

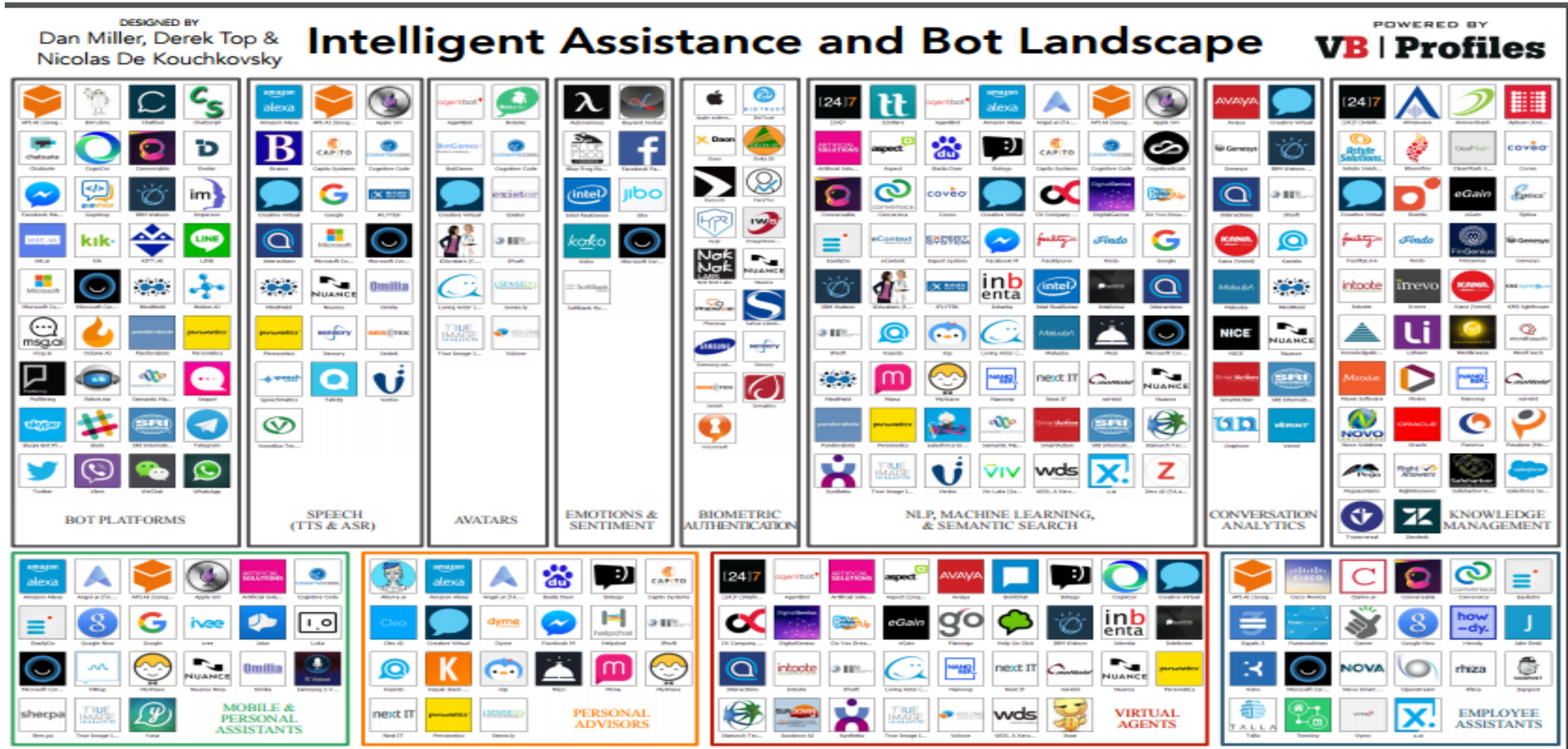
The Evolving IA Landscape

Presented by:

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The IA Landscape – Ever Evolving!

