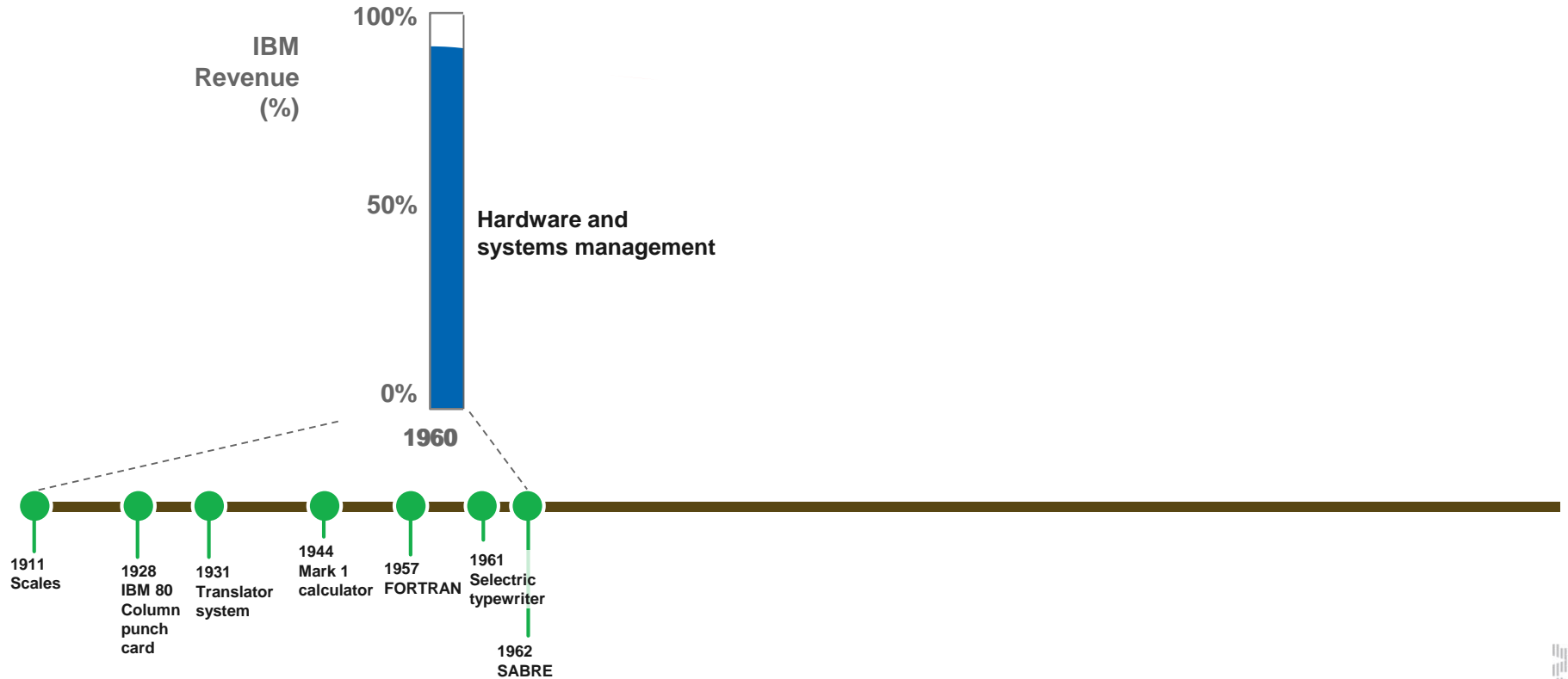


From Think to Outthink

Ivan Turcin, IT Architect, IBM Croatia
2017

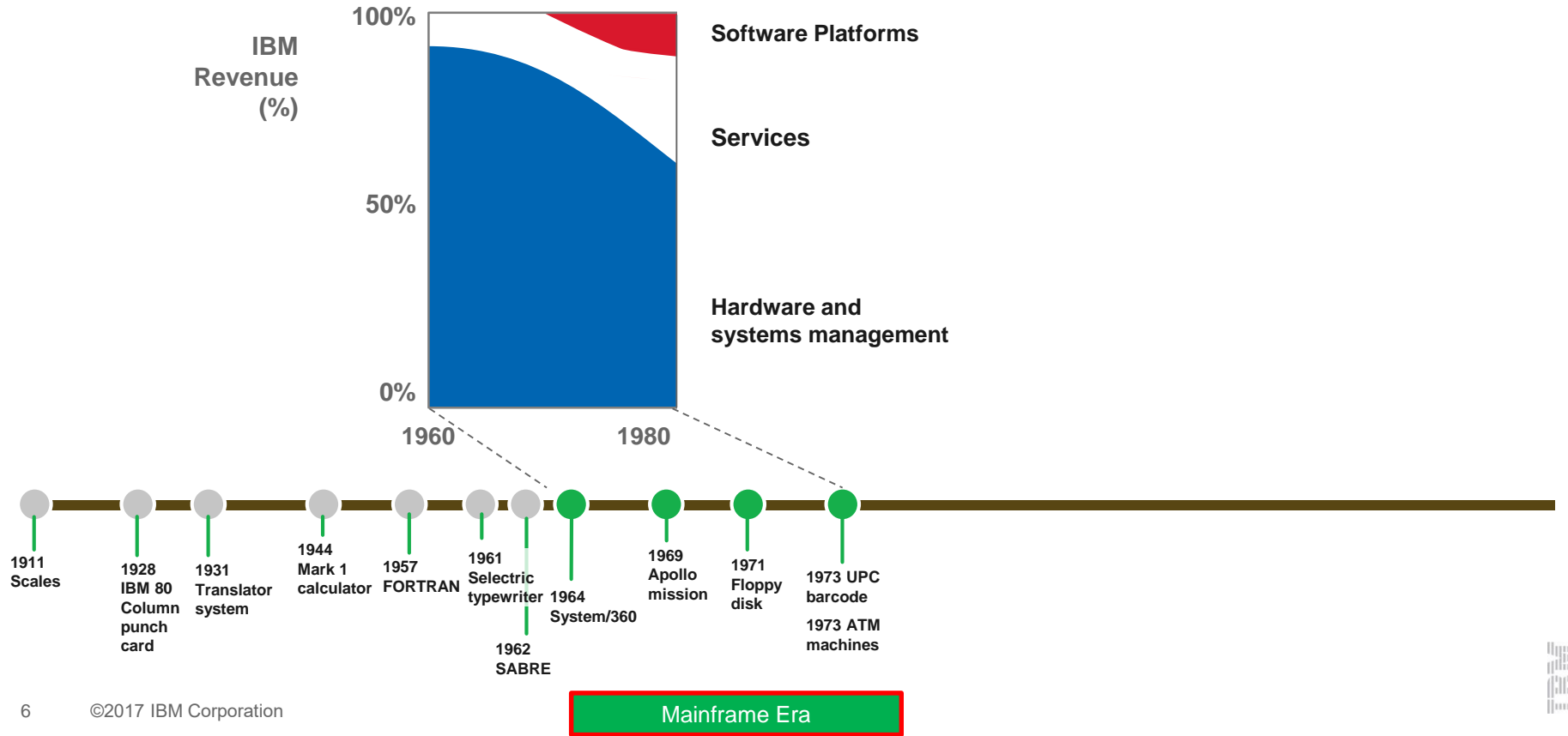


