## From Think to Outthink

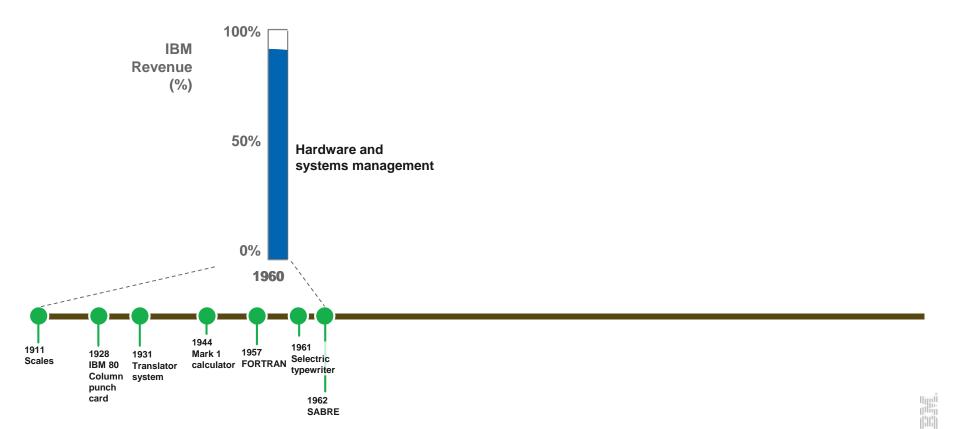
**Ivan Turcin**, IT Architect, IBM Croatia 2017



