

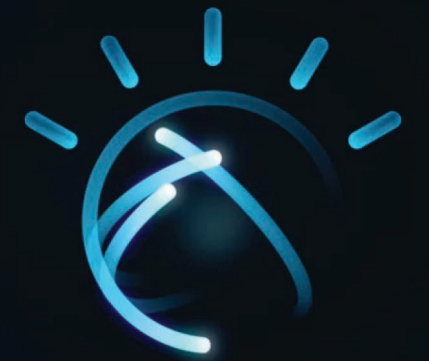
If it's Digital, it will be Cognitive

Koen De Laet

Vice President

Global Technology Services, IBM Europe

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IBM Services

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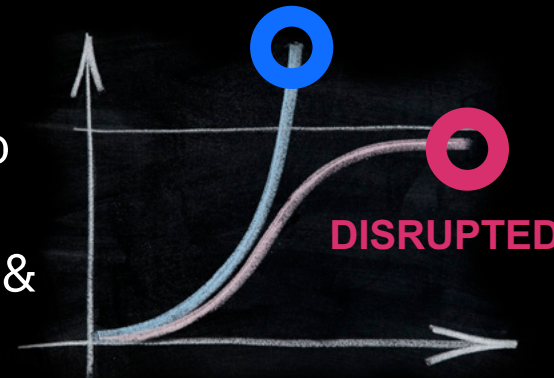
We're at a point of inflexion and exponential change

Both Business and Technology architecture change at the same time

INFLEXION POINT

DISRUPTOR

Potential to Change Everything & Leapfrog



Digitized Data + Artificial Intelligence =
Exponential Learning

How will the Cognitive World look like?

Embed learning in every process you run

Empower People with focus on artificial intelligence
MAN + MACHINE

Leverage Multiple **Digital PlatformS**

Understand
Reason
Learn
Interact

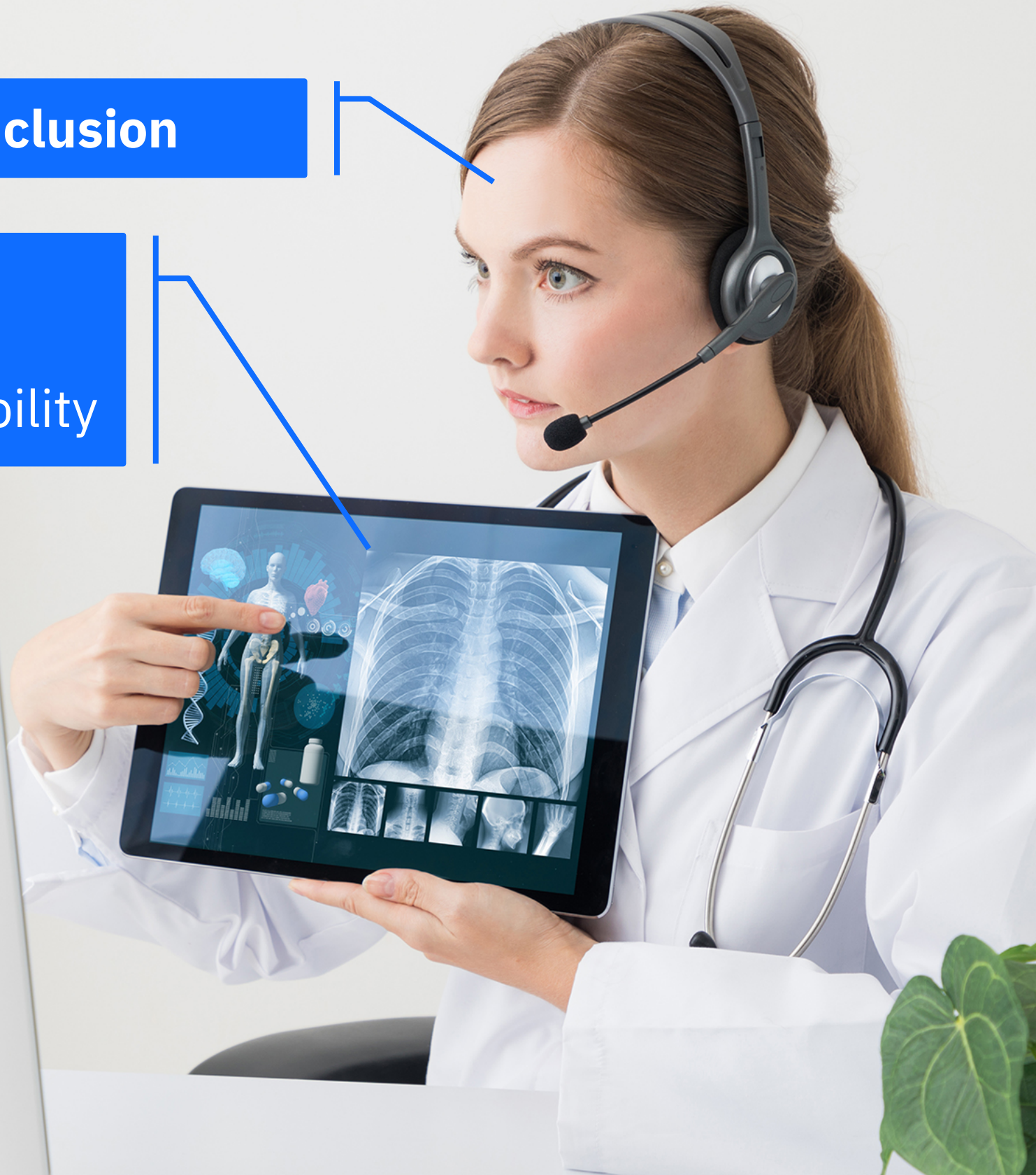
The new Cognitive World will bring new challenges