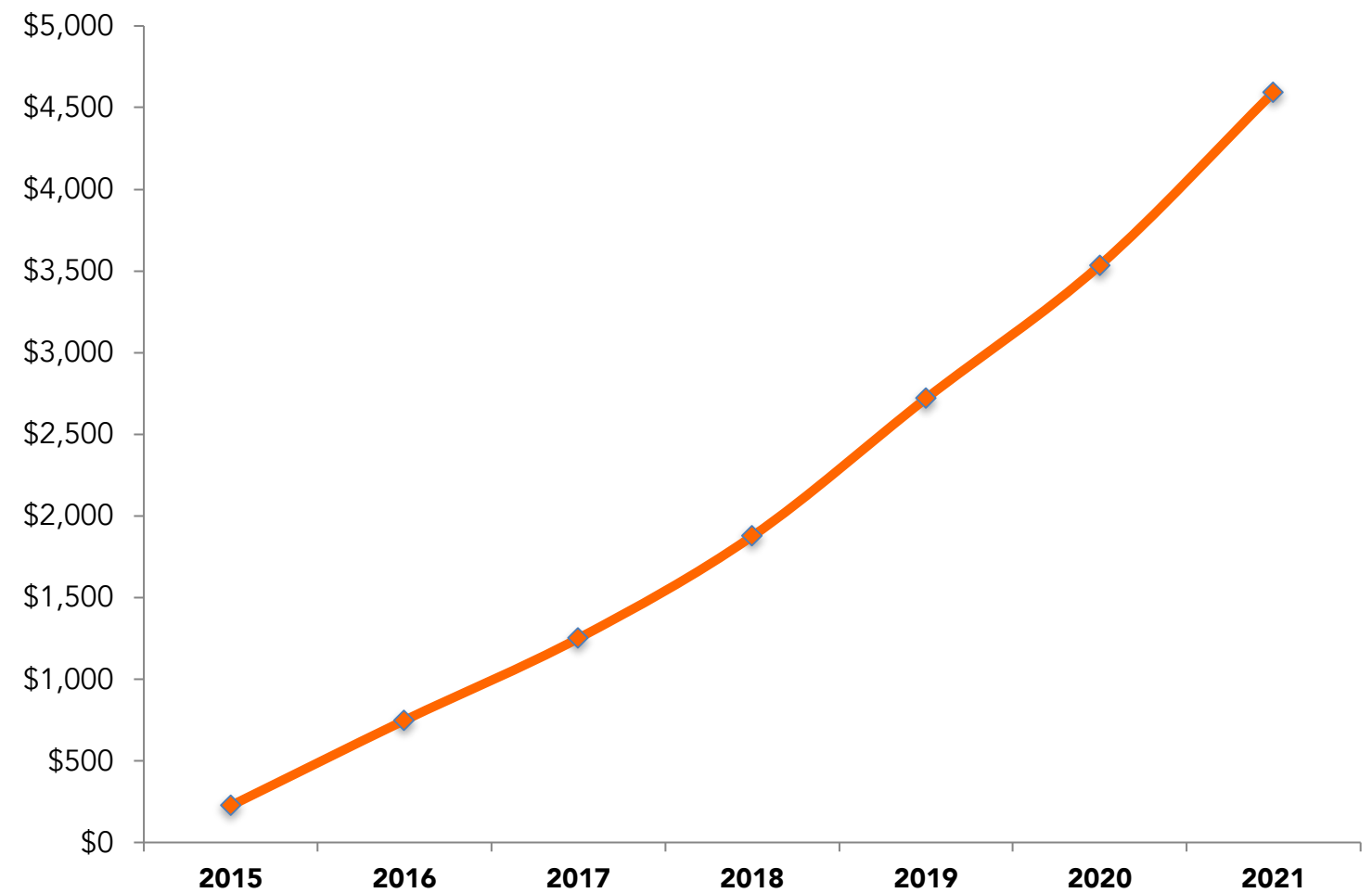


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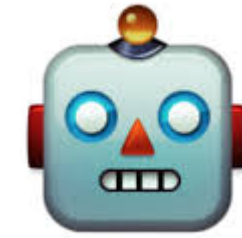
CC: BY: Dan Miller, Derek Top, and Nicolas De Kouchkovsky, Nov 2016

