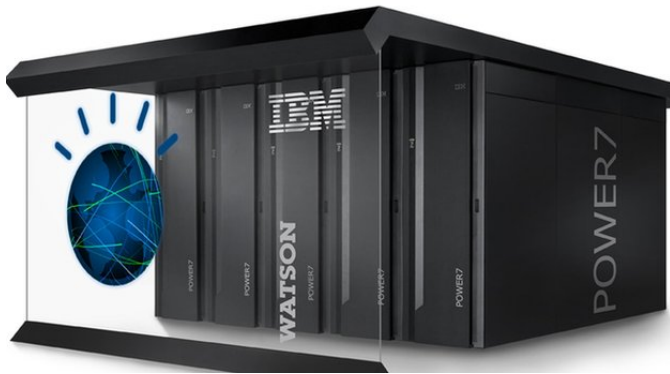


IBM Takes Watson to the Cloud

Written by Marco Attard
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IBM announces Watson Analytics, a "breakthrough natural language-based cognitive service" providing businesses with access to the company's analytics prowess via the cloud and a freemium pricing model.



An attempt to commercialize the Jeopardy-winning supercomputer system, Watson Analytics runs on both desktop and mobile devices, and includes a range of self-service analytics, including data refinement and data warehousing. Predictive analytics allow it to understand natural language questions, such as "which are the key drivers of my product sales?" or "which deals are most likely to close?"

According to IBM the service can crunch 20 spreadsheets and data from Salesforce, Teradata and Oracle system in order to make connections and answer questions. Users can also fine-tune questions and data to uncover the most relevant facts, patterns and relationships.

"Watson Analytics is designed to help all business people-- from sales reps on the road to company CEOs-- see patterns, pursue ideas and improve all types of decisions," the company says. "The combination of Watson-fueled analytics to magnify human cognition, the vast potential of big data, and cloud-scale delivery to PCs, smart phones and other devices is transformational."

Watson Analytics will be available on the IBM Cloud marketplace in freemium and premium packages later this year following a beta testing period.

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