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CONTRIBUTION OF IBM WATSON TECHNOLOGY TO THE AUTOMATION OF LOGISTICS PROCESSES

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Nowadays advanced technologies such as artificial intelligence (AI), cloud computing and big data analysis attract great attention and are being implemented by enterprises in almost all sectors of the national economy. These technologies are aimed at reducing human intervention in production processes, improving the efficiency of computing and reducing the operating costs of enterprises [1].

Currently enterprises are aware of the need to increase productivity, scale and automate their workflows. As a result, there is a growing need for applications and services based on artificial intelligence. This increase in attention and popularity has also led to competition in the field. At the same time, with the help of an enterprise solution such as IBM Watson, a large number of business problems can be implemented, optimized in terms of trust, transparency and scalability. The Watson system is an IBM package of services for the development of artificial intelligence. The essence of the system is to help logistics enterprises to effectively use information sources. It is also possible to use the information provided by IBM to analyze the logistics activities of the organization. This opportunity allows you to predict the future results of the enterprise. It is necessary to consider in detail how IBM Watson can affect the operation of the enterprise:

1) The first thing to consider is the possibility of increasing the efficiency of the enterprise. When using this system, it is possible to devote much more time to processing information rather than searching for it. Watson Discovery comes to the rescue, which allows you to determine all the available data of the enterprise, and then, based on the data provided, to predict the performance of a particular organization.

2) The next point is the excellent satisfaction of the customer base. The company should understand that each client has its own uniqueness. This has a huge impact on the decision to buy a product or service from a client. For customer satisfaction, the Watson Assistant system is introduced, which allows you to contain detailed information about the client base, implement a dialog interface in any application.

3) By introducing an understanding of ever-changing obligations into the IBM system, the system will begin to understand that data must be strictly protected from unauthorized persons. This method helps the enterprise to analyze and then minimize the risks in its activities. IBM Security is thoroughly studying the situation about threats that can potentially harm the enterprise. As a result, organizations are in a comfortable position, which is due to knowledge of their risks and security [2].

4) Watson can be used to create customized training programs, provide interactive training materials, and test staff knowledge. It can also analyze training results and provide recommendations for improving training programs. Watson helps companies retain and develop their talent, increase productivity and improve employee performance. The most important thing IBM Watson can offer an organization is the complete preservation of information from third parties. Most artificial intelligence technologies share their customer base for developers to help improve service. But it's not about IBM Watson. This technology fully stores information only for its owner, thereby attracting more and more logistics enterprises to introduce this technology into their activities. Companies that enter the market using technology IBM Watson become more competitive and attractive to global business. In general, the IBM Watson software package has huge potential in logistics and can greatly help modern companies reduce costs, increase efficiency and improve customer experience as part of optimizing logistics activities in supply chains.

References

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