

# What is the price of not knowing?

Half day practical introduction

When: Wed 9<sup>th</sup> Nov 2016  
9am – 12:30pm

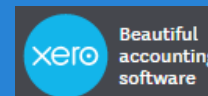
Where: Tech Futures Lab,  
22 McColl St, Auckland

Digital is not the destination but *the foundation* for a new era of business

65% executives agree increasingly complex business environment has made it more difficult to base decisions on purely “functional” factors such as cost, quality or efficiency

(source: gyro/FORTUNE Knowledge Group)

What do these AUS/NZ organisations have in common that you should know about?



They are using cognitive systems to help people do their jobs better with the right information at the right time.

In the new Cognitive Era, successful businesses are those that are prepared to harness the significant business and economic value that has been made possible by three historical shifts: 1) a world that is awash in data; 2) a world reinvented in code; and 3) the advent of cognitive

What if you could become indispensable to users and customers, amplify knowledge and re-imagine workflows, transform your business to discover and explore intelligently to unlock new business models and accelerate growth and sustainability?

Join us at this engaging, thought-provoking and practical introduction to learn how your organisation can seize opportunities for disruption before your competitors do!

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