

IBM LA Client Centers

Institutional Presentation

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IBM Client Center

Multi-industry/multi-brand client organization created in February 2009

W/ client centers in São Paulo, Hortolândia, Rio, Porto Alegre, Belo Horizonte, Nova Lima (Tree Lab) and Buenos Aires.

More than thousand events per year

Place where clients bring their business challenges

Solutions are presented by SME, leveraging demos and PoCs



IBM Client Center

Tool to accelerate discussions, explore new ideas and transform relationships

Extensive demo portfolio + 50 assets w/ the status of ready, including Research demos

Currently focusing on Cognitive/ AI, Blockchain, IoT, Analytics and Mobile

Focus on FSS, CP/Retail, Industrial, Public, Healthcare, Telco, Utilities, Agro



Where We Are

Geographical distribution

Belo Horizonte



Rio de Janeiro



São Paulo



Tree Lab



Hortolândia



Porto Alegre



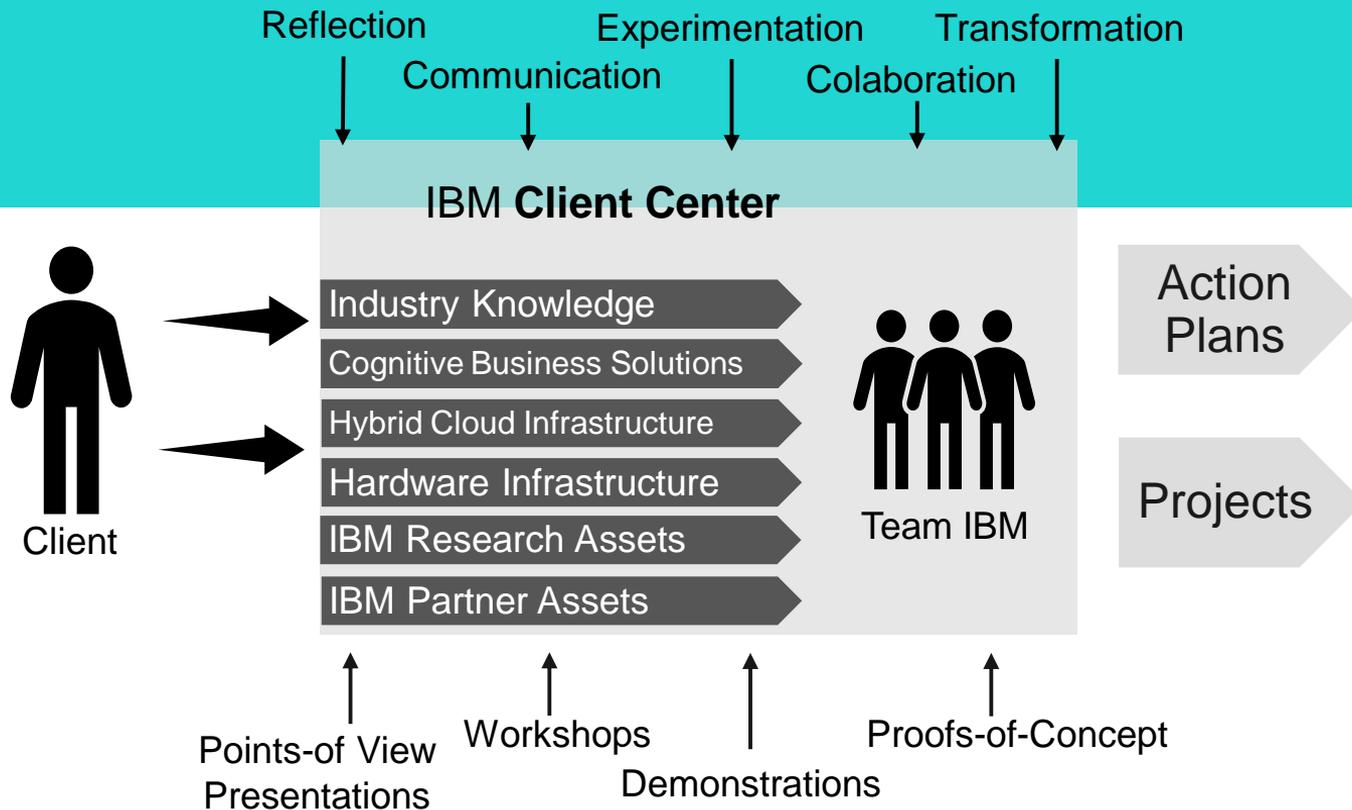
Where We Are

Geographical distribution

Buenos Aires



A Fully-Facilitated Client Center Event



Value Creation Event

Exploratory workshop

- Typically done at an early engagement stage
- W/ C-levels

Required client pre-work

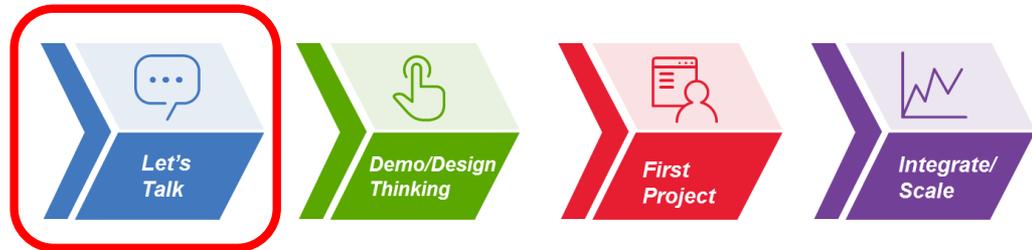
- 3 to 5 aspirations
- 3 to 5 challenges

Format

- Introductions, institutional presentation, aspirations/challenges
- PoV/references, demos, Q&A, next steps
- Duration of 3.5 to 4 hours

Next steps

- Co-creation (design thinking)
- PoC
- Garage (MVP)



IBM Cloud Garage Engagement Model

Demo Portfolio...

Examples of ICC LA Demo Assets using Watson

Cognitive Call Center	Cognitive Call Center - ICC Shopping	Thomas for Education	Bee	Emma	Self-service Totem	Banking Agro
<p>This demo integrates Watson APIs with call center software helping customers to change their Internet plans, open a ticket, get a copy of their invoice and schedule an appointment.</p>	<p>Active Cognitive Call Center, where Watson calls the customer when he tries to make a purchase and an error occurs while finishing it.</p>	<p>Virtual personal assistant that can help users in the educational area. It uses Watson, speaking in any language available on its system.</p>	<p>Virtual assistant developed by TREELab and it is integrated with several Watson APIs, helping with room automation. Bee answers questions about the lab, IBM and FDC, besides controls the lights, video and give information about lab participants</p>	<p>3D-printed robot capable of interacting in Spanish. She is a cognitive assistant of visual recognition through a trained base.</p>	<p>Voice command totem. The customer orders to the virtual assistant and it interacts with the client faster and without losing the conversation naturalness. During the service, the totem presents illustrations about what is being talked about.</p>	<p>The Banking Agro Demo facilitates the prediction of corn and soybean crops usage. Yielding information about the land extension, machinery type, and etc</p> 