### Companies are facing historic changes

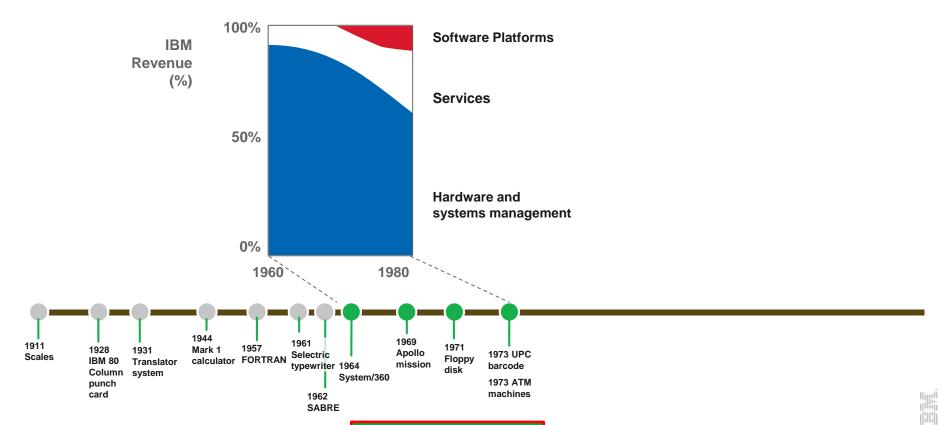


#### IBM with a long track record of leading creative disruption

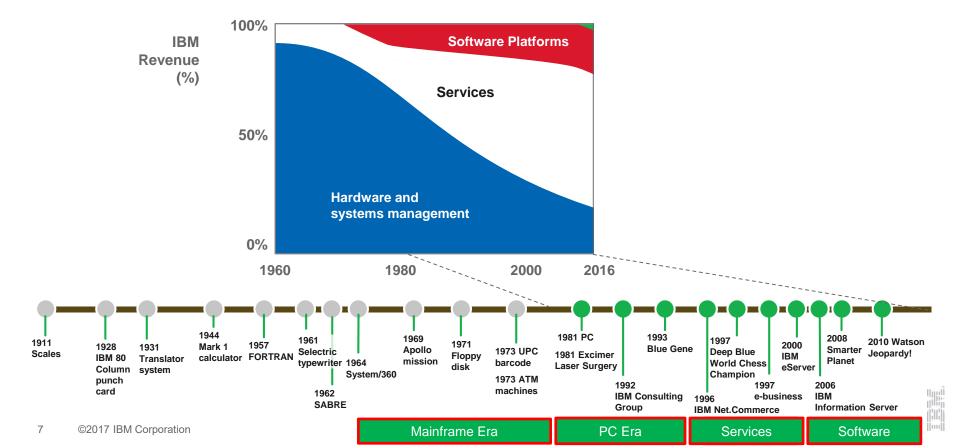




#### Revolution: the mainframe era

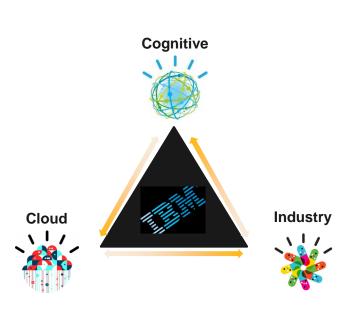


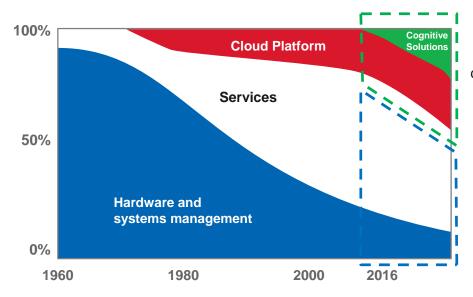
# Revolutions: the PC era $\rightarrow$ a new industry in services $\rightarrow$ enterprise software



## The next revolution: IBM emerges

IBM's next era





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

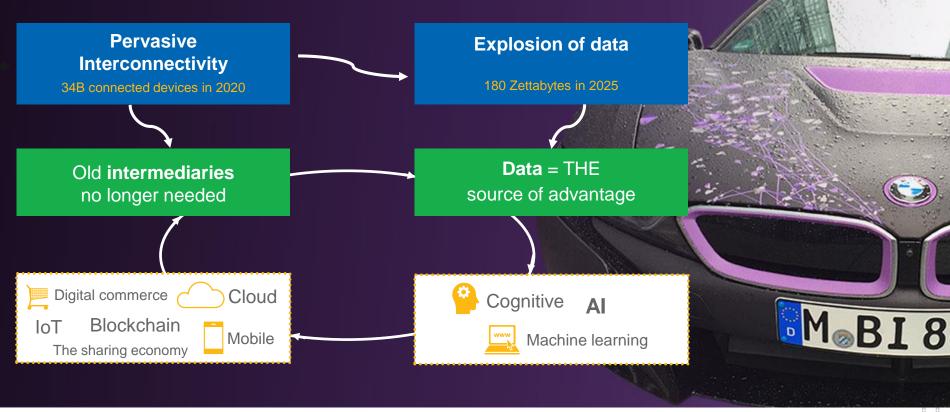
...the other half with it embedded







Dramatic technology forces are behind "creative disruption"



## Solution for Aging Population

#### **IBM Chef Watson**

#### GET HELP FROM WATSON sauteed green salad strudel

cake pudding potato salad terrine poached

MEAL COURSE DISH

Q Search

soup spaghetti spread

spritzer squid dish

starch dish steamed

stew

stir-frv stock

strata

stroganoff strudel

stuffed

stuffed vegetable stuffing

succotash

sundae sweet and sour

sweet fritter

sweet pastry

tabbouleh





**CHOOSE A** DISH

PICK A

STYLE



AGAIN

strudel (x)

 $\leftarrow$ 





**APPLE** 

The apple is the pomaceous

fruit of the apple tree.

#### 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

SYNERGY

HERE ARE SOME IDEAS

**HAZELNUT** 

A hazelnut is the nut of the

hazel and is also known as

Based on: Autumn Apple Strudel from Bon Appétit

#### **Apple Strudel**



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

**BEAUJOLAIS** 

pronunciation: [bo 30 lell is a

Beaujolais (French

Based on: Roquefort And Pear Strudel from Bon Appétit

MORE ...

