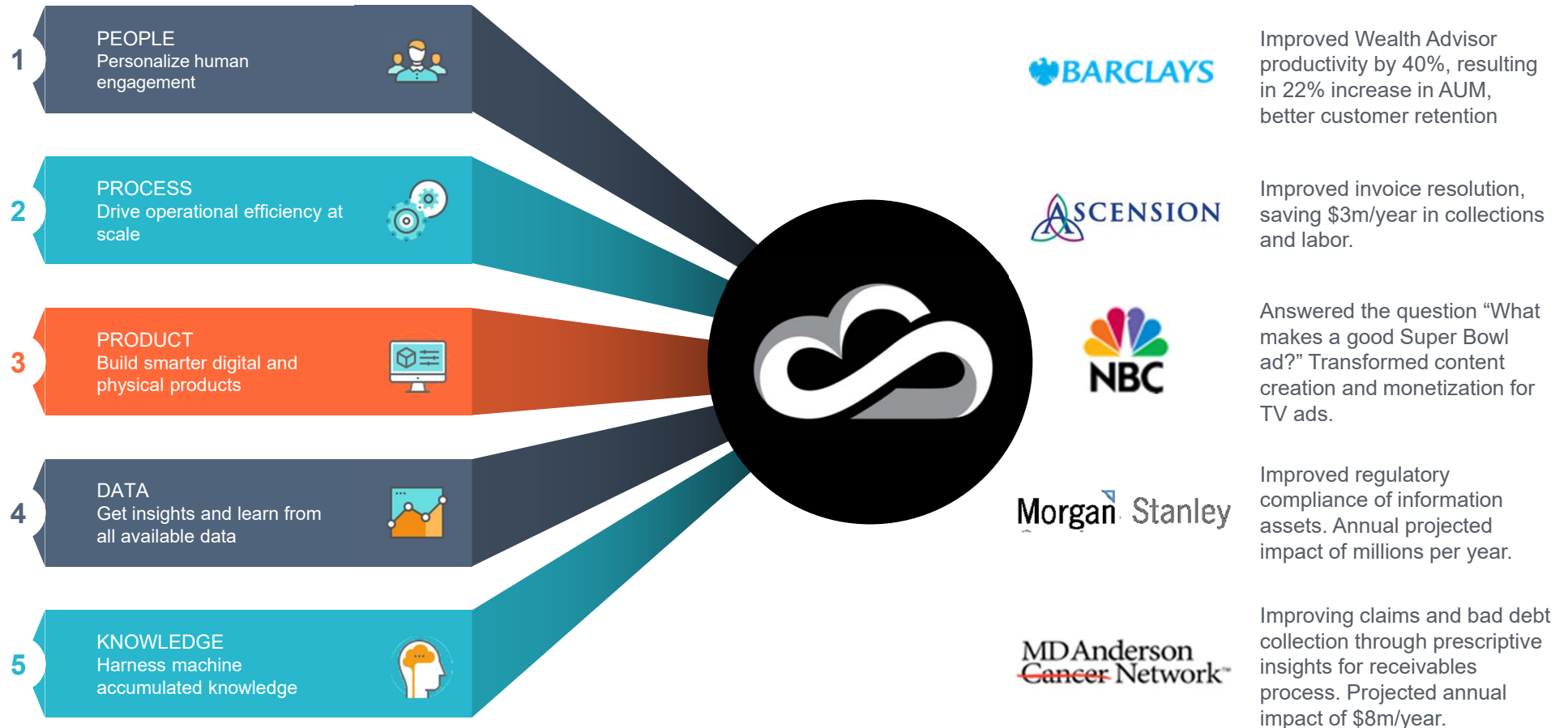
What is Artificial Intelligence?

Artificially Inflated
Amazingly Impactful

AI = Amazingly Impactful



How businesses are unlocking value today



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



★ Blue Chip Customer Base



Morgan Stanley



Strong Financial Performance

Blue chip investors



+400%
3 year growth



Deep Technology Portfolio



118
Patents filed



Strong Technology and GSI Partnership

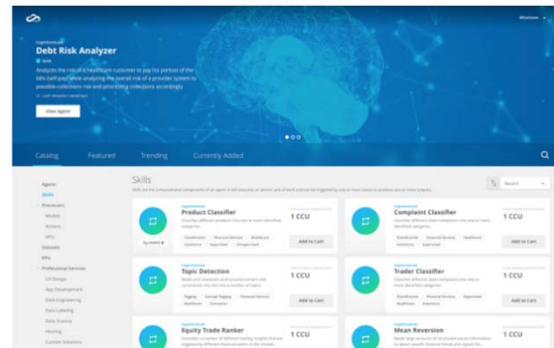
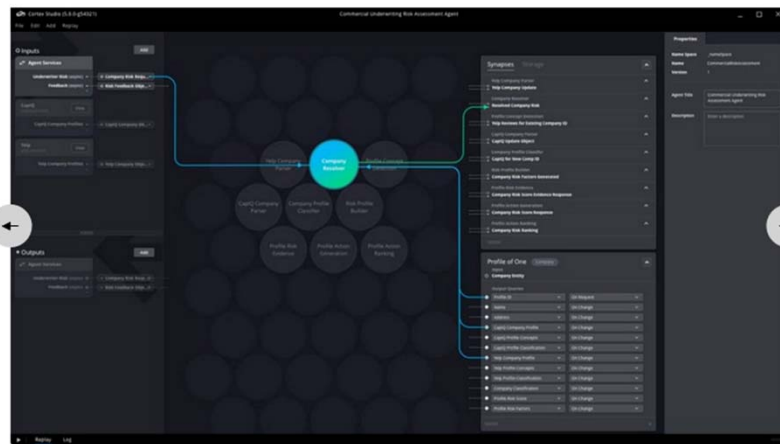


Our Goal: Radical Simplification of Enterprise AI

01.23.18 | 9:00 AM

This Is The World's First Graphical AI Interface

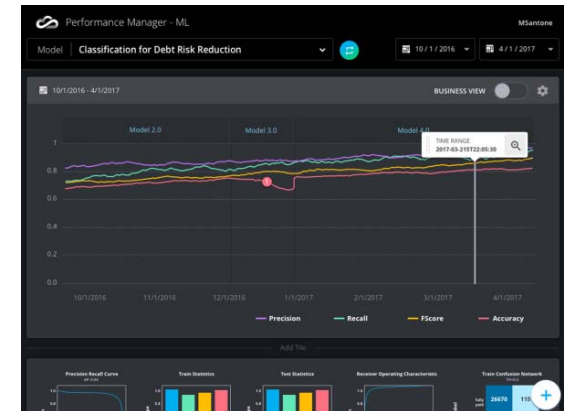
Designed by Argodesign and CognitiveScale, Cortex offers a glimpse at the future of accessible AI design tools.



[Image: argodesign]

AN APP STORE FOR AI

Cortex's composition tool is only one part of the system, which offers a full suite of business-focused analytics software as well. CognitiveScale is selling the tool through a software-as-a-service business model targeted at companies, which each would pay a one-time set-up fee as well as a monthly or yearly subscription based on the company's size. The other key element of the product is a marketplace, where people who build little bits of code will be able to package them up as skills so that anyone else can use them—for instance, if you build an image classification algorithm, you could upload that as a skill in Cortex's marketplace, where anyone could use it. Many of these will initially come from CognitiveScale, but the system's users will also be able to make and upload their own skills.



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