

Tapping into the sources of information

Anne Huibrechtse-Truijens

May 30, 2017

Cognitive computing

Augment and empower business decisions

Increasing data volume diminishes the effectiveness of traditional analysis methods

Cognitive capabilities provide a modern alternative to traditional analytics

Cognitive computing is effective when handling and evaluating unstructured data — the kind of information that doesn't fit neatly into structured rows and columns

Roughly 90 percent of data* generated today is unstructured,

Cognitive computing can help:

- identify other emerging trends,
- understand the risk/reward tradeoffs inherent in value creation, and
- improve funding decisions
- improve resource allocation.

Leaders who leverage cognitive capabilities can gain competitive advantage and use risk to power their organizations' performance.



* Estimation International Data Group study (2015)

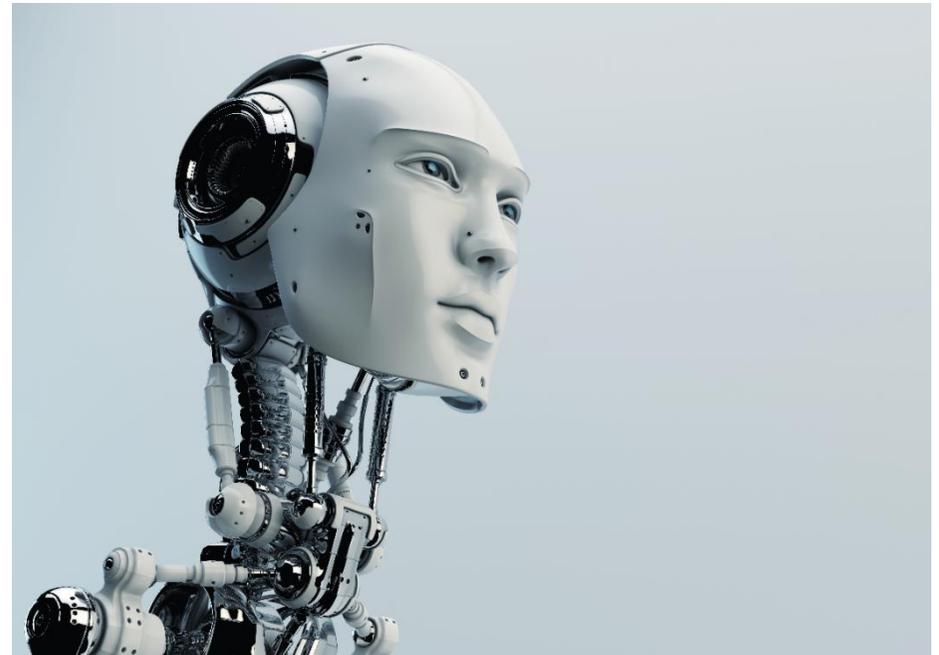
Long term performance

Cognitive capabilities enable businesses to quickly augment human intelligence and help humans perform tasks better.

At this stage, cognitive technology is still an assistive technology to help suggest strategies and probabilities of outcomes. Human expertise is still important.

Yet, together, humans and computers are learning to do things together that were just not possible previously.

introduce cognitive capabilities to their strategic planning and tactical execution processes, better align risk management's activities with management's priorities, and detect emerging risks before they jeopardize the organization's near- and long-term performance. And that's only just the beginning.



Blockchain

Current challenges

Scalability. Smart contract platforms are still considered unproven in terms of scalability.

External information. Because smart contracts can reference only information on the blockchain, trustworthy data services—known as “oracles”—that can push information to the blockchain will be needed. Approaches for creating oracles are still emerging.

