



For Immediate Release



Imex Systems showcases the future of Customer Service based on IBM Watson cognitive computing technology at the Middle East Smart Government Summit in Dubai

Toronto – Dec 9, 2014 – Imex Systems Inc, announced today the introduction of a new customer service system based on Watson, IBM's cognitive computing technology platform. This new customer service platform will be available as part of Imex Systems' iGov suite of Smart Government products.

Imex Systems develops, markets, and implements Smart Government products based on a comprehensive e-Government platform that helps governments deliver services to citizens and businesses, while improving operational efficiency and enhancing citizen satisfaction.

Governments are complex, deliver hundreds of services and have a huge amount of mostly unstructured data. Imex Systems has worked with Watson technology to develop a smart customer service platform that can quickly and accurately answer citizen queries.



“Adding Watson technology to our iGov platform has enabled Imex Systems to become a leader in technologies for smart governments and significantly help improve customer service while reducing costs”, said Damodar Arapakota, President and CEO of Imex Systems Inc.

Damodar added, “we are proud that we have the opportunity to first introduce this smart customer service technology in United Arab Emirates, a technologically progressive country that also aims to be the smartest government in the world

IBM's Watson can read and understand natural language, which is important in analyzing unstructured data. Unstructured data makes up more than 80 percent of available information like documents, emails, articles, etc. Watson processes this kind of information more like a human than a computer. However unlike a human, Watson can analyze enormous quantities of this kind of information, interpret questions by generating numerous hypothesis and provide accurate answers, with calculated confidence all within a few seconds.

In addition Watson can continually learn. Through training, new information and ongoing user interaction, Watson continually “gets smarter”. Governments and organizations adopting cognitive computing technology can more fully understand the information that surrounds them and make better decisions.

“Cognitive computing is a brand new era computing. Cognitive computing enables a new partnership between people and computers that enhances and scales human expertise. Watson works and thinks a lot like humans. As a cognitive computing system, Watson is a natural extension of what humans can do at their best” states Aldis Levalds, Director of Business Development at Imex Systems Inc.

“We will continue to develop our expertise in cognitive computing and explore the possibility of expanding Watson capabilities to other areas of our iGov platform to maintain our leadership in smart government technologies”, states Michael Frank, COO of Imex Systems Inc.

About Imex Systems Inc.

Imex Systems is focused on public sector modernization including enhancing customer service by making it easy for citizens to access services and information. Imex products and services help create the next generation of smart governments and smart cities. Imex helps governments receive and make payments through electronic channels. Imex Systems Inc. has offices in Toronto, Washington DC and Dubai. For further information, please visit www.imexsystems.com.

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