



THE COGNITIVE FACTORY SCALING AI INNOVATION WITHIN AN ENTERPRISE

18th September 2019
IBM Zurich



13:30  **Registration & Pre-Event Networking**

14:00 **Welcome by SwissCognitive**

Dalith Steiger & Andy Fitze, Co-Founders, SwissCognitive

14:10 **Welcome by IBM and Introduction Into the Cognitive Asset Factory**

Franziska Reist, Consulting Leader IBM Schweiz, Member of the Board of IBM Schweiz

Malysan Offermann, AI Banking Consultant, IBM Schweiz

Patrick Lustenberger, Analytics and Data Science Consultant, IBM Schweiz

14:30 **#UseCase01 – Adaptive Active Sound Control With Artificial Intelligence**

Philippe Niquille, Head of Operation, Rocket Science

14:50 **#UseCase02 – Voice Recognition to Increase Customer Satisfaction & Cost Saving – Underpinned With AI**

Frank Kremer, Manager Parts Competence Center, AMAG

Juerg Schleier, Country Manager DACH, Spitch

15:10  **SPLITTING INTO GROUPS OF TOPIC-FOCUSED USE-CASES**

#UseCase03 – Industrial Automation

Lifetime Estimation & Maintenance of Stator Winding with ML

Manuel Oriol, R&D Technology Manager for IoT Systems and Data Analytics, ABB

Francesco Brenna, AI & Analytics Leader Europe, IBM Schweiz

#UseCase04 – Women's Health

Turning AI to Women's Health Advantage

Lisa Falco, Director of Data Science, AvaWomen

#UseCase05 – Transportation & Logistics

Digital Rail - How Artificial Intelligence Transforms Our Railways

Marc-Oliver Gewaltig, AI Strategist, T-Systems

UseCase06 – Dental Industry

How AI May Influence Your Very Next Dental Clinique Visit

Bernhard Janischowsky, Co-Founder, Fourth – IR

Krisztian Pozsa, Senior Consultant, Fourth – IR

David Gane, CEO, apteryx

Lamar Roberts, President, apteryx

15:45  NETWORKING BREAK

16:15  SPLITTING INTO GROUPS OF TOPIC-FOCUSED WORKSHOPS

Workshop #1 Cognitive Asset Factory

Personalized Investment Advisory Leveraging Automated Financial Text Understanding
Malysan Offermann, AI Banking Consultant, IBM Schweiz

Unlocking Complex Information Sources With the Power of “Legal Advisor” Algorithms
Simon Gsponer, Analytics and Data Science Consultant, IBM Schweiz
Philipp Nikolaus, Master@IBM Security Services, Master@IBM Watson AI & Advanced Analytics

Workshop #2 Healthcare

How Natural Stupidity May Be Corrected by the Proper Utilization of Technology & AI
Nikola Čihorić, Specialist of Radiation Oncology, Insel Gruppe
Informatician & Founder, niAnalytics GmbH

Workshop #3 Computer Vision

Compete With Our AI challenge to Learn How Computer Vision Works
David Sharma, Machine Learning Developer, Accenture
Arnaud Dolignon, Liquid Studio Lead DACH, Accenture

17:05  NETWORKING BREAK

17:35 **#UseCase7 Making Digital Platforms Intelligent with Artificial Intelligence**
Tyler Merritt, Platform Development, FaceMe / Uniqee

17:55 **Panel discussion – Evolving in the Era of AI - New Approaches, Activities & Processes**

Panellists: Lisa Falco, Director of Data Science, AvaWomen
Grégory Lukowski, Open Innovation Project Manager/ AI Business Expert, Swiss Post
Erick Caron, Country Digitalization Acceleration Leader, Cisco

Moderator: Gianluca Antonini, Executive Partner, Cognitive & Analytics, Financial Services Sector, IBM

18:25  **CognitiveTank Wrap- Up by SwissCognitive**
Dalith Steiger & Andy Fitze, Co-Founders, SwissCognitive

18:30  **COGNITIVE NETWORKING & FLYING DINNER**