



# ● WORKSHOP PROGRAMM

Mittwoch 08.02.2017 | Veranstaltungsort: IBM Schweiz AG  
Vulkanstrasse 106 | CH-8048 Zürich



**SWISS**COGNITIVE

# BUILDING AN «EXPERIENCE CULTURE»

## 13:30 EINTREFFEN DER GÄSTE

Veranstaltungsort: IBM Schweiz AG - Vulkanstrasse 106, 8048 Zürich

## 13:45 ● BEGRÜSSUNG & AGENDA

**Dalith Steiger und Andy Fitze**  
CO-Founders, SwissCognitive

## ● OPENING BY HOST

**Thomas Landolt**  
Country General Manager, IBM Switzerland Ltd

## ● ON STAGE - COGNITIVE COMPUTING IN 2017

**Dirk Michelsen**  
Watson Core - Managing Consultant, IBM

## ● ON STAGE - UNDERSTANDING PERSONALITY: RESOLVING THE MYSTERY

**Eunice Zehnder-Lai**  
CEO, IPM AG  
  
**Prof. Dr. David Scheffer**  
Chief Science Officer, IPM AG

Predicting human behaviour in a systematic manner is playing a growing role in our lives. Mr. Trump is believed to have won the US elections in part due to a social media campaign that identified and influenced undecided voters. What is the potential? Why are some of the most commonly-used methodologies falling short of their promises?

## ● COGNITIVE PODIUM

**Andy Fitze**  
CO-Founder SwissCognitive

## 15:10 PAUSE

30 Min. Networking Pause

## 15:40



## ● LIVE FROM HUNTSVILLE - THE MARS MISSION FROM NASA

**Gregory Funaro**  
Consultant at Company Name All Points, LLC Contractor by NASA

Live ai-one Demo and NASA Presentation from Marshall Space Flight Center, showing intelligent text analytics. based on a corpus of 800 digital documents with approx. 20'000 pages of unstructured text is read into BrainDocs™ BII Text Analytics Platform. NASA will explain why and in which projects they use text analytics and what is the added value to NASA. The goals of this cognitive talk and the live call from NASA is to demonstrate the level of intelligence customers have reached already in their daily business and what it takes to get there.

## ● ON STAGE - HOW OUR COGNITIVE CONNECTOR WORKS

**Harald Raetzsch**  
CEO, IoT40 Systems AG

## ● ON STAGE - TOWARDS PERSONALIZED HEALTHCARE

**Alexander Büsser**  
Analytics Consultant & Data Scientist, IBM Switzerland Ltd

Healthcare is in the midst of dramatic changes on many levels, driven in no small part by the expanding role of data in achieving a deeper understanding of disease, behavior and the interaction of complex systems. This change is brought to life here with two recent IBM projects carried out with leading life sciences companies in Europe in which advanced analytics were applied to the IBM Explorlys® data set, which consists of real-life data from millions of patients.

## 17:30 PAUSE

30 Min. Networking Pause

# BENEFITS & RISKS OF AI

## 18:00 ● LIVE FROM NYC - SWISS AI POWERS GLOBAL CREATIVE AGENCY

**Jamie McLellan**  
Chief Technology Officer, J. Walter Thompson Worldwide

J. Walter Thompson has implemented Starmind enterprise wide to leverage the globally distributed creative workforce. Connecting people, generating ideas and delivering intelligent, compelling advertising solutions in digital and traditional media, are at the heart of the company's drive for innovation. Machine learning and data analysis have influenced strategy in digital advertising for some time. Now, JWT has taken a deliberate initiative to utilize Artificial Intelligence and self-learning systems to leverage its human workforce, excite an entire organization by integrating AI technology in its daily work, resulting in a sustained competitive advantage in its industry.

## ● ON STAGE - INNOVATION@ABB

**Eric van den Berg**  
Group Head of IT Strategy, Architecture & Innovation, ABB Information Systems Ltd  
  
**Florian Strittmatter**  
IS Enterprise Architect, ABB Information Systems Ltd  
  
**Thomas Schütz**  
Head of Data and Advanced Analytics Finance, ABB Information Systems Ltd

## 19:10 ● ZUSAMMENFASSUNG & NEXT STEPS

**Dalith Steiger und Andy Fitze**  
CO-Founders, SwissCognitive

## 19:20 ● «COGNITIVE NETWORKING» BEIM FEINEN NACHTESSEN

## 22:00 ● ENDE

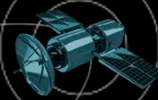


**Veranstaltungsort:**  
IBM Schweiz AG - Vulkanstrasse 106, 8048 Zürich

**Anreise:**  
[Link zu Google Maps Routenplaner](#)

Kontakt: Dalith Steiger +41 79 278 90 66





**WHY WAIT?**

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