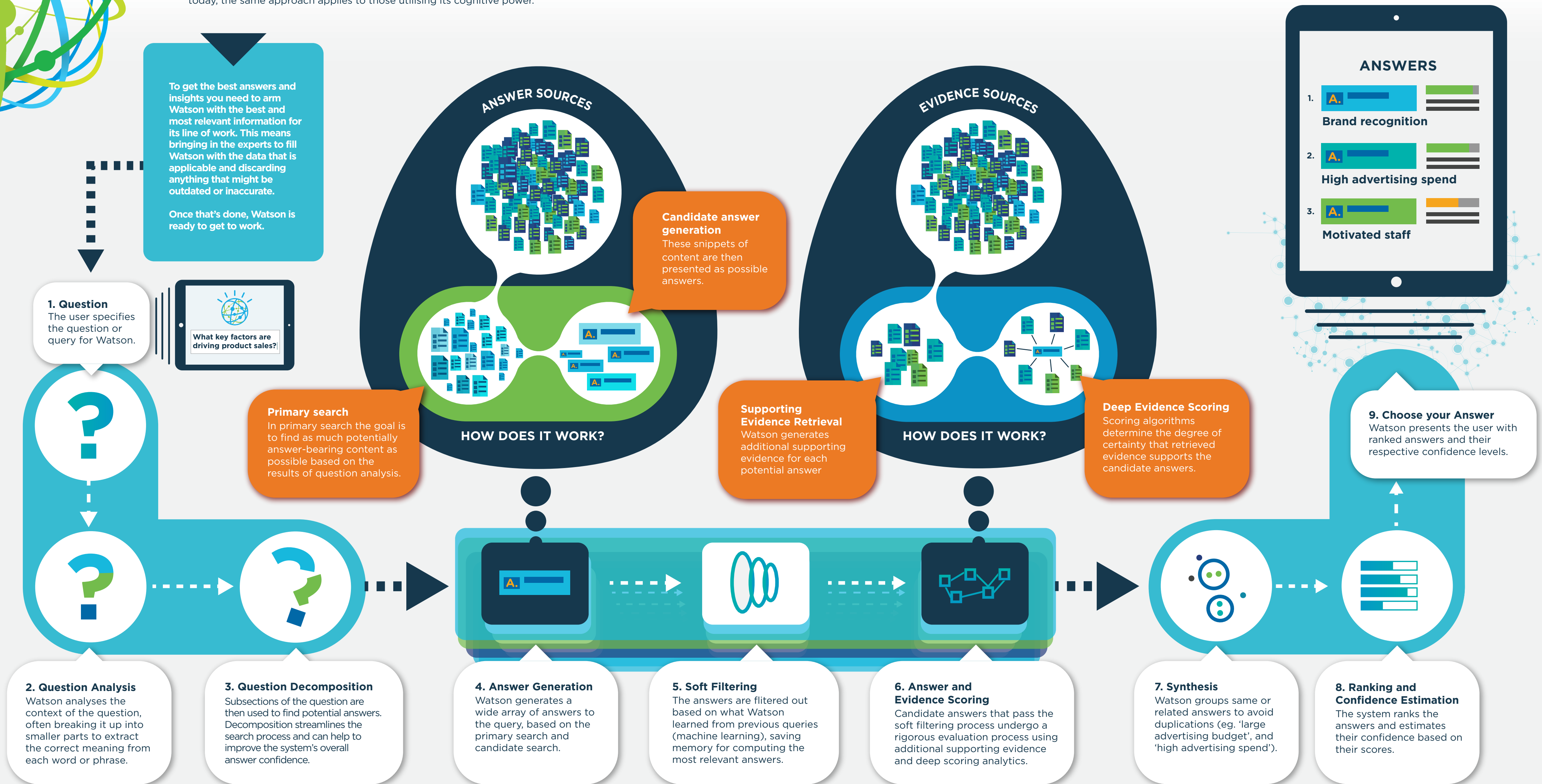


# THE METHODOLOGY BEHIND WATSON'S GENIUS: DeepQA

When Watson blew away the competition on 'Jeopardy!' it wasn't a case of simply bringing in this machine and just seeing what would happen. Like its human counterparts, Watson came prepared with 200 million pages of information loaded into its memory. To get the best out of Watson today, the same approach applies to those utilising its cognitive power.



## How Watson can help you:

1.

### Increase Performance

Watson isn't programmed. It is a system that learns and improves itself by ingesting all the data it can and by being trained by humans. The more you use Watson the better it'll get at giving you the answers you need.

2.

### Gain Accuracy

You specify the content of what's being searched and you're in control of Watson's 'mode of thought'. Each answer outlines the reasoning behind its selection, so you can be sure the answer is correct.

3.

### Improve Efficiency

Watson takes less than 3 seconds to compute the answers to your queries. Imagine the time you can save on reports, analytics or research.

## GET TO KNOW WATSON

Interested in learning more about how IBM Watson and cognitive business can rapidly help transform your processes? Get in touch.



Sources:  
Building Watson: An Overview of the DeepQA Project (2010).  
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