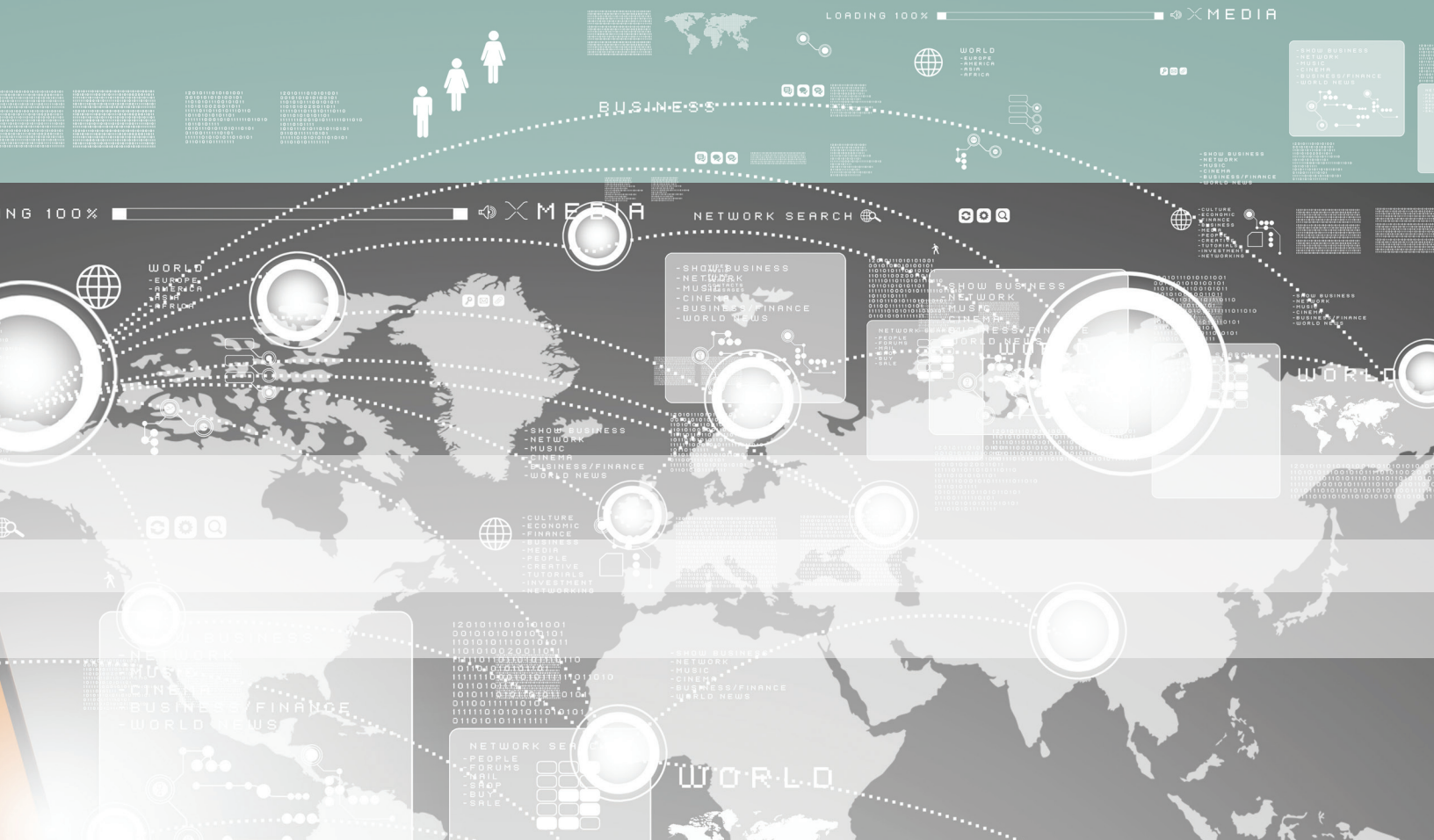


# Decision Makers' Guide to Enterprise Intelligent Assistants

The Brave New World of Bots and Virtual Agents



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# Decision Makers' Guide to Enterprise Intelligent Assistants

The Brave New World of Bots and Virtual Agents »

Opus Research presents a comprehensive assessment of the current Intelligent Assistant (IA) and bot solution provider landscape with special focus on 28 vendors offering "enterprise-grade" solutions. Based on data gathered by Opus Research, this group accounts for over 2,700 deployments of intelligent assistants among a customer base approaching 1,200. The rapid entrance of tens of thousands of bot developers and introduction of thousands of new "skills" has brought a new sense of urgency to inspire digital commerce, customer care and marketing professionals. The age of Intelligent Assistance is being thrust upon these executives around the world and across multiple industries – it is no longer a matter of "if" but "when."