Demo Portfolio...

Examples of ICC LA Demo Assets using Watson

Cognitive Legal	Cognitive Backoffice	IBM Cognitive Clipping	Scraps Demo	IBM Cognitive Retail	Cognitive Insurance
<p>Cognitive Legal increases efficiency and minimize risks in the management of civil and labor lawsuits, it incorporates autonomous cognitive agents for optimization using AI in full contextual analysis to maximize assertiveness in process and sentence processing decisions.</p>	<p>Solution rule-based engine that uses OCR applications to extract information from unstructured documents such as: PDF files originated from a mobile scanner, that is, an image.</p>	<p>Intelligence solution focused on news analysis using a database in Portuguese that uses entities and contexts with NLU tool.</p>	<p>Watson recognizes 4 types of scraps: brass, aluminum, cutting ships and iron. It helps in the identification and separation of scraps by classifying images, making this type of work more reliable and cost efficient.</p>	<p>A new experience at self-service that intends to innovate in interaction and practicality of service for retail customers which gives shopping suggestions, receiving payments system service through QRCode, the agility and interactivity are led to a new level.</p>	<p>It's a bridge between insurance companies and customers, where we have agility and practicality in the process and low cost in the market, besides the accuracy of price and security in the issue of fraud by conflict of interest.</p> 

Demo Portfolio...

Examples of ICC LA Demo Assets using Visual Recognition

Object Detection and Identification	Color Detection	Advertisement Processing	Watson for Colors	Blupag	Recyclable Waste Classifier
<p>We can use this Demo in lots of use cases where deep learning and visual recognition algorithms are needed, such as object recognition and counting, face comparison, face recognition, signature comparison and form validation.</p>	<p>Color Detection Demo is a solution that extracts color levels in images (apparel, fruits etc), helping you to choose colors for your Company. Extracting colors, we get several insights that can be useful in business processes.</p>	<p>The Advertising Processing software facilitates and streamlines the process of identifying and validating of the advertisement components in its pieces, automating the identification and selection of the characteristics chosen by the company.</p>	<p>This tool uses artificial intelligence to do all the work of extraction, analysis and classification of palettes, delivering results in dynamic dashboards.</p>	<p>With Blupag you can pay your purchases, people and you also can receive transfers from other blupag accounts.</p>	<p>It helps us to be more precise about what is the predominant material in packaging, indicating how much certainty the software has about what a particular object is made of.</p> 

Demo Portfolio...

