



# IBM Watson Natural Language Understanding

Extracting Meaningful  
Insights From  
Unstructured Data with  
AI and Deep Learning

IBM's Watson Natural Language Understanding (NLU) solution leverages AI technology and deep learning models to extract context, meaning, and metadata from unstructured text data. The solution helps users to get underneath their data using text analytics to extract categories, classification, entities, keywords, sentiment, emotion, relations, and syntax. This information surfaces real-time actionable insights to provide employees with the necessary tools to pull metadata and patterns from massive troves of data. The Watson NLU solution can be deployed behind a user's firewall or on any cloud for inference acceleration and optimized text analysis.

Key Features	 Value Extraction at Scale	 Real-time Analytics	 Comprehensive NLP Stack	 Multi-lingual Support
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**Country/Geo:**  
Worldwide

**Verticals:**

- Government
- Media and Entertainment
- Banking/FSI
- Retail
- Hospitality
- Insurance
- Education

**Use Cases:**

- Asset & Operations Optimization
- Interactive Media Advertising Optimization
- Data Mining
- Audience Segmentation
- Voice of the Customer Analysis
- Content Recommendation

**Learn more:**

- [IBM Website](#)
- [Watson NLU](#)
- [Blog: Improving Watson NLP performance with Intel](#)
- [Solution Demo](#)



*We were able to take the insights from the chatbot conversations to better inform our editorial strategy. Trending topics and consumer questions changed throughout the extended phases of quarantine, so it allowed us to learn from our consumers and adjust our coverage in real-time."*

Eric Zerkel  
Managing Editor,  
The Weather Company

## Intel Products and Technologies

- [4th Gen Intel® Xeon® Scalable Processors](#)
- [Intel® oneAPI Analytics Toolkit](#)
- [Intel® oneAPI Deep Neural Network Library](#)
- [Intel® Optimization for TensorFlow](#)
- [Intel® Optimization for PyTorch](#)
- [Intel® Advanced Matrix Extensions \(Intel® AMX\)](#)

