COGNITIVE COMPUTING FOR A thinking business

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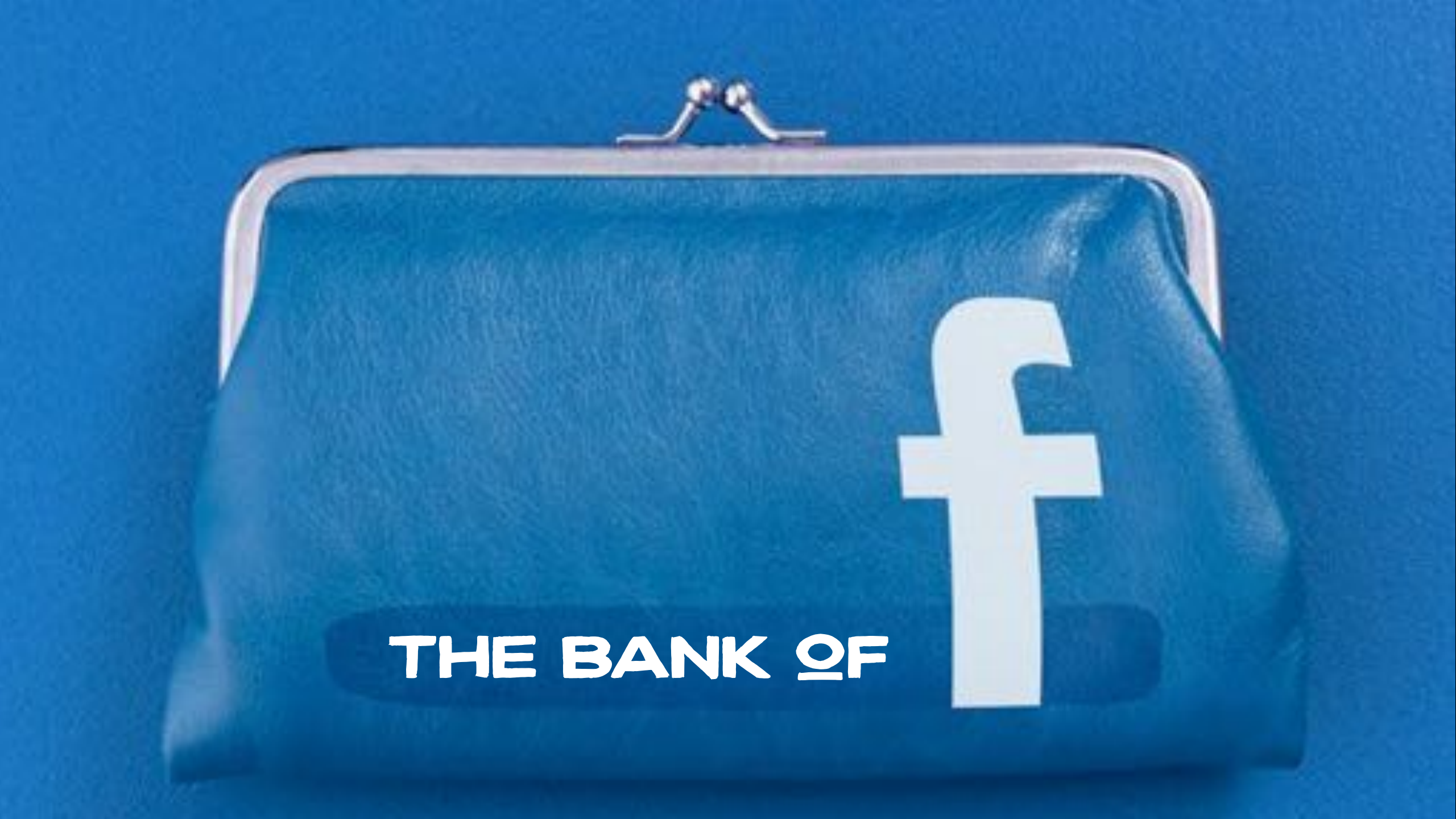
ARROW

NEVER MIND
THE BOLLOCKS
HERE'S THE
SEX PISTOLS
Virgin
money
MasterCard
ANARCHY
IN THE U.K.