This is really happening

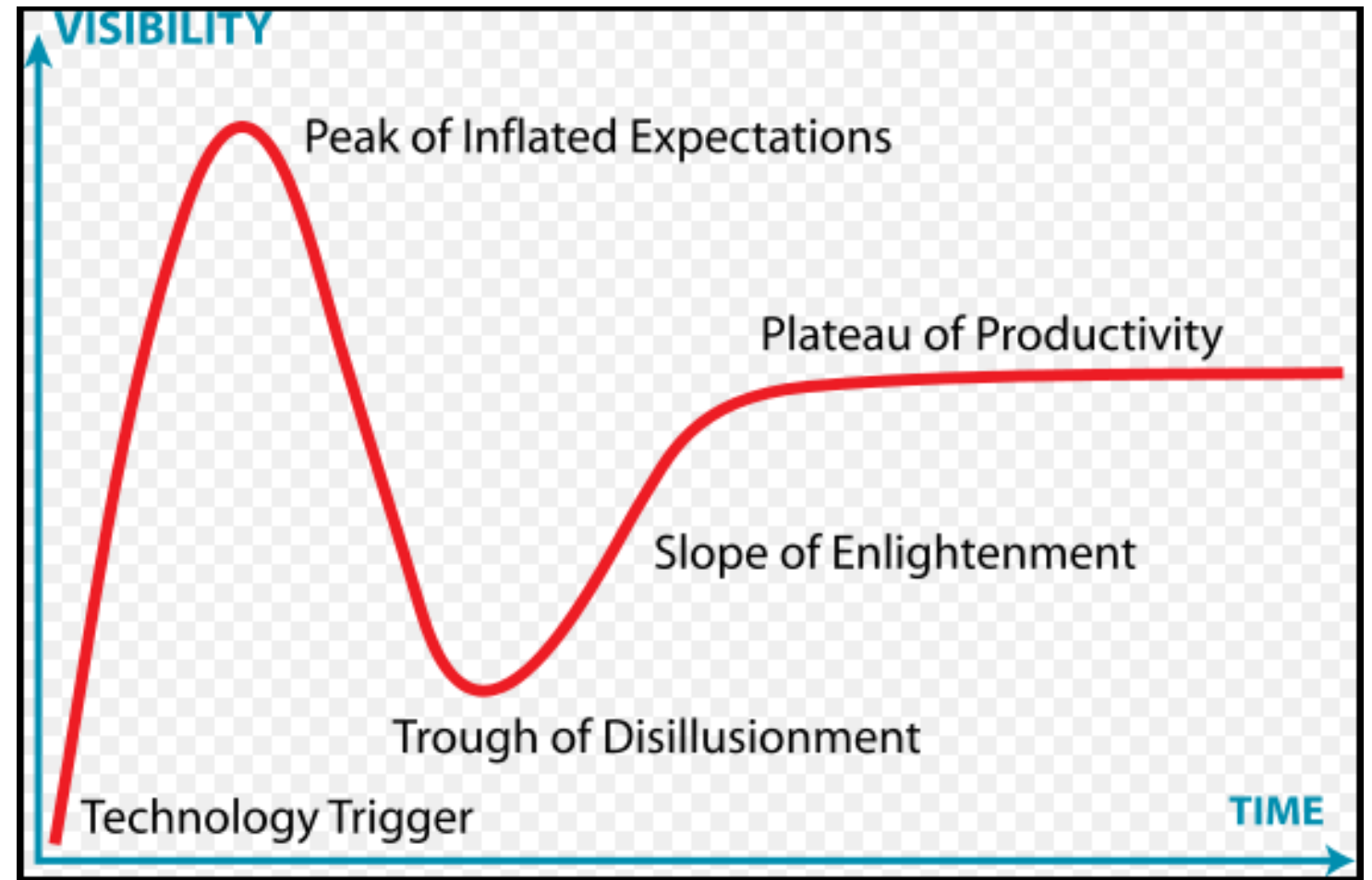
- From the Opus Decision Maker's Guide report
 - 1,200 companies
 - 2,600 implementations
- "IA" not "AI"
 - Virtual agents
 - Bots
 - Metabots