11111

MORE...

MORE

**GOAT CHEESE** 

Goat cheese, or chèvre

(/'svra/ or /'sv/: from the

#### Watson @ Work – Wine



How do we Design it? Design Thinking

Why con't

some of these

product imaps assignments be automated?

How do I

know what

content the

Shopper will see?

THERE'S TOO

MUCH DATA

AND NOT ENOUGH

ALMOST

DONE!

INFORMATION

where do

1 go to fix

find who why are need? there tooks so complicated

find and at I DON'T LIKE

if content HAVING TO USE

changed? so Many

I ish

this was

more like

Adobe

JOB

Why con 4

this. content

COULD DO MY JOB FASTER AND EMBIER AND AET MORE How com 7 work for my mobile / tablet castenas? TO MANAGE

I WISH I

MONEY

make this

THE PACK

FROM

WHAT'S

DINNER

FOR

HOW DO I

SELL RELATED

PRODUCTS?

DOLL D.

From us

validate

If my product

have right

images?

IS THERE AWAY TO DO 1 BETTER? I DON'T KNOW 1sthispage going WHY SHOPERS to set shopper attention? who is or Isn't buying I DON'T KNOW WHAT TO SHOW my customers

THEY BUY THE PRODUCTS? ARE MY CUSTOMERS MAPBY) 1 NEE D TO FINISH

WILL

MY TASKS what's happy ON TIME on Facebook with mypri AM 1 PRODUCINE ENOUGH?

I have to

ask the IT

guys to do

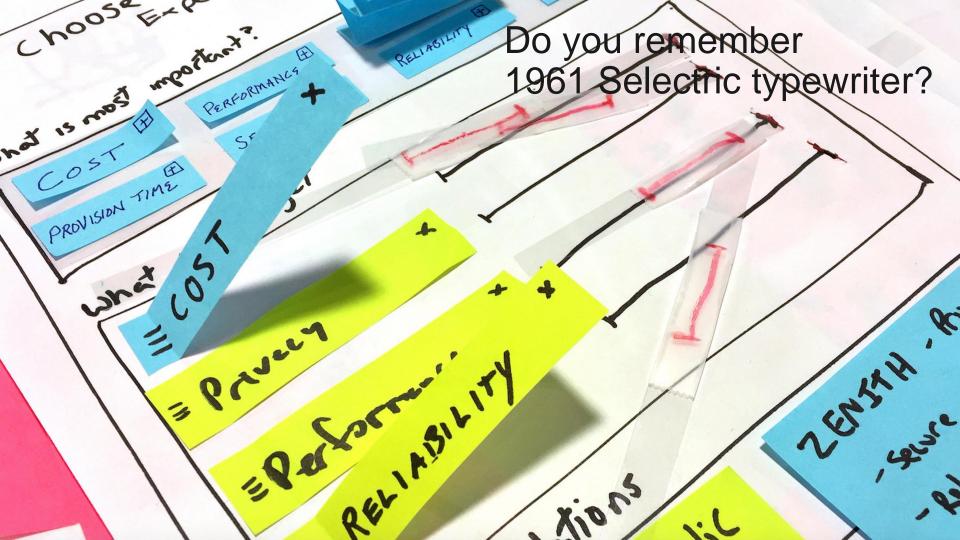
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don't like

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to get my j

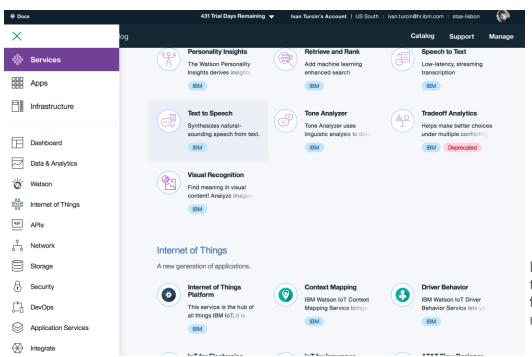
done =



## ... 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







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