

## **Junk Mail Will Become Priority Mail**

Think about how often we're flooded with advertisements we consider to be irrelevant or unwanted. It may not be that way for long.

In five years, unsolicited advertisements may feel so personalized and relevant it may seem spam is dead.

IBM believes soon machines will be engaging in perpetual sensemaking, where the machine is looking for information without the human. When such systems come across new information of specific relevance it will be presented to the user. As a result, the emails or ads delivered to you on your smartphone will no longer feel like spam, each and every one will feel so relevant and personalized, it will be as if you have a new best friend.

Search engines have revolutionized the ease at which humans can access information. What comes next is the data will find the data, and the relevance finds you. This will be essential in part because it is impractical to think that there will be enough humans to ask every smart question every day. Rather systems can help ask the questions for you.

When you're driving home at the end of the work day, current weather and road conditions will be taken into account to suggest a detour – delivered to you courtesy of your cell phone. You did not even have to ask.

Eventually enough trust will be built between you and your smartphone that you will no longer have to make ordinary purchases. You will specify a budget and purchases will be made for you based on very high quality predictions about your interest.

This will all be possible through IBM's advanced analytics and big data technology along with new innovations such as analytic sensemaking engines.