»»

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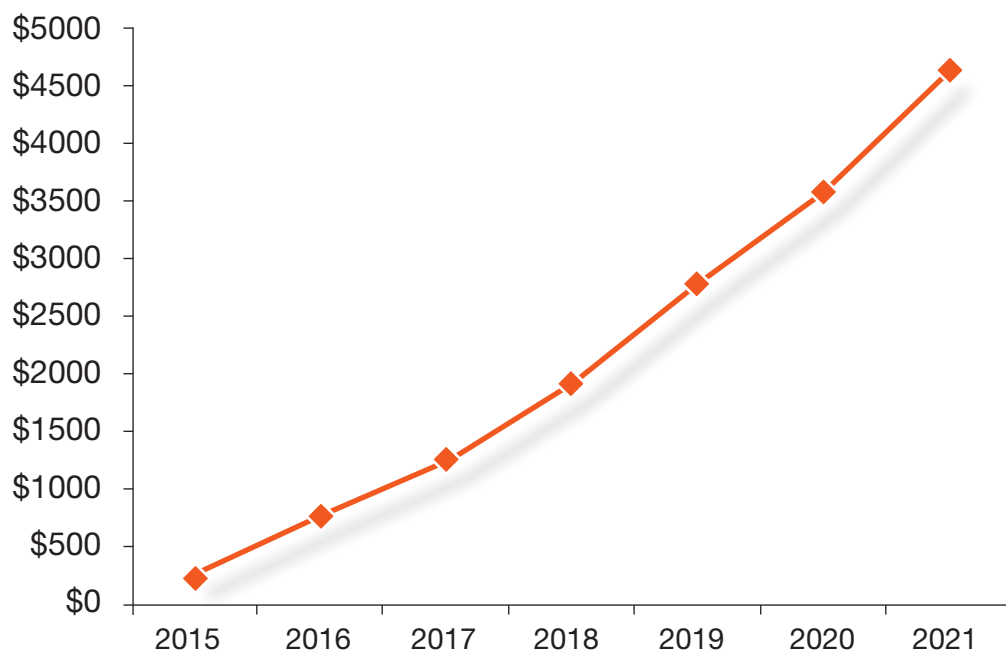


## Key Findings and Report Summary

In this report, Opus Research presents a comprehensive assessment of the current Intelligent Assistant (IA) and bot solution provider landscape with special focus on those offering “enterprise-grade” solutions.

The past year has witnessed explosive growth in enterprise spending on licenses, services and platforms. Investment was roughly \$750 million in 2015, which was more than double the \$350 million originally forecasted by Opus Research in 2013. At this rate, Opus Research foresees explosive growth of the industry poised to blast through \$1 billion in 2016, on the way to \$4.5 billion globally by 2021.

Figure 1: Forecast Spending on Enterprise Intelligent Assistants



SOURCE: OPUS RESEARCH (2017)

The ranks of firms offering “Enterprise Intelligent Assistants” products and services under study for this report more than doubled, from 13 to 28 – an august group that accounts for over 2,700 deployments among a customer base approaching 1,200. Based on experiences and use cases shared by executives at these firms, Opus Research has derived the following:



## Key Findings:

- To support competitive differentiation and omnichannel strategies, the age of Intelligent Assistance is being thrust upon Marketing, Customer Care and Digital Commerce executives around the world and across multiple industries; it is no longer a matter of “if” but “when.”
- Solutions span two broad technological domains: “Conversational Technologies,” spanning speech recognition, text input, avatars, emotion detection and biometric authentication and “Intelligent Assistance Technologies” melding natural language processing (NLP), machine learning, and semantic search with conversational analytics and knowledge management.
- Propelled by the “age of the bot,” NLP-based intelligent assistant solutions, have entered the mainstream.
- Bot development suites represent a new category of emerging tools that brands may want to explore as they develop innovative strategies to reach customers and prospects on popular messaging platforms.
- Successful IA implementations reduce operating costs while improving customer experience and customer satisfaction scores by automating the handling of routine queries and optimizing person-to-person for both agent and customer when interactions require a human touch.
- Corporations and brands face the challenge of unifying disparate, single business unit bot projects into a focused bot strategy that embraces omnichannel deployment.
- Decision-makers pursue a holistic approach that leverages existing investment in knowledge management, CRM, analytics, Web commerce, chat and contact center and offers it through conversational interfaces that support today’s channels and those to emerge in the coming years
- Companies with existing intelligent assistant solutions are ahead of the game and well positioned to continue leveraging and improving their investments.

**For more information and to purchase (\$2499) Opus Research's "Decision Makers' Guide to Enterprise Intelligent Assistants" (February, 2017) please contact:**

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## About Opus Research

Opus Research is a diversified advisory and analysis firm providing critical insight on software and services that support multimodal customer care. Opus Research is focused on “Conversational Commerce,” the merging of intelligent assistant technologies, contact center automation, intelligent authentication, enterprise collaboration and digital commerce. **[www.opusresearch.net](http://www.opusresearch.net)**

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