Inclusion

Data
Trust and
Responsibility

Job Shift
New Collar



Tech industry will contribute to exponential change in the next 5 years

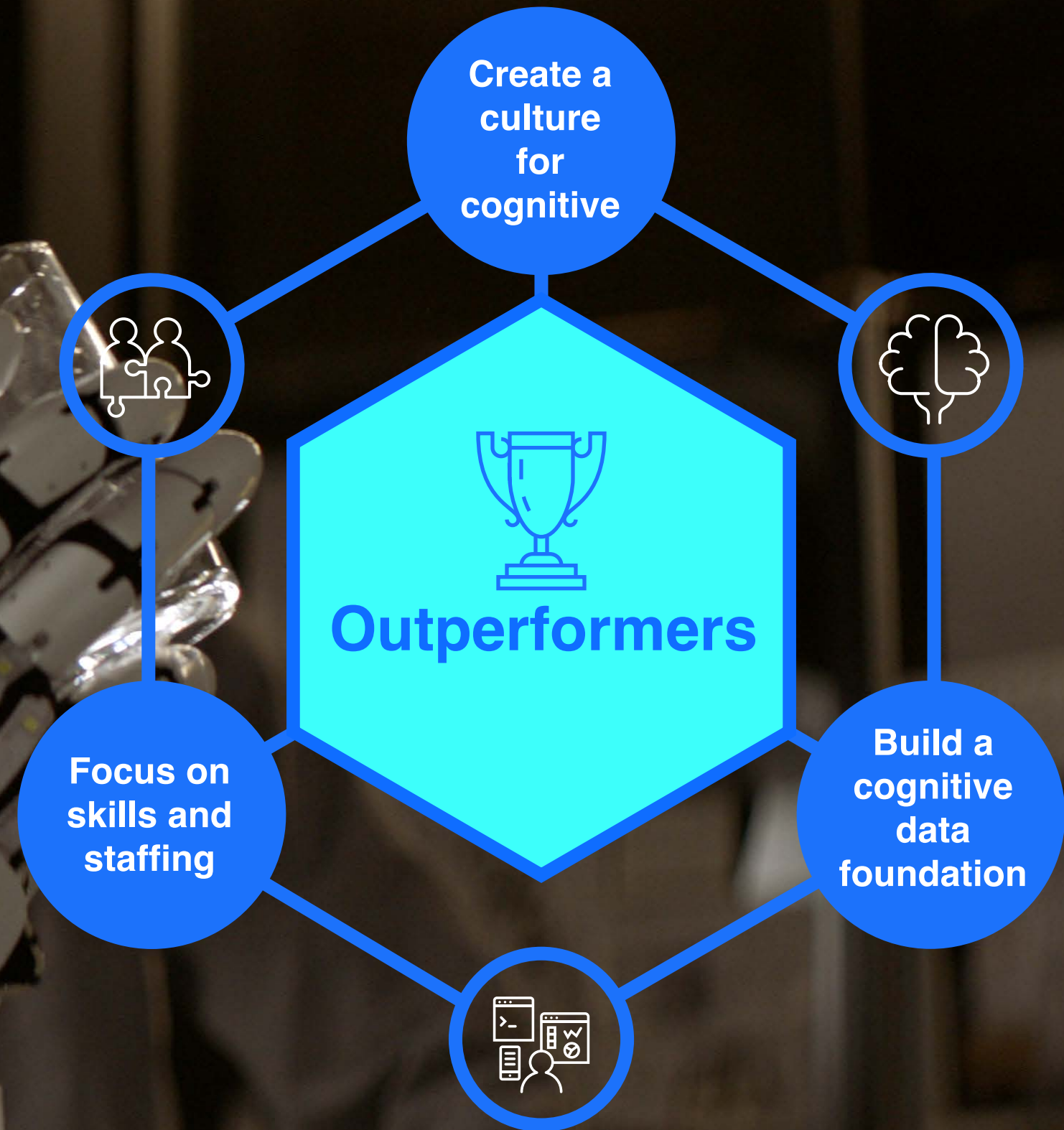
Quantum
Computing
and **5G**
combined with
IOT

Security
re-invented with
Lattice
cryptography

Move from
biased to
un-biased
Cognitive
engines like
Watson

Further evolve
Hyperledger and
Blockchain
algorithms

Examining outperformers emphasize what is needed to succeed in the cognitive era





**Do what they say
we can't**

THINK possible

If it's Digital, it will be **Cognitive**

Thank you

Koen De Laet

Vice President Global Technology Services
IBM Europe

e. Koen_delaet@be.ibm.com
m. +32-475 26 50 32