THE BANK OF

ROGERS

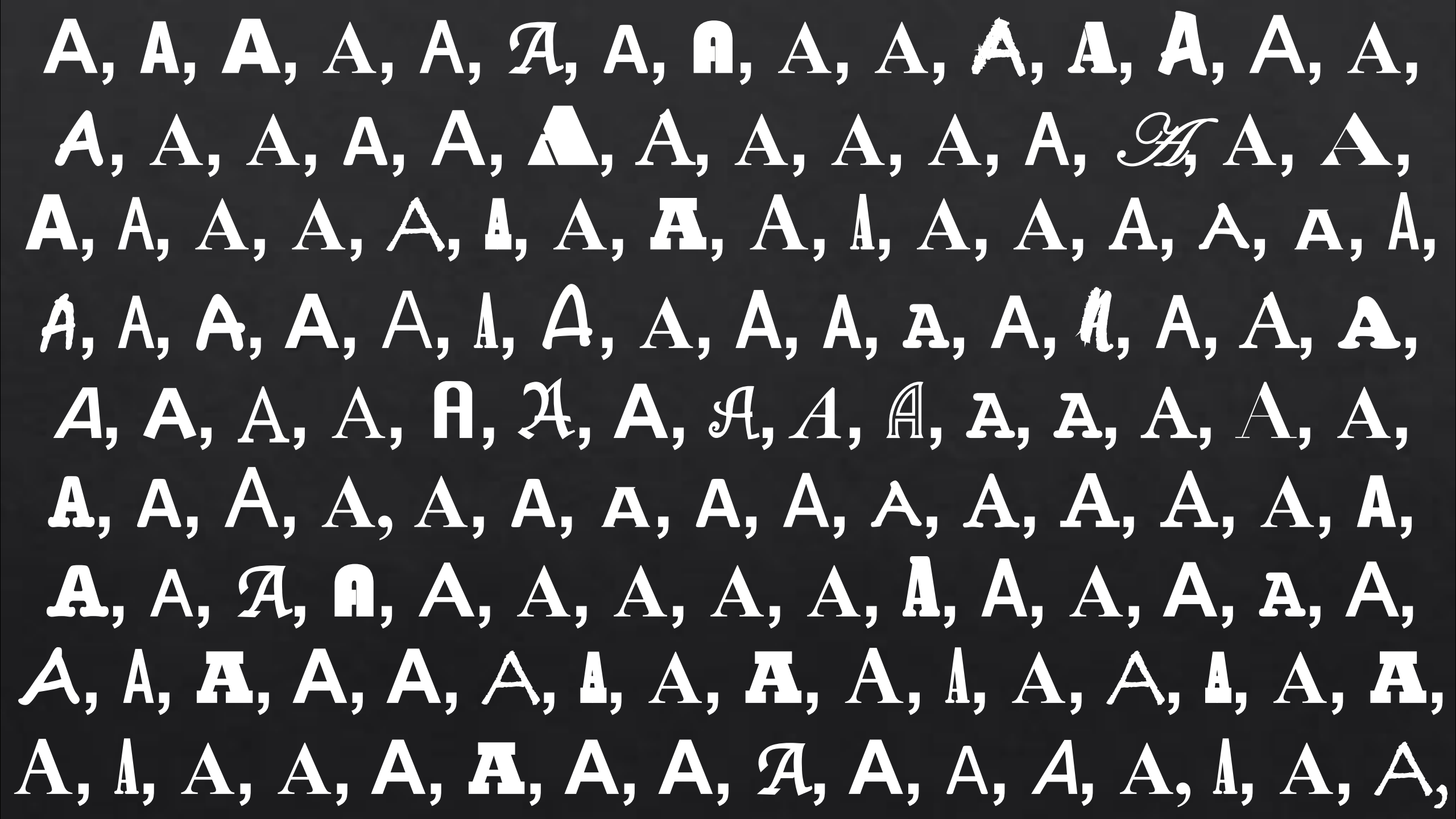
Predictive
Maintenance
Geofencing
Diagnostics
Location
Hotspot