IBM with a long track record of leading creative disruption

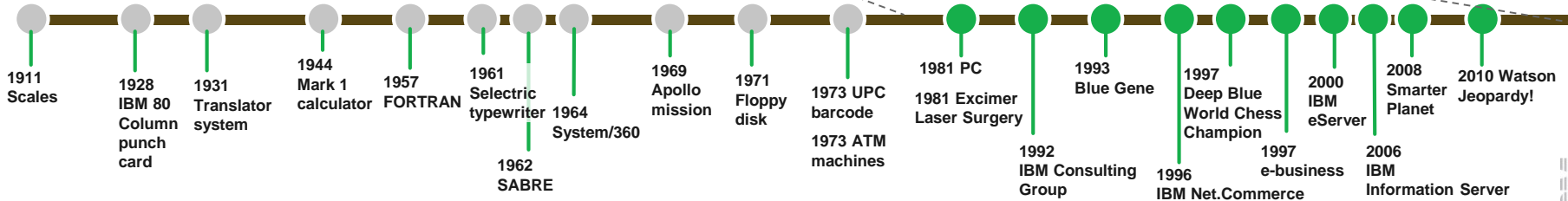
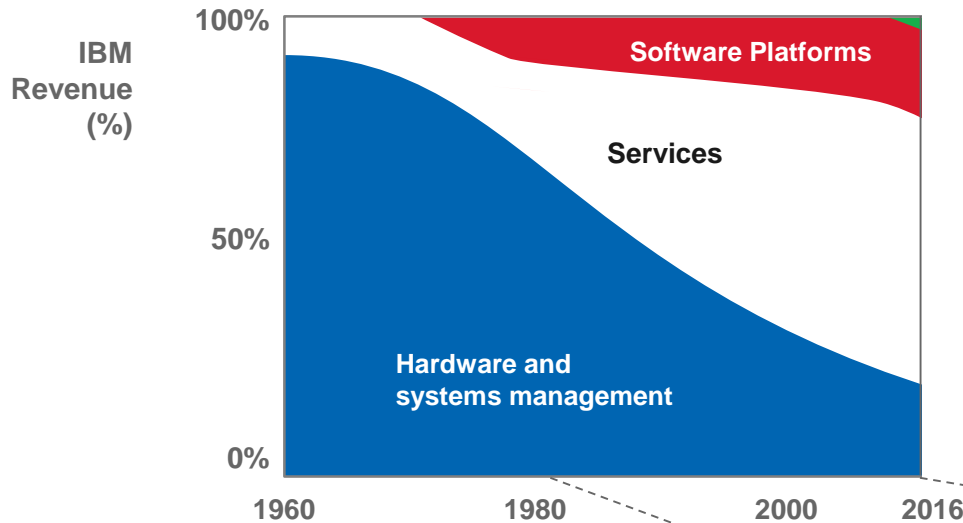