Examples of ICC LA Demo Assets using IoT

Blockchain + IoT

This Demo improves supply chain collaboration. You can use IoT and Blockchain, with consensus enabled, to monitor the logistics of goods progressing through the supply chain.

Watson IoT

It is a dashboard where a physical device is monitored in real-time with some sensors attached (temperature, hydrocarbons, acceleration, GPS), with all of them undergoing change of state during the demo, generating data that alter the Dashboard graphics in real time.

Demo/PoC Examples

Object Detection



Emma



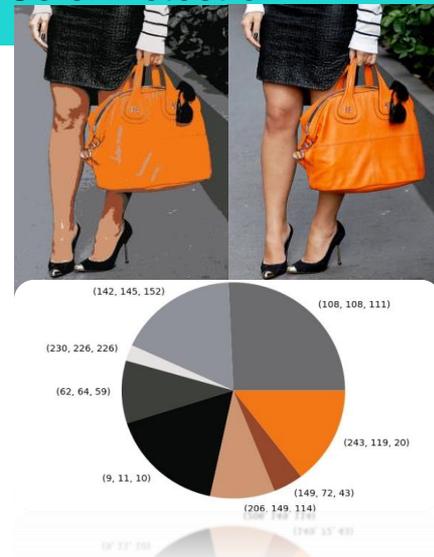
Blockchain + IoT



Watson Assistant



Color Detection



IBM Cloud Garage São Paulo



A client-neutral space for agile innovation development on Bluemix

- ✓ Through PoCs / MVPs involving Cognitive / AI, Blockchain, IoT, Analytics and Mobile.
- ✓ Integrating w / legacy systems using consumable APIs



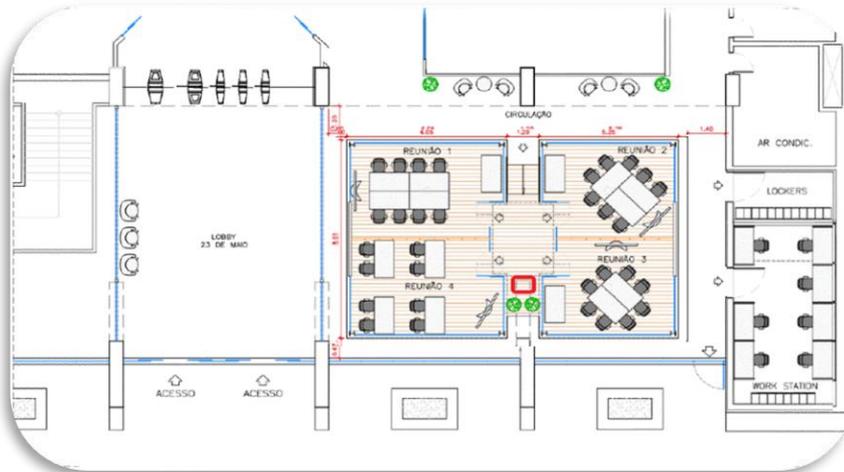
IBM Cloud Garage São Paulo



Differentiated physical space and A/V infrastructure

- ✓ Conducive to materializing innovation
- ✓ 4 rooms w/ touch TVs and VC
- ✓ Use of writable retractable walls, mobile A/V and smartphone support for additional flexibility

Combined w/ an agile team & methodology and competitive rates



IBM Cloud Garage São Paulo



Innovation “pipeline”

- ✓ Inspired on the Blockchain Garage engagement model
- ✓ ICC supports initial conversation, qualifying demos and design thinking session (w/ ThinkLab)
- ✓ Garage handles qualified paid PoCs/MVPs (first projects) w/ expand potential



Latin American Expansion - Overview

IBM Brazil Client Center organization will be expanding its mission to Latin America

- ✓ In response to requests made by various executives
- ✓ To offer a consistent signature experience to our clients
- ✓ And the added benefit of helping incubate future IBM Garages



Latin American Expansion



Global Client Centers

6 Global Industry Solution Center Organizations



64 Major Market Centers Physical Locations



69 Growth Mkt Client Centers Physical Locations





Thank You!

IBM Client Center