Welcome to the Intelligent Assistants Conference (#IACSF)
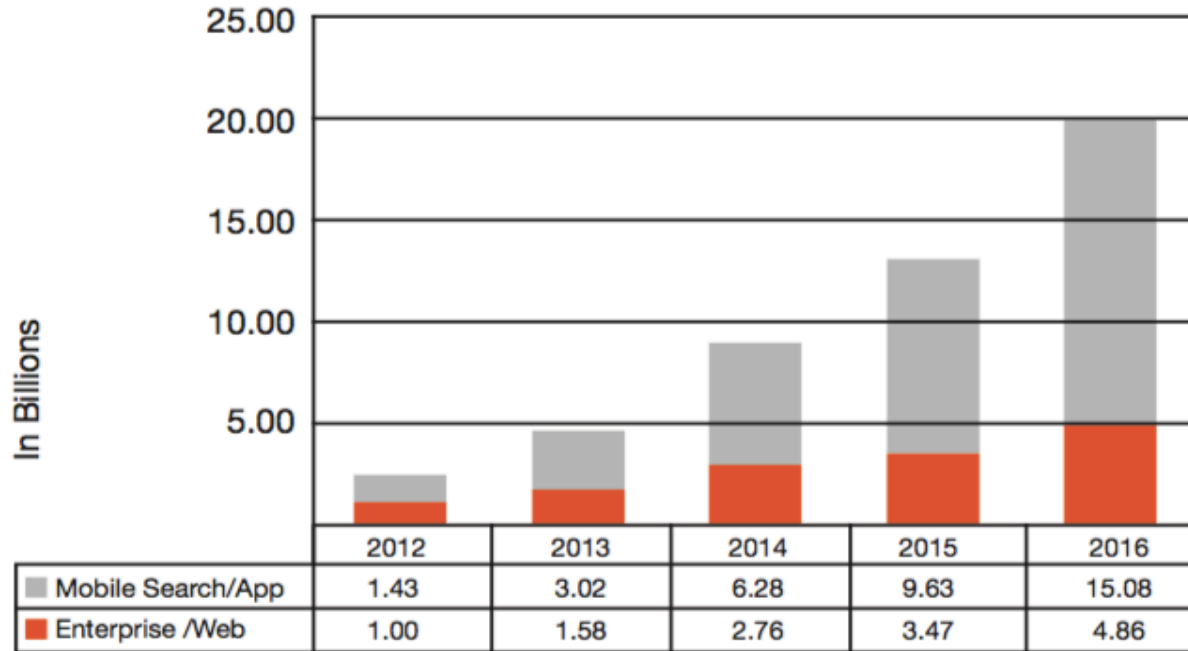
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Opus Research

Fun Facts

- 2.3 Billion mobile broadband subs (ITU)
- > ½ use mobile device as primary access to the Web (Google)
- # of apps/phone approaching 30 (in U.S.) (Nielsen)

Impact on "natural queries"

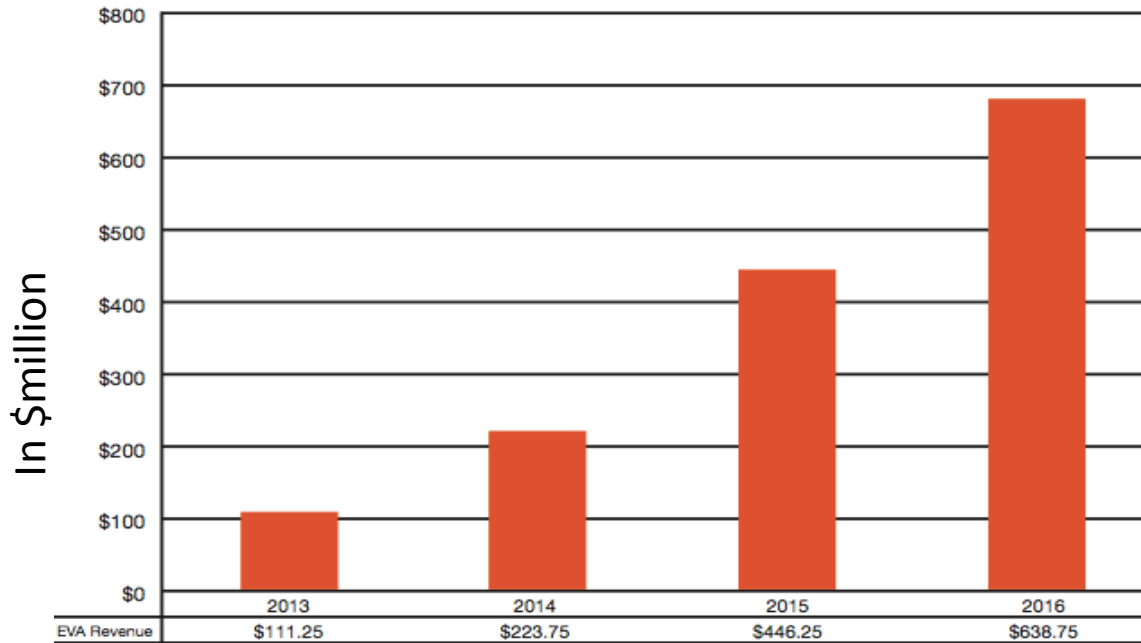|	2012	2013	2014	2015	2016
Mobile Search/App	1.43	3.02	6.28	9.63	15.08
Enterprise /Web	1.00	1.58	2.76	3.47	4.86

In Billions

- On Device
  - Mobile Search
  - Scheduling
  - Device control
  - App navigation
- Enterprise
  - Web chat
  - Self-service
  - Assisted Service

IA Components

- Core
  - Natural Language Understanding
  - Artificial Intelligence
  - Machine Learning
  - Knowledge Management
- User Interface
  - Automated Speech
  - Text I/O
  - Sensors (motion, gesture, emotion)
  - Conversations

Growth in enterprise spending

EVA Revenue	2013	2014	2015	2016
	$111.25	$223.75	$446.25	$638.75

In $million (y-axis): $0, $100, $200, $300, $400, $500, $600, $700, $800

- Drivers
  - Chat propensity
  - Proactive service
  - Cost savings
- 1st objectives
  - Q&A/FAQs
  - Complex Care
  - Brand Support
  - Sales
  - Engagement

Intelligent Assistance

- Service for Digital Natives
- Rapid recognition of intent
- Social/Conversational
- Supports C2B (intentcasting)
- Shortens time to complete
- Minimizes customer effort
- Evolving (advisor, advocate…)

Intelligent Assistance

- More than a mobile PVA
  - Evolving Technologically
  - Proving Business Value
  - Empowering Individuals
- "Cognition as a Service" credit: Nova Spivack
  - Empower individuals
  - Soup up the IoT
  - Improve QoS for enterprises

Let' make this a great event

- Take advantage of networking opportunities
- Engage in Q&A
- Share ideas and experience
- Launch some new "memes"
- Keep the momentum growing