Blockchain and cognitive systems based on Artificial Intelligence define the new era of organisations

Alex Tapscott and senior management from IBM and Amazon Web Services explained the key to these new technologies that are reinventing all industries to DES2017 attendees

Tonight the European Digital Minsed Awards will be announced, recognising the best initiatives and best professionals in digital transformation

Madrid, 24 May 2017 - The Blockchain revolution and cognitive systems based on Artificial Intelligence and Machine Learning were the hot topics of the second day of the Mastermind Congress taking place in DES2017.

Thousands of company directors filled the DES2017 auditoriums today to attend the keynote speeches hosted by, among others, the blockchain expert **Alex Tapscott**, the CEO of **IBM** Consulting, **Jesús Mantas** and the Chief Architect Officer of **Amazon Web Services, Glenn Gore**.

Tapscott explained to attendees how blockchain technology represents the **internet's second generation**, representing the evolution from the internet of information to the internet of value, in which all value assets like transactions, scripts and even votes could be shared securely and without the need for intermediaries. Alex Tapscott implored directors to start to implement blockchain technology in their organisations. "The most important thing is to start to implement this technology straight away. **Blockchain represents the fourth industrial revolution and will have an impact on all the world's businesses,** changing the nature of organizations, therefore it is important to have a long term vision of how this technology will affect businesses."

Jesús Mantas, CEO of IBM Consulting presented IBM's vision of how cognitive technology, and in particular, its Watson system, is helping organisations across all sectors to transform their professionals into super-humans with an increased output, the likes of which has not been seen before now. The exponential growth in knowledge makes it impossible to assimilate it, making it necessary to turn to cognitive technology capable of reading, summarizing and drawing conclusions at a rate of 3 million words per second. "The world of cognitive technology is being installed across all sectors, and it is changing the way we did things in the past to make them better in the future. Cognitive technology is being adapted more quickly that we had predicted and giving organizations access to super-professionals, capable of ever more optimised decision-making in record time."

Glenn Gore, Chief Architect Officer de Amazon Web Services, explained how Amazon is applying Machine Learning and Artificial Intelligence to innovate its business and help organisations across all sectors and institutions improve their performance through voice, text and image recognition tools like Amazon Rekognition, Amazon Lex and Amazon Polly. Companies from all sectors and public organisms like town halls, hospitals and security forces are using Machine Learning and Artificial Intelligence for aspects as diverse and critical as traffic management in cities, improvements to public health and identifying missing persons. Gore urged the directors present at DES2017 to start to apply these technologies which are

already available and can start to be explored in organisations without the need for large investments, thanks to the available open code tools: "There has never been a better moment to start to build and to contribute, so, get going!" he concluded.

Tonight, in the course of a gala dinner, DES2017 will celebrate the 2nd edition of its **European Digital Minsed Awards,** prizes that recognise the best digital transformation projects and the most noteworthy professionals in leading digitalization in their companies.

Visit the full programme here: https://www.des-madrid.com/congress/masterminds-congress-program/

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