**PRESS RELEASE**
*FOR IMMEDIATE RELEASE*

## Essextec Announces Formation of Essextec Cognitive Innovations Business Unit

*Accelerating the Cognitive Era*

ROCHELLE PARK, N.J., - November 17, 2016. Essex Technology Group, Inc. (Essextec) is pleased to announce the formation of a new business unit focused on helping organizations navigate and take advantage of the Cognitive Era. Essextec Cognitive Innovations<sup>SM</sup> (Essextec CI<sup>SM</sup>) represents the next step in the firm's transformational journey to a full service technology solution provider with focus areas in Cloud, Cognitive Computing, Consulting, and Cybersecurity.

The formation of Essextec CI<sup>SM</sup> follows on the recent recognition Essextec received at the IBM World of Watson conference where, on October 23, 2016, the company was presented with the *2016 IBM Worldwide Watson Innovative Business Partner of the Year award*. This award recognizes the investments made and early successes Essextec has had with the IBM Watson cognitive computing platform and ecosystem. Regarding this recognition, Jim Torney, President and Co-Founder of Essextec commented, "This award confirms the work we have been doing to build our Essextec Cognitive Innovations<sup>SM</sup> business and the high praise we are receiving from our joint IBM-Essextec clients regarding the quality of our projects and the skills of our people."

Working closely with IBM Watson experts on select client engagements, Essextec has already gained substantial experience implementing IBM cognitive solutions.  Essextec has delivered Watson Hackathons, mentored Watson clients, and assisted with "first of a kind" cognitive transformations. The newly formed Essextec CI<sup>SM</sup> business unit is led by Senior Vice President, Evan Herbst, with technical leadership provided by Senior Vice President, Slava Frid.

"We've been fortunate to have an early start on cognitive transformations and new projects leveraging emerging cognitive capabilities," said Mr. Herbst. "With the formation of Essextec CI<sup>SM</sup>, we will focus on further building our team of experts and working with our partners to bring to market cognitive enabled solutions that directly benefit our clients."

Essextec has been evangelizing the Cognitive Era and sharing best practices and thought leadership. Their expertise has been highlighted in presentations at IBM World of Watson and University of Miami Compliance Roundtable on topics related to the cognitive journey, customer service chatbots, and Watson Explorer's content analytics capabilities.

Essextec CI<sup>SM</sup> is working directly with key clients and partners, including Teach For America and Ingram Micro, as they begin their own cognitive journeys and look to take advantage of cognitive computing capabilities. The new business unit is also partnering with chapters of

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the Young Presidents' Organization (YPO) to educate business leaders on how the world will change with systems that understand reason, learn, and interact with humans in a natural way.

**About Essextec**
Essextec delivers Big Data & Analytics, Business Risk Services, Cloud Solutions, Digital Engagement, Dynamic Infrastructure, and Cognitive Computing solutions. Leveraging decades of successful partnerships, combined with deep technical and industry expertise, our innovative, end-to-end solutions encompass infrastructure, software, consulting, and services. The result is outstanding business outcomes for each of our clients.

For more information on Essextec CI$^{SM}$ and to better understand the cognitive APIs and services currently available to Essextec clients, please visit: cognitiveinnovations.essextec.com.

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