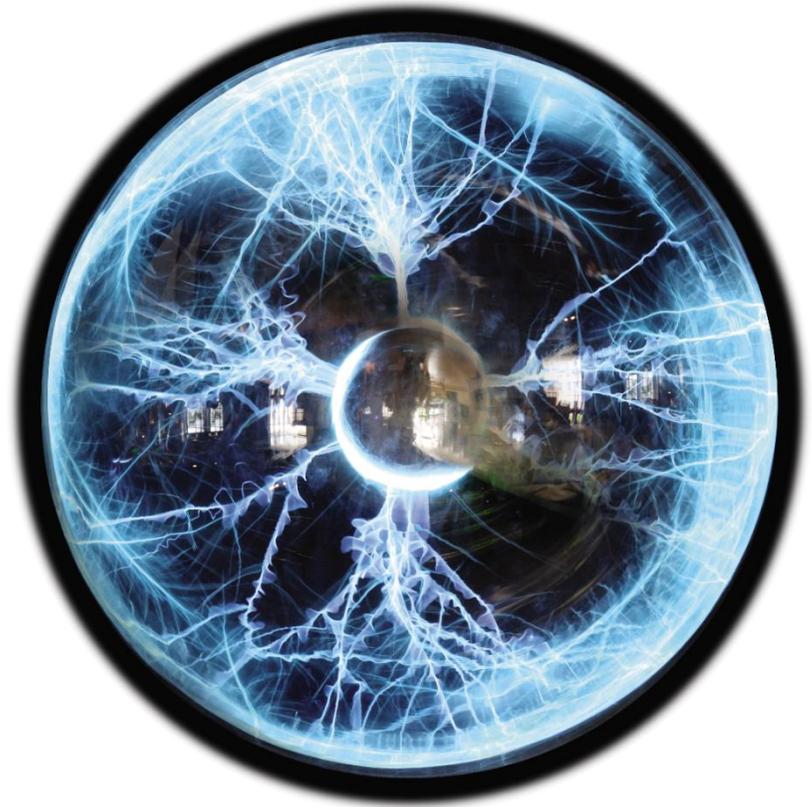
Real assets. Use cases that effectively link smart contracts to real assets are still in their infancy.

Flexibility. The immutability of blockchain-based smart contracts today means that developers must anticipate any conceivable scenario necessitating changes to the contract.

Privacy. The code within smart contracts is visible to all parties within the network, which may not be acceptable for some applications.

Latency. Blockchains suffer from high latency, given that time passes for each verified block of transactions to be added to the ledger.

Permissioning. While excitement for smart contracts is growing in the realm of both permission-less and permissioned blockchains, the latter is likely to see faster adoption in industry, given that complexities around trust, privacy, and scalability are more easily resolved within a consortium of known parties.



Societal Value Driving Transformation

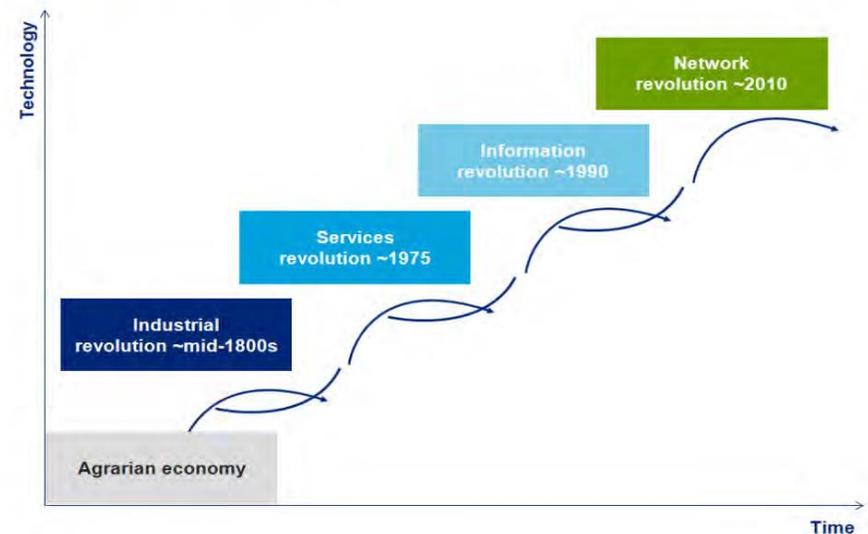
Creating a basis of trust

The Network Revolution

By 2010, companies had begun tapping into larger networks, driving yet another rapid shift in value creation. In the Network Revolution, we find companies generating value based on relational links to customers, suppliers, and other contacts. Investors now watch KPIs that track numbers of and return on relationships, connections, and interactions.

Creating value is key for every organization. How value is perceived by stakeholders requires up-to-date dialogues. To facilitate dialogues it helps when all partners have the same basis of information. In times of fake news and information bubbles, we are looking for ways to standardize the trustworthiness of information sources. Exploring on techniques like blockchain and placing those technical methodologies in societal developments, brings new energy to the value reporting discussion. Available, Relevant and Trusted data plays a key role in moving the economic revolution in a value revolution.

Economic Revolutions





Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Global") does not provide services to clients. Please see www.deloitte.nl/about to learn more about our global network of member firms.

Deloitte provides audit, consulting, financial advisory, risk advisory, tax and related services to public and private clients spanning multiple industries. Deloitte serves four out of five Fortune Global 500® companies through a globally connected network of member firms in more than 150 countries and territories bringing world-class capabilities, insights, and high-quality service to address clients' most complex business challenges. To learn more about how Deloitte's approximately 245,000 professionals make an impact that matters, please connect with us on Facebook, LinkedIn, or Twitter.

This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collectively, the "Deloitte Network") is, by means of this communication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this communication.