Revolution: the mainframe era

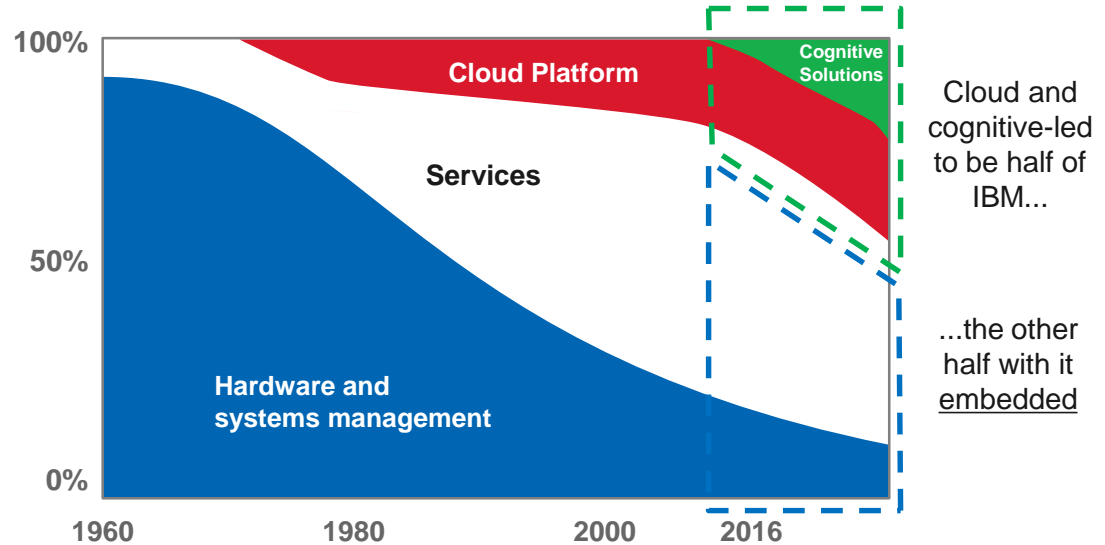
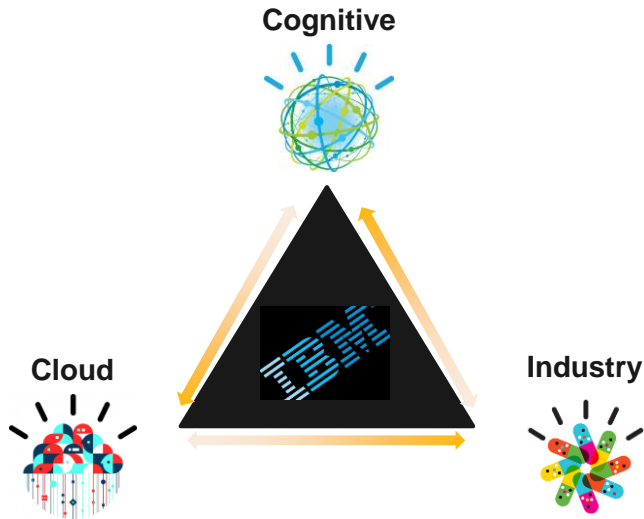


