

Cognitive Computing



Adoption of cognitive technologies can support entities to achieve balance between speed, cost and quality with its ability to perform tasks traditionally performed by humans in a more efficient and accurate manner



Cognitive Computing is a term that IBM had coined for machines that can interact and think like humans. It is a collection of algorithmic capabilities which helps to automate complex workloads and develop cognitive agents that simulate both human thinking and engagement levels.

KEY BENEFITS



Accurate data analysis: a highly effective system for collecting analyzing and cross-referencing information to analyze a situation efficiently








Leaner & Efficient business process: ability to analyze emerging patterns, opportunities and handle time critical process centric issues in real time



Improved customer interaction: Ability to enhance interactions with the help of robotic process automation by providing relevant contextual and relevant information to customers

COGNITIVE COMPUTING ACROSS INDUSTRIES

 <p>HEALTHCARE</p> <p>Uncover new insights on relations between diseases and humans Critical yet easy-to-consume summaries for both patients and healthcare providers. Creating individualized treatment plans and thereby enhance the patient and physician experience</p>	 <p>RETAIL</p> <p>Cognitively powered tools analyze buying trends to provide recommendations E.g. Video analytics analyzes customers' preferences in the store to provide recommendations</p>	 <p>AUTOMOTIVE</p> <p>Cognitively empowered 'Driverless cars' are equipped with digital infrastructure, enabling the car to learn from its external environment and process the same via sensors</p>	 <p>MANUFACTURING</p> <p>Aids companies to automate delivery and resupply of stock Allows accurate demand forecasting, and promotes an improved supply chain</p>	 <p>INSURANCE</p> <p>Aids to reduce underwriting risks, supports accurate insurance valuation and helps to reduce claim costs. Predictive capabilities of cognitive computing supports estimation of futuristic claim amounts with accuracy</p>
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DATAMATICS' VIEW

Adoption of cognitive computing is expected to increase across sectors in the coming 5-10 year period with applications such as chatbots, sentiment analysis, face detection, risk assessment, fraud detection anticipated to gain significance

ABOUT DATAMATICS BUSINESS SOLUTIONS LTD.

Datamatics Business Solutions Ltd. (DBSL) is a pioneer in providing intelligent Business Process Management (iBPM) services.

Our integrated offerings include; Database Solutions & B2B Marketing, Demand Generation & Sales Acceleration, Business Research, Finance & Accounting Outsourcing, Payroll and Contact Center Services. We leverage emerging technologies like Robotics, Machine Learning and Artificial Intelligence to power human-machine collaboration & enable seamless delivery. As a trusted partner to Fortune 1000 companies; our focus is on driving revenue growth, operational excellence, cost efficiency & customer intimacy for global clients.

We serve customers across the globe and industries like Media & Publishing, Technology, Banking & Financial Services, Events, Manufacturing, Healthcare, Automotive, Retail & CPG, Travel & Logistics and Telecom.