

## **inno360 Captivates Audiences at IBM World of Watson 2016**

*Peter Wengryn, inno360's CEO discusses the expansion of their Award-Winning SaaS platform from R&D to all business verticals.*

Las Vegas, Nevada ([PRWEB](#)) May 01, 2017 -- The power and promise of inno360's award-winning SaaS platform were highlighted by their CEO, Peter Wengryn in his presentation at IBM's World of Watson 2016 conference recently held in Las Vegas, Nevada. Audiences were engrossed by inno360's client success stories in research and development (R&D) and were excited to learn about the company's new direction in business applications.

inno360, powered by IBM Watson, accelerates search and analysis, identifies new insights, and connects key resources within and across companies. Integrating IBM Watson's cognitive analytics, inno360 enables its R&D users to identify new opportunities and find answers to problems by using rich, comprehensive, business-relevant content (internal, external and publicly available), powerful analytics and cogent visualizations.

Peter's presentation spotlighted R&D client success stories, outlining how inno360's Fortune 500 R&D clients have been able to use the inno360 platform to make sense of big data in order to bring products to market faster, to reduce risk, and to increase product pipelines.

The presentation then turned to explore the challenges companies face as they investigate large amounts of content to solve business problems. Peter described how all disciplines within companies--sales, marketing, research, HR, M&A as well as R&D—can benefit from the actionable intelligence inno360 generates. Audience excitement was palpable as discussion focused on how inno360 would enable companies to apply the power of cognitive technology to their business problems and, as a result, become more intelligent, reduce costs, and increase revenues.

About inno360

[www.inno-360.com](http://www.inno-360.com)

With a comprehensive array of scientific, IP and business content pre-populated on its award-winning SaaS platform, inno360 users have immediate access to over 5,000 unique content sources linking billions of items. The inno360 solution applies state-of-the-art cognitive analytics to this data and yields powerful visualizations that users can investigate to uncover new insights and actionable intelligence. Coupling unparalleled, comprehensive content and an intuitive user experience, inno360 makes the power of cognitive computing available to both key decision makers and front-line employees across all business disciplines. This unique combination of comprehensive content and advanced analytics enables users to solve their most pressing problems and identify new, meaningful opportunities.

About IBM Watson

Watson is a cognitive technology that can think like a human. Created by IBM, Watson allows users to: analyze and interpret data, including unstructured text, images, audio and video; provide personalized recommendations by understanding a user's personality, tone, and emotion; utilize machine learning to grow the subject matter expertise in a user's apps and systems; and create chat bots that can engage in dialog.



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