Revolutions: the PC era → a new industry in services → enterprise software



The next revolution: IBM emerges

IBM's next era



Cloud and cognitive-led to be half of IBM...

...the other half with it embedded





Watson – Fighting Diabetes



Dramatic technology forces are behind “creative disruption”

Pervasive Interconnectivity
34B connected devices in 2020

Explosion of data
180 Zettabytes in 2025

Old intermediaries no longer needed

Data = THE source of advantage

Digital commerce Cloud
IoT Blockchain Mobile
The sharing economy

Cognitive AI
Machine learning



IBM Chef Watson

GET HELP FROM WATSON

strudel sauteed green salad
fruit salad cake pudding
poached potato salad terrine



LOOK FOR
INGREDIENTS



CHOOSE A
DISH



PICK A
STYLE



START
AGAIN



FAVORITES

DISH MEAL COURSE

Q Search

soup
spaghetti
spread
spritzer
squid dish
starch dish
steamed
stew
stir-fry
stock
strata
stroganoff
strudel
stuffed
stuffed vegetable
stuffing
succotash
sundae
sweet and sour
sweet fritter
sweet pastry

T

tabbouleh
taco



✓ APPLE ✕

The apple is the pomaceous fruit of the apple tree.



✓ BEAUJOLAIS ✕

Beaujolais (French pronunciation: [bo.ʒo.lɛ]) is a



✓ HAZELNUT ✕

A hazelnut is the nut of the hazel and is also known as



✓ GOAT CHEESE ✕

Goat cheese, or chèvre (/ˈʃvʁə/ or /ˈʃvɜː/ from the



BACK



SYNERGY



MORE

strudel ✕ champagne ✕

HERE ARE SOME IDEAS



Apple Strudel

cornstarch, golden syrup, maple sugar, beaujolais, scotch whisky, phyllo dough, graham cracker, dried fruit, vanilla extract, hazelnut, butter, cranberry juice, sour cherry, **apple**, semisweet chocolate chips, vanilla ice cream, ground cardamom, vanilla, black pepper, goat cheese

Based on: [Autumn Apple Strudel](#) from Bon Appétit

MORE...



