

Decision Makers' Guide to Enterprise Intelligent Assistants (2019 Edition)

The most comprehensive assessment of today's leading providers in natural language processing, machine learning, AI & analytics that power automated virtual agents and digital self-service solutions. >>

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Decision Makers' Guide to Enterprise Intelligent Assistants (*2019 Edition*)

In its fourth installment, **Opus Research** provides an evaluation detailing 16 leading solution providers for enterprise intelligent assistants.



Opus Research presents a comprehensive assessment of enterprise-grade Intelligent Assistant solution providers bringing natural language processing, machine learning, AI & analytics and customer management integration to power digital self-service solutions. In its fourth installment, the 2019 Decision Makers' Guide reflects the dynamics for a rapidly changing market as enterprises navigate how to incorporate conversational technologies into the critical path for customer care and employee productivity. The report evaluates 16 firms to better understand enabling platforms & technologies, integration points & scalability, track record and future vision for enterprise-scale Conversational AI.



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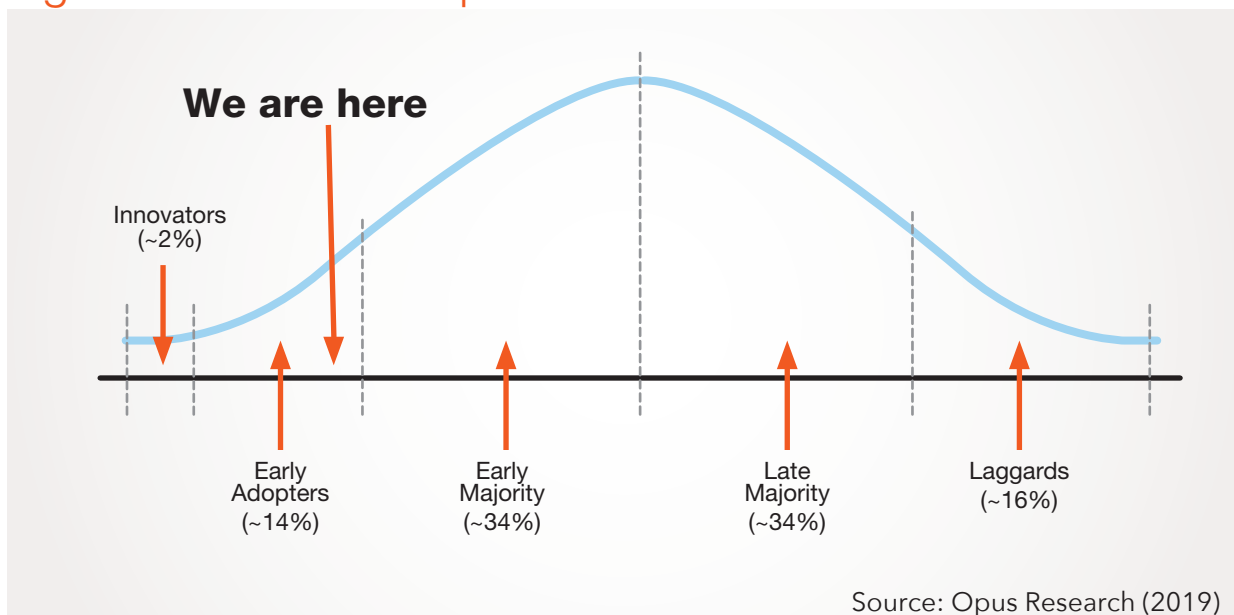
Tracking Developments in the Intelligent Assistance Solution Stack

In 2015, Opus Research began producing the Decision Makers’ Guide to Enterprise Intelligent Assistants” to describe how “NLP-powered, automated self-service resources can offer consistent answers and responses to queries or instructions on behalf of brands or enterprise companies.” That definition encapsulates the selection criteria we applied to assist the self-selecting group of project managers that were bringing IAs into the talk paths between brands and their customers or prospects.

The community of solution providers under investigation at that time were predominantly “pure-plays”. They were relatively small firms that specialized in building platforms for designing, launching, training and administering dedicated Intelligent Assistants (IAs). On the buy side, the biggest influencers were in the Innovation or “Digital Transformation” Groups, primarily in large companies. In the classic bell-shaped adoption curve for new technologies, these were the “Innovators.”

The market for Enterprise Intelligent Assistants (EIA) solutions is following a classic adoption curve for emerging technologies. The first offerings appealed to “the 2% percent” of decision-makers, depicted in Figure 1 below, characterized as “Innovators.” These are the largest companies in select verticals with wherewithal and staff chartered to invest in emerging technologies that deliver on the promise of a better digital experience that leads, ultimately, to competitive advantage.

Figure 1: The EIA Adoption Curve





For more information and to purchase the 2019 Decision Makers' Guide for Enterprise Intelligent Assistants (\$1999), please contact:

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About Opus Research

Opus Research is a research-based advisory firm providing critical insight and analysis of enterprise implementations of software and services that support multimodal customer care and employee mobility strategies. Opus Research calls this market “Conversational Commerce” with tailored coverage and sector analysis that includes: Self-Service & Assisted Self-Service, Voice & Call Processing, Web Services, Personal Virtual Assistance, Mobile Search and Commerce and Voice Biometrics.

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