24 X 7 DATA
COLLECTION
24 X 7
DECISIONING

Reaching a mobile addicted customer

MACHINE LEARNING

Instead of writing code, you feed data to the algorithm and it builds its own logic.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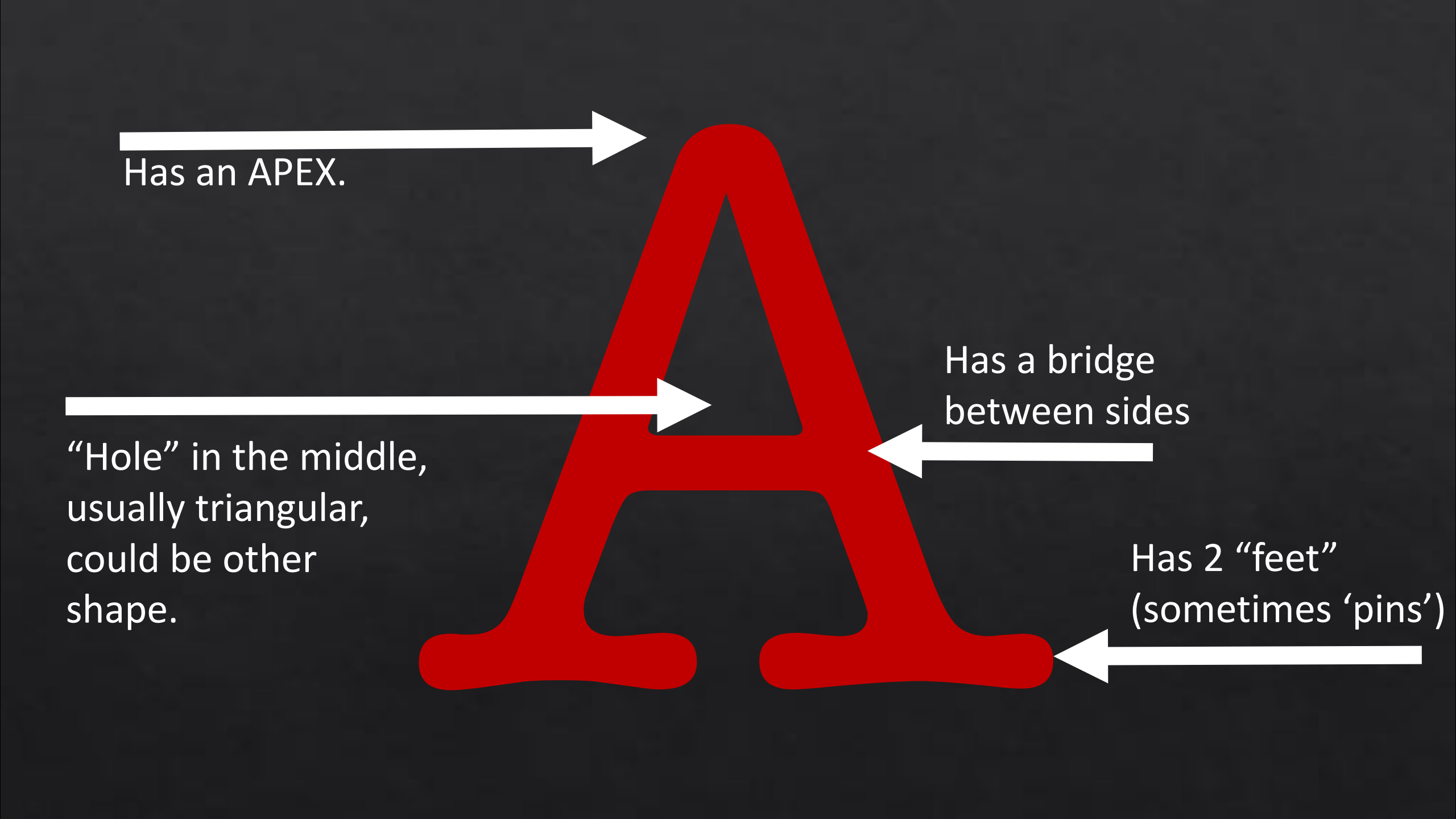
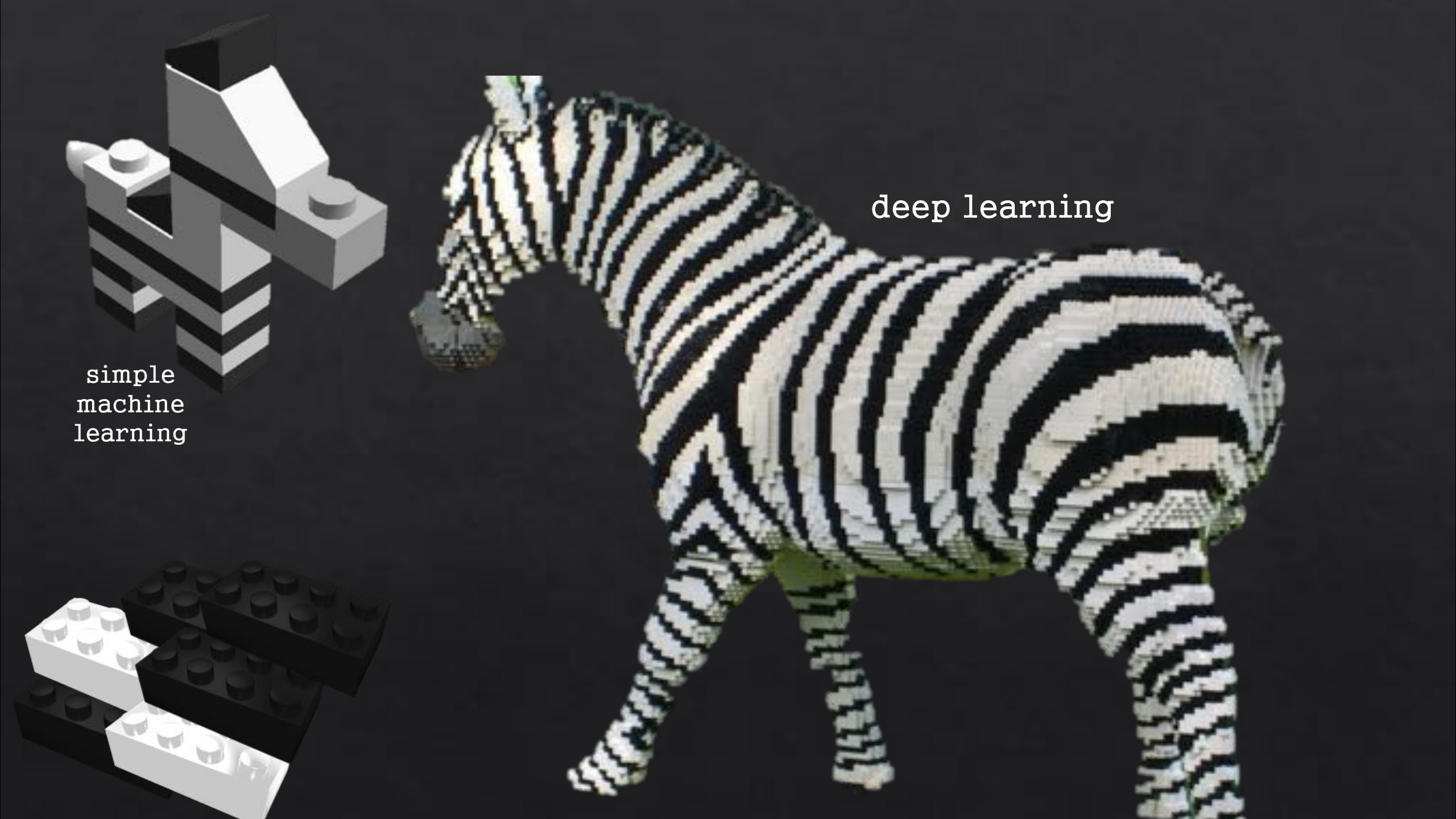