Apple Strudel

corn syrup, hazelnut, breadcrumbs, butter, flour, cranberry juice, goat cheese, **apple**, beaujolais

Based on: [Roquefort And Pear Strudel](#) from Bon Appétit

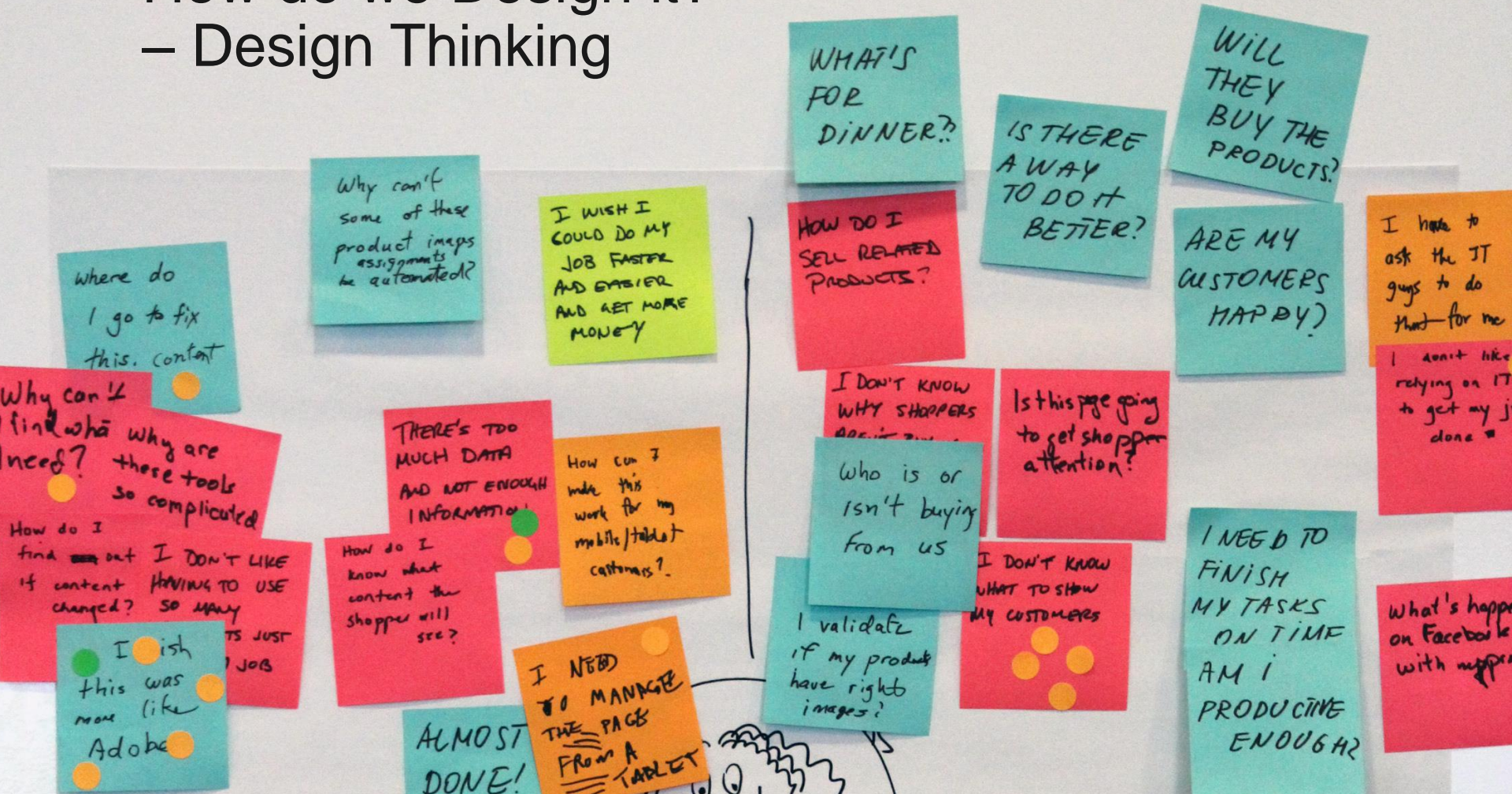
MORE...

Watson @ Work – Wine



How do we Design it?

- Design Thinking



... Want to try it?

