

CogAbility™ Acceleration Platform

Cognitive computing is a narrow form of artificial intelligence that is already transforming the way we work and live. But **deploying effective cognitive solutions can be challenging.** Content must be identified, gathered, cleansed, ingested, and continuously updated. Then machine learning models must be created and regularly updated. Another challenge is the rate of change. Cognitive computing technology is moving fast so the ground can shift under your feet as you walk your cognitive journey.

To overcome these challenges and accelerate cognitive success, **what's needed is a complete, end-to-end cognitive workflow** that provides corpus management, closes the teaching feedback loop, and protects

applications from the rapidly changing technology. That's why we built the [CogAbility™ Acceleration Platform](#) (CAP). This platform-as-a-service offering is the result of over 2 years of research and development in close cooperation with the IBM Watson team, IBM Research, and our clients.

Whether you are just starting to think about applying cognitive computing to your world or you've already started your cognitive journey and are looking to accelerate your success, CAP can help you. [Contact CogAbility today](#) and let's explore together how best to leverage cognitive computing, big data, and mobile in your business.

CAP Feature	Benefit
<p>One Simple API - Client applications call one simple CAP application programming interface which then orchestrates 9 Watson services, 10 Bluemix services, other public and private APIs, integrated with public and private data sources, the Internet, and other applications.</p>	<p>Dramatically shortens time to business value and reduces risk for cognitive applications. The IBM Watson team needed a new mobile cognitive application called <i>Watson Business Coach</i> for a fast-approaching <i>World of Watson</i> conference. They chose CogAbility and CAP because no one else could develop the application in time. By leveraging CAP, <i>Watson Business Coach</i> went from concept to production in 3 weeks and debuted at <i>World of Watson</i> on time.</p>
<p>Insulation from Rapid Change - Artificial intelligence and cognitive computing are changing extremely fast. This is great because it means more capability is always being deployed. However, it creates problems for existing cognitive applications which must undergo constant and significant change to try and keep up. CAP applications avoid this problem because the necessary changes are made within CAP so that no changes or additional costs are incurred by CAP clients.</p>	<p>Client apps benefit from advances in technology without additional cost or disruption. The <i>IBM SmartSeller</i> cognitive application is currently used by thousands of IBM sellers and business partners worldwide. Then IBM Watson deprecated several key cognitive services used by <i>SmartSeller</i> and replaced them with more advanced but incompatible cognitive services. Since <i>SmartSeller</i> is built on CAP, <i>SmartSeller</i> benefited from these advances without incurring any additional costs or disruption. That's because CAP routinely makes all changes necessary to leverage the latest technology at no additional charge to clients. So <i>SmartSeller</i> just keeps getting better and better.</p>
<p>Automated Corpus Curation - Custom CAP Content Connectors allow for the secure and automatic ingestion of selected public and private data into a Watson</p>	<p>Client applications always provide users with the latest information. The latest information is automatically added to the corpus and old content gets expired.</p>

corpus (body of knowledge).	
CogUniversity™ - An innovative and engaging application that allows subject matter experts to serve as “faculty” and teach Watson on domain specific information, curate corpus content and collections, and interact with cognitive usage analytics. The tag line at CogUniversity is, “ <i>Many professors... one student.</i> ” And that student is Watson.	Better Watson machine learning models mean better cognitive solutions. Gamification techniques are used to make teaching Watson fun and competitive. Using CogUniversity, 94 IBM subject matter experts were able to collaboratively teach Watson on over 10,000 questions for <i>SmartSeller</i> in just a few 2-week CogUniversity terms. And now CogUniversity is used to continuously teach Watson in advance of IBM announcements to make sure Watson and <i>SmartSeller</i> keep getting smarter.
AutoTeach™ - An industry-exclusive function of CogUniversity that automatically generates Watson machine learning data from WatsonReady™ content such as FAQ documents or catalogs as part of the Watson corpus ingestion process.	Watson gets smarter without human intervention. CogUniversity AutoTeach was used to teach Watson on hundreds of FAQ questions with no human intervention... a first!
Hybrid Teaching Model™ - Automatically and continuously tunes Watson’s responses to find the best fit of short tail/long tail answers based on actual user questions. This is another industry exclusive for CAP.	More consistent answers to the most common questions. The most common questions (short tail questions) automatically bubble to the top of Watson’s teaching data. So the answers Watson returns adapt and improve automatically based on actual user activity.
CogMAT™ - An adaptive testing methodology for statistically measuring the accuracy of Watson’s answers. It’s an exam for Watson tailored to your specific domain.	Monitor Watson’s answer quality to support constant improvement. The CogMAT embodies best practices for objectively gauging the quality of the answers being provided by Watson-based cognitive applications.
Cognitive Gradebook - Tracks and reports Watson’s answer accuracy over time using sophisticated statistical methods.	Gain quantitative insight into the quality of Watson’s answers so you can optimize your cognitive solution.
UnifiedSearch™ - Searches multiple Watson corpora, the Internet, and other sources and returns the results to the users.	Saves users time by presenting them with cognitive search results from multiple sources with one search. No more searching here, there, and everywhere. With UnifiedSearch it’s “one and done.”
Deeplink Integration - Based on the users input, Watson determines what application the user needs and takes them there.	Your application can provide a single cognitive interface for accessing a broad set of applications. Clients tell us that their users long for a single place to go to find what they need. With CAP, a single application can allow users to ask questions or make requests using natural language interface, and Watson helps them get what they need.
Custom API Connectors - Simplifies the integration of other services available on a client’s intranet or the public Internet into CAP so that that they can be seamlessly leveraged by the client’s cognitive app.	Enables you to offer users a rich, customizable, and flexible set of function. You can surface information from public and private services within your cognitive application.
Cognitive User Analytics - Leverages Watson Analytics to provide advanced analysis of your application’s user activity.	Provides deep insight into user adoption and engagement to guide future enhancements. Smart data discovery, automated predictive analytics and cognitive capabilities enable you to interact with data conversationally.

Let’s Explore Together. [Contact CogAbility Today.](#)