

# Cognitive Computing Y/N?

IBM helps governments worldwide to achieve operational excellence

The latest IT-fashion seems to swirl your government catwalk. But what is ‘cognitive computing’?

And how does it help you to stay in touch with your citizens? And why should you even consider

adjusting to a new way of working, thinking and acting? Put first: it’s not a trend. It’s a way of revaluing and (re-)connecting used and unused or even

unnoticed data - of which most governments have ample – to gain new insights and better service

levels. Here’s how you can use cognitive computing and advanced data management systems to improve your processes and get clearer insight in governmental, civil and social-demographic data.

So you can better serve society.

## **Bridging the gap**

Be honest: Between your current capabilities and untapped opportunities lies a giant gap.

But, how to bridge it? How can hidden insights that reside in data – structured and unstructured – be fully excavated for discovery, insight, decision support and dialogue with citizens and companies? The answer is cognitive computing. Cognitive-based systems build knowledge and learn, understand natural language, and reason and interact more naturally with human beings than traditional programmable systems.

## **What is cognitive computing?**

Cognitive computing is a new computation paradigm. Put simple: intelligent machines simulate human brain capabilities to help solve society’s most vexing problems. Cognitive computing allows you become a smart, data-driven organization where, for all critical decisions, actionable information is available when and where needed. Instead of making decisions based on reports and studies, you’ll base them on reliable and disposable data.

## **Data + technology = smarter decisions**

Personnel records, tax data, housing, welfare records, the sheer number of data governments guard is immense. Now

with the rapidly advancing technical options at this data might finally have a goal. Citizens are becoming more demanding expecting more engagement, more governmental service, more safety, more everything, while you face growing challenges in operational risk and complexity and in economical challenges. This is where finding the right connection could be a tremendous help. On the condition that you approach your data with the right regards you can unlock its full potential. Cognitive-based systems can provide knowledge and confidence-weighted responses. And these systems can quickly identify new patterns and insights - which is particularly relevant in your complex government information environment.

With that, different types of cognitive computing solutions offer various capabilities. They give you the possibility to gain knowledge from various structured and unstructured sources of information. Interacting with citizens will become more natural, using natural language. The expertise of your top performers will enhance the performance of others. And making decisions will not just be easier, the quality and consistency of decision making across your organizations will improve.

## How to strive forward

How do you implement smarter networks, systems and servers that will abet cognitivity? Compared to traditional systems, cognitive systems are a whole new ballgame. Making the technical (and financial) investment is one of many aspects. Change management is more critical and you should ensure executive involvement in the cognitive journey, starting with a clear vision and a well defines roadmap. This includes executive participation in regular reviews of incremental progress and value realization. During the process communication at all levels is key. Keep in mind that cognitive computing is new and not completely understood by most parties. Include all internal stakeholders and external ones like elected officials, citizens and businesses. Address any fears, uncertainties and doubts head on, and leverage executive sponsors to reinforce the value of cognitive to the organization's mission. Besides keep educating, raising the cognitive IQ of your organization. Of particular importance is managing expectations related to system-generated recommendations. Cognitive systems often provide several possible outcomes instead of offering one fixed outcome. While accuracy rates will improve as a system learns over time, the rate will never reach 100 percent. Educate stakeholders early on about accuracy rates so they will know how to interpret and use outcomes in their daily decisions.

## Quadruple benefits

Although the journey will have its challenges, the destination offers a whole new look on governing. Data-driven government is one where, for all critical decisions, actionable information is available when and where needed. Resul-



ting in ample benefits like a much sounder governance and control. You'll have an optimized fraud and error detection, mitigation and prevention. But besides a better functioning organization you will offer improved services based on insights gained from those being served and improved efficiency through intelligence networks, which can lead to reduced costs. You will be serving society at the best possible way.

## Ready for a change?

Of course as a government you're eager to deploy any possible opportunity to improve processes, getting grip on operational processes and offering enhanced service to your community. But before you plunge yourself head over heels into the cognitive future, you should ask yourself these questions:

- Do you see opportunities to create more engaging and personalized experiences for your citizens and the wi-

der government ecosystem?

- Is there any data from government and public sources you aren't leveraging that, if converted to knowledge, could allow you to meet key objectives?
- Do you make non-evidence-based decisions, not having the full array of possible options to consider when actions are being taken?
- Are there benefits in being able to detect hidden patterns locked away in your data?
- Would you like to equip every employee to be as effective as the leading expert in that position or field?

## Answered more than three with a 'yes'?

Than you might want to consider cognitive computing. You could read the IBM white paper [Mission: Possible!](#) or contact our local IBM representative [Peter Auwerx](#) ●