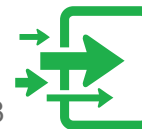
<http://ibm.com/design/thinking/>

<http://bluemix.net>



Industry-focused cognitive/AI
top Investment by '20
— IDC

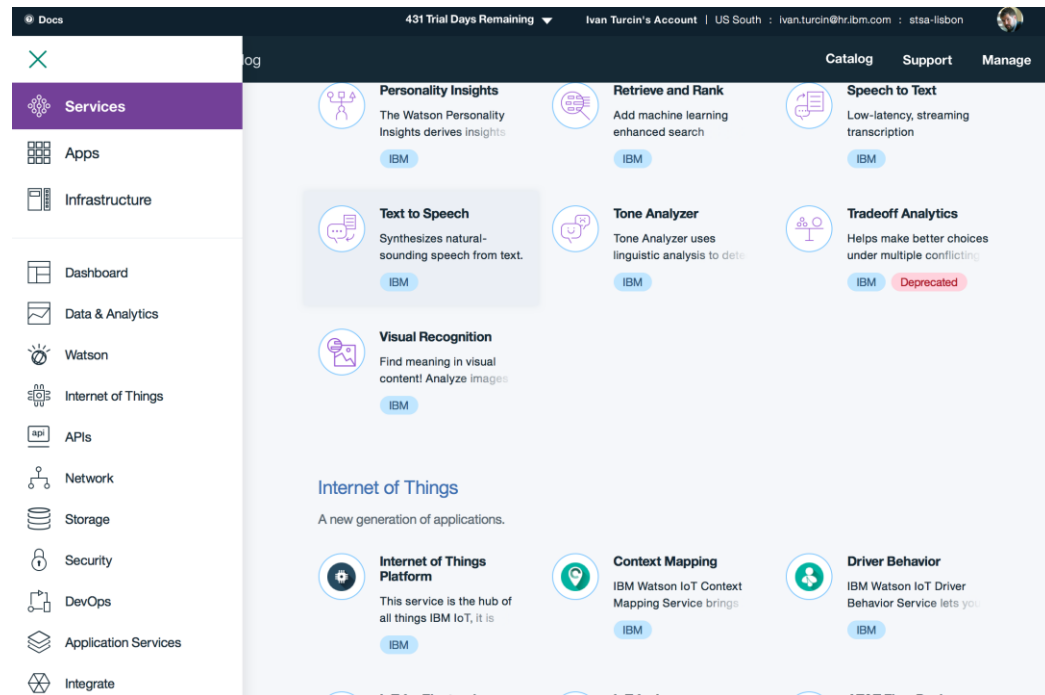
75%
of developers **to embed**
cognitive into apps by '18
— IDC

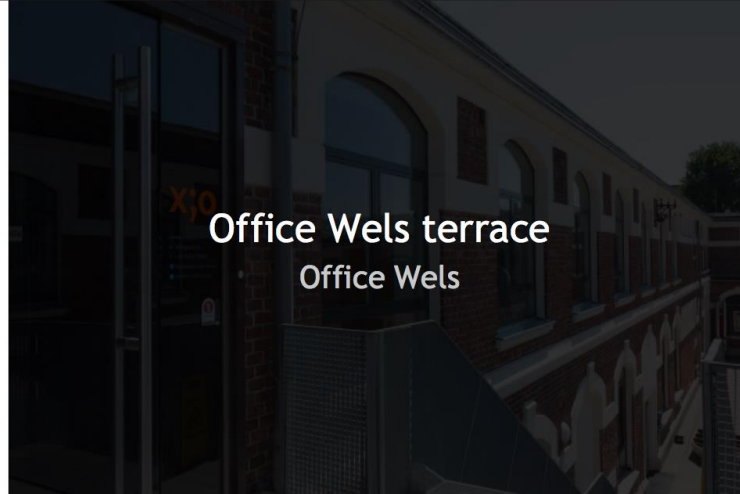


55% of new
Apps cloud native by '19
— IDC



Hybrid becomes
the **infrastructure**
foundation for next
move of apps
— Gartner





Something for the end – you can also try it

