

6 December 2017

## KiasuLab's Event Series - IBM Seminar & Workshop

On 29 and 30 November 2017, K-One's co-working space arm - KiasuLab hosted a two-day event in collaboration with IBM. The event was held as part of their joint efforts in fostering awareness on current technology amongst business professionals and tech startups. As a Digital Swashbuckler and Startup Supporter, Mr. Ken Vi Lim brings with him 10 years of experience in IBM to share with us his insights on IBM Design Thinking. His mission to build the startup ecosystem echos with KiasuLab who advocates the same goal as a Malaysian Digital Hub. Besides that, another trending topic globally is AI (Artificial Intelligence). The 18 participants who attended the event, ranging from various professional backgrounds, need not look further than KiasuLab to hear from several other notable IBM speakers on the IT giant's AI platform for business known as Watson.

The first day kicked-off with the IBM Design Thinking Workshop. IBM Design Thinking is a framework to solve users' problems at the speed and scale of the modern digital enterprise. This framework is applicable in various business scenarios across different levels and teams. IBM devised this human-centered approach because they believe systems are most effective when working in service of people. The driving force behind this is to constantly observe, reflect and make ideas, in order to continuously improve them. Teams are kept focused on user outcomes through the Keys of IBM Design Thinking:

- Hills (intent of project)
- Playbacks (exchange feedback to reveal misalignment)
- Sponsor Users (real- world users)



Day 1 Presenters for IBM Design Thinking Workshop.



Participants actively participated in the workshops and shared their ideas with each other.

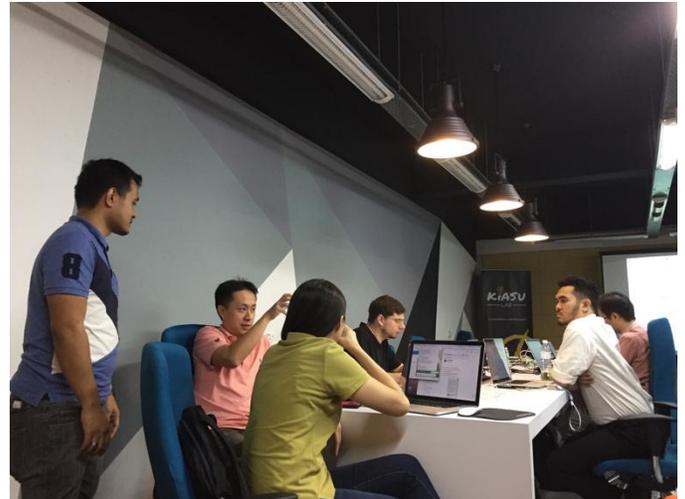
The second day continued with a presentation on IBM Watson, a ground-breaking technology named after IBM's first CEO, industrialist Thomas J. Watson. Watson is a question answering computer system capable of answering questions posed in natural language. It gathers information in the form of unstructured data and analyses it to make patterns and form hypotheses. Watson can be used to unlock hidden value in raw data (Watson Discovery), act as a virtual agent in a Call Centre environment (Watson Conversation) or learn and analyse visual content (Watson Visual Recognition).

The advancement in technology is changing the business landscape. This only makes Watson more relevant than ever before, as clients who are able to assimilate AI into their business will be able to have a competitive advantage over their business rivals through the use of data and analytics to make faster and more informed business decisions.

The audience were kept on their toes as the speakers provided an interactive approach during their presentation by encouraging the participants to ask questions and take part in the workshop tutorials. Users were shown how easy it is to set up an online account so that they are able to experience Watson on the IBM Cloud first-hand.

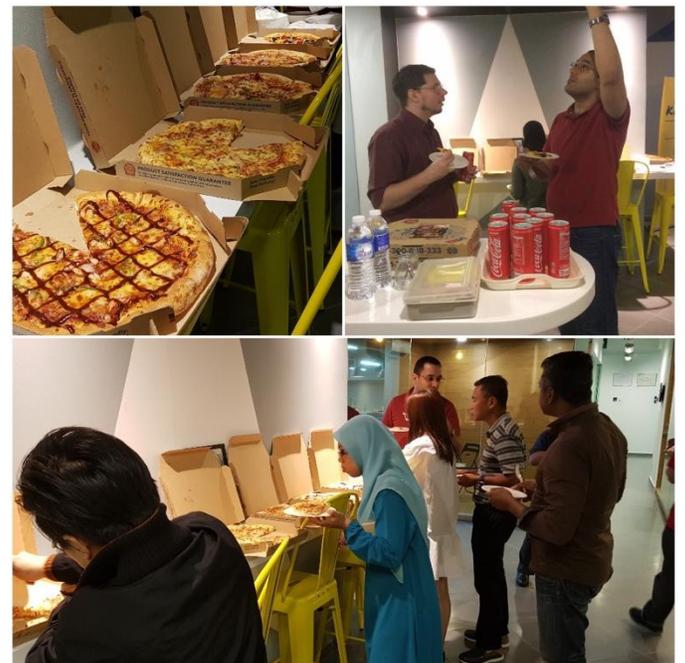


*Day 2 Presentation and Workshop on IBM's Watson.*



*The presenter (left) addressing questions on the ease of use of Watson.*

The event concluded with lunch and drinks served. It was a fruitful session and we hope that participants left with a new perspective on the business landscape and tools available to guide them on their next great achievement.



*Participants tucking in to lunch provided.*