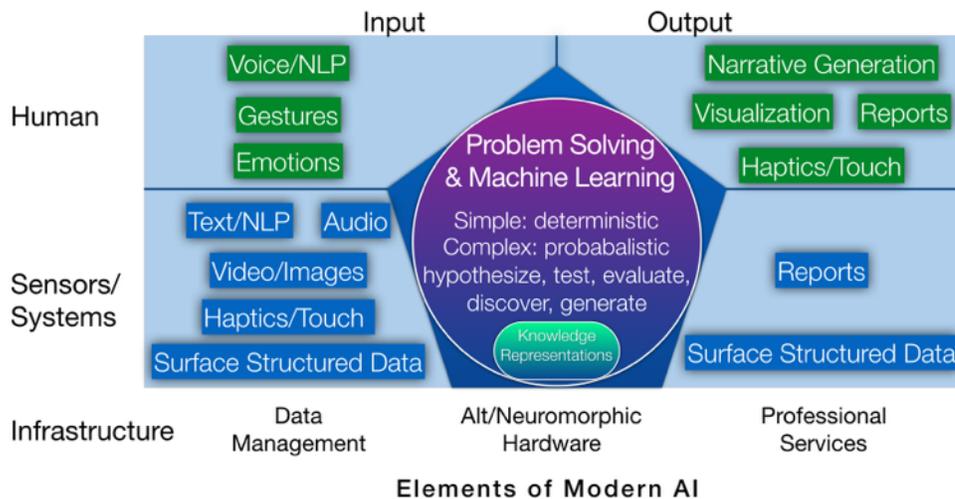


Artificial Intelligence (AI) is a discipline that attempts to create systems capable of thought or behavior based on an understanding of natural processes, including vision, natural language processing, reasoning and learning. *Artificial general intelligence (AGI)* or *strong AI* refers to a system that could hypothetically perform these tasks across any domain. *Modern AI* research tends to focus on practical applications of technologies to *augment* human performance rather than replace it. *Cognitive computing* is a problem-solving approach based on modern AI technologies that uses hardware or software to approximate the form or function of natural cognitive processes for understanding, reasoning, and learning.



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Consumers and businesses are beginning to expect and demand more intelligence from the personal and enterprise applications they use as they are exposed to smarter, more personalized systems in a variety of industries. Business users wonder: "If Siri understands me, why can't my enterprise apps understand me, too?" Consumers judge their service providers - from banks and insurance agents to entertainment sites to retailers - by how well their needs are met, and increasingly by how well they are anticipated.

Tomorrow's applications will:

- interact with users in conversational natural language, and respond to gestures and emotions,
- provide more complete suggestions/answers ranked by confidence,
- learn from experience, and explain their reasoning and recommendations with evidence,
- provide an increasingly more personal experience over time...

Will your customers be satisfied with your solutions, or will they look elsewhere?

Whether you're buying technology to build applications or supplying tools and technology for application developers, we can help. STORM Insights, Inc. - developer and curator of the Systems & Technology Open Research Model database - offers annual and à la carte advisory services to help buyers and sellers of modern AI/cognitive computing technology make sense of it all.

We help technology *buyers* answer critical questions such as:

- What can modern AI/cognitive computing (CC) do for my business?
- What can it do to my business? (What are our competitors doing about it?)
- Which current applications would benefit most from these technologies?
- What new applications could we develop to disrupt our industry using them?
- Which vendors, products and services are ready for prime-time?
- How do we get started?

We help *vendors* answer critical questions such as:

- Which industry segments are ready to invest?
- Which roles see the most pressing need for AI/CC?
- How are buyers choosing pilot projects?
- How are they evaluating vendors and ecosystems?
- What are they asking for now?
- What are our competitors doing?

Annual Services:

Private Inquiry/Advisory Service

This service provides private telephone/videoconference access to the STORM Insights, Inc team. Clients may schedule up to four 60-minute calls per month to ask questions, test ideas, and brainstorm. Up to 3 individuals may use this service in any quarter. No written record of calls will be provided, however clients may request a written summary or further analysis for an additional fee.

#ModernAI Research Reports

STORM will publish theme-based quarterly reports on emerging #ModernAI markets, from Machine Learning to Natural Language Processing to Advanced Interfaces. Each report will feature analysis of technology and market trends, a roadmap for adoption based on case studies, and a vendor directory. **\$995 USD**

STORMAlert: Market Alert Service (event-driven, profile-focused)

Research alerts will be issued when there is an update to a product or vendor record in the STORM database/directory of #ModernAI/cognitive computing vendors. Alerts will explain the market significance of the update/announcement to buyers, vendors, and investors. Clients may register a profile of interests - including specific geographies, industries, technologies, and vendors - to refine the alerts they receive. Clients are welcome to schedule a call regarding the impact of specific alerts/events on their activities. **\$6,000 USD**

\$15,000USD
(\$12,000 prepaid)

(\$12,000 business)

Coming in
Q1 2017

Project-based Services:

- Advisory consulting day
- Strategy or project review session/day
- RFP/RFQ Review 1-2 days
- RFP/RFQ Development 2-4 days
- Market overview presentation - private 1 day
- Webinar/conference/event presentation 1-2 days
- Video sponsorship: distribution rights to a 2-5 minute video highlighting trends, markets, technologies
- Video creation: distribution rights to a 2-5 minute custom video highlighting trends, markets, technologies

Pricing for Project-based Services			Prepaid Fees
One (1) Day	@	\$7,500/day	\$ 7,500
Four (4) Days	@	\$6,000/day	\$24,000
Eight (8) Days	@	\$5,000/day	\$40,000

STORM Insights, Inc. is an emerging technology market intelligence and advisory research firm. We focus on the business impact of modern AI/cognitive computing, advanced analytics, and the Internet of everything.

STORM founder Adrian Bowles has worked at the intersection of advanced technology and business strategy as an academic, practitioner, consultant and industry analyst. Previously, Adrian held executive positions at Ovum/Datamonitor, Atelier Research/ Giga Information Group (now Forrester), New Science Associates, and Yourdon, Inc. Adrian also held academic appointments in computer science at Drexel University and SUNY-Binghamton, and adjunct faculty positions in the business schools at NYU and Boston College. He began his career with research and application development roles at IBM and GTE Laboratories. Adrian earned his BA in Psychology and MS in Computer Science from SUNY-Binghamton, and his Ph.D. in Computer Science from Northwestern University.

Adrian has practical AI experience ranging from co-developing a natural language simulation system published in the proceedings of Cybersoft 80, to leading a commercial design team on a DoD battle management expert system project, to developing an assessment tool used by the IBM Watson team for evaluating application ecosystem partner submissions. He is also a co-author of *Cognitive Computing and Big Data Analytics*, published by John Wiley & Sons, 2015. His monthly SmartData webinar series with Dataversity currently has an audience of professionals in over 50 countries.

For more information or custom-deliverable availability and pricing, please contact us at info@storminsights.com