Has an APEX.
“Hole” in the middle, usually triangular, could be other shape.
Has a bridge between sides
Has 2 “feet” (sometimes ‘pins’)

> “what a computer is to me is the most remarkable tool that we have ever come up with, it’s the equivalent of a bicycle for our minds.
>
> Steve Jobs

if a computer is the bicycle for our minds, machine learning is the bicycle for analytics.


simple
machine
learning
deep learning

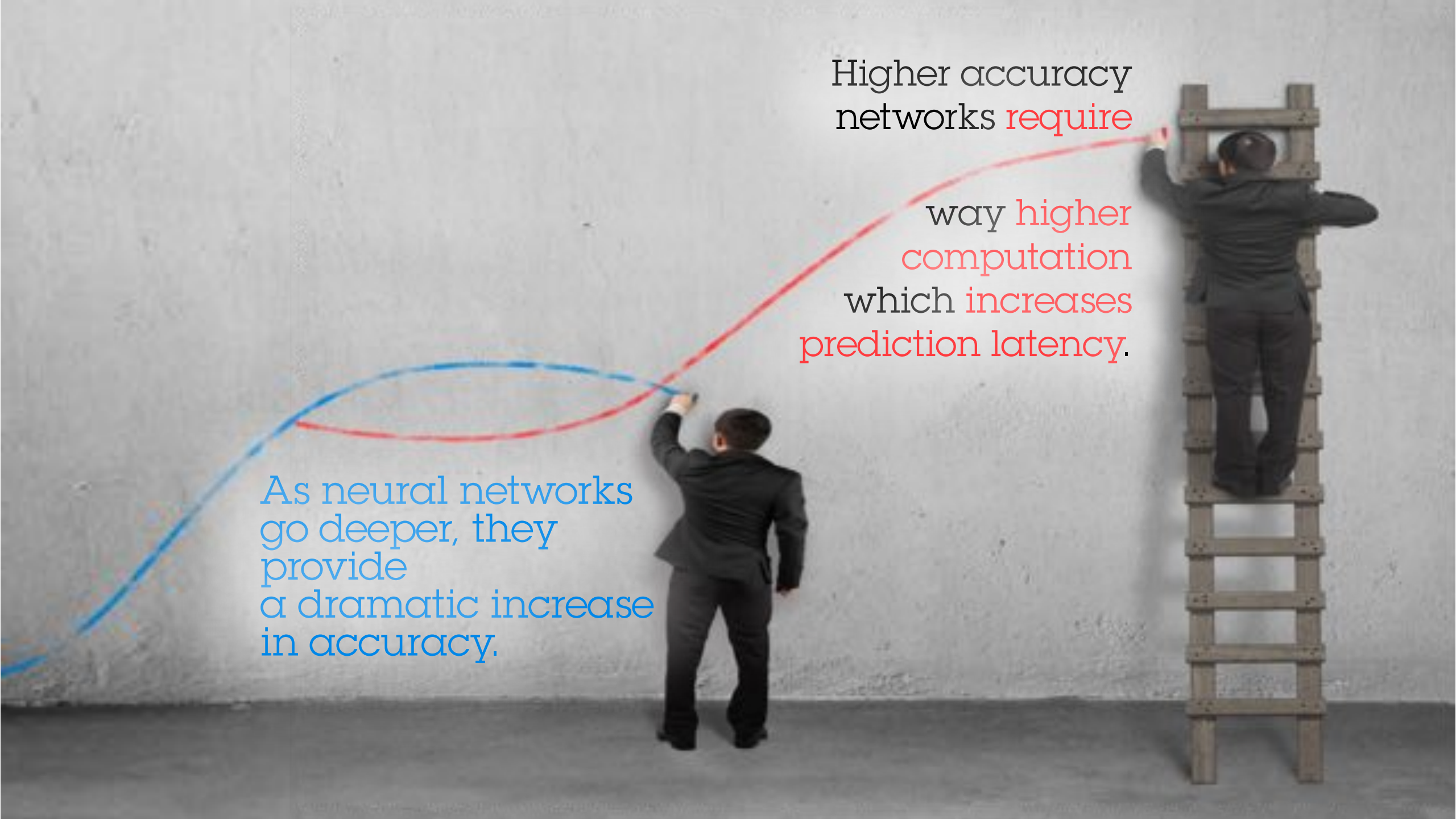
USE CASES
ARE EVERYWHERE

DEMO

SNICKERS
PokerStars
RE/MAX
redtag.ca
ROM
TORONTO
MAPLE
LEAFS
ATM
ICBC 中国工商银行

Humans are
too good at
recognizing
faces and
see them
in everyday
objects.

DEMO


Higher accuracy networks require way higher computation which increases prediction latency.
As neural networks go deeper, they provide a dramatic increase in accuracy.