Botspllosion



Bot
Platforms



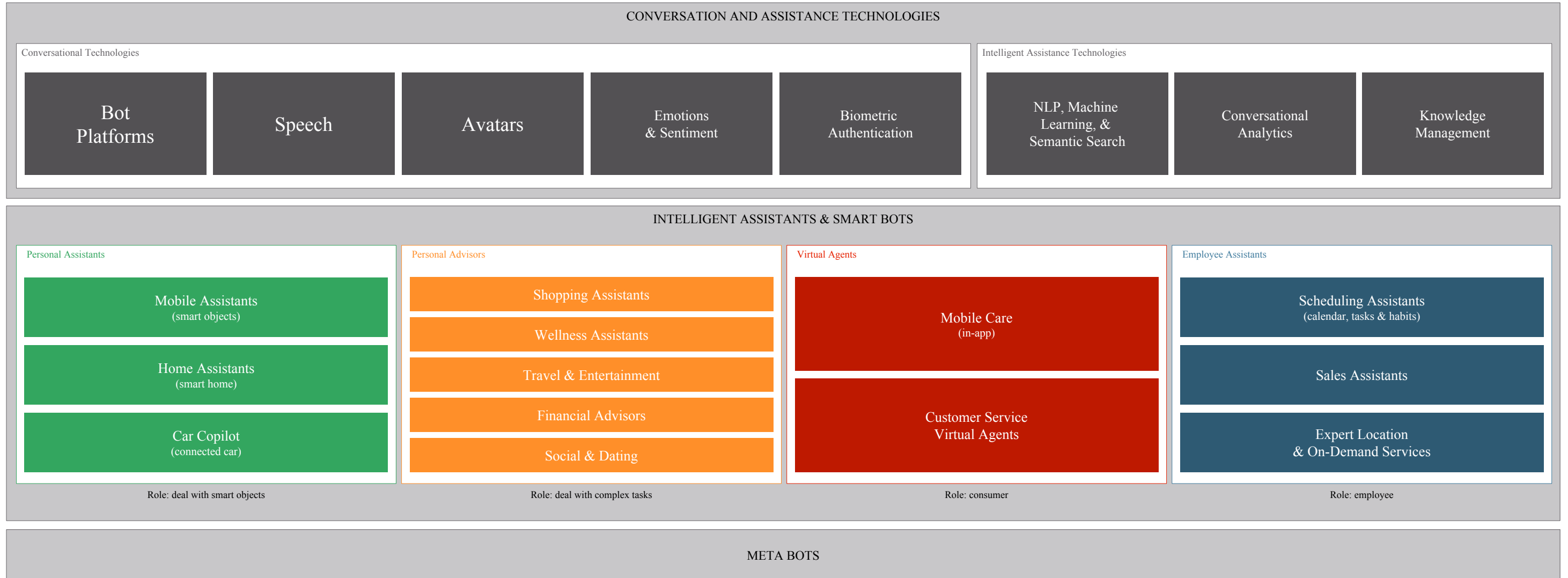
Gartner Research Technology Hype Cycle

The “Voice-First” Experience

- Ubiquity, Accuracy & Verbosity
 - We are conditioned to “Just say It!”
 - Speech processing has moved to “the Edge”
- Puts people in charge
 - How, when and with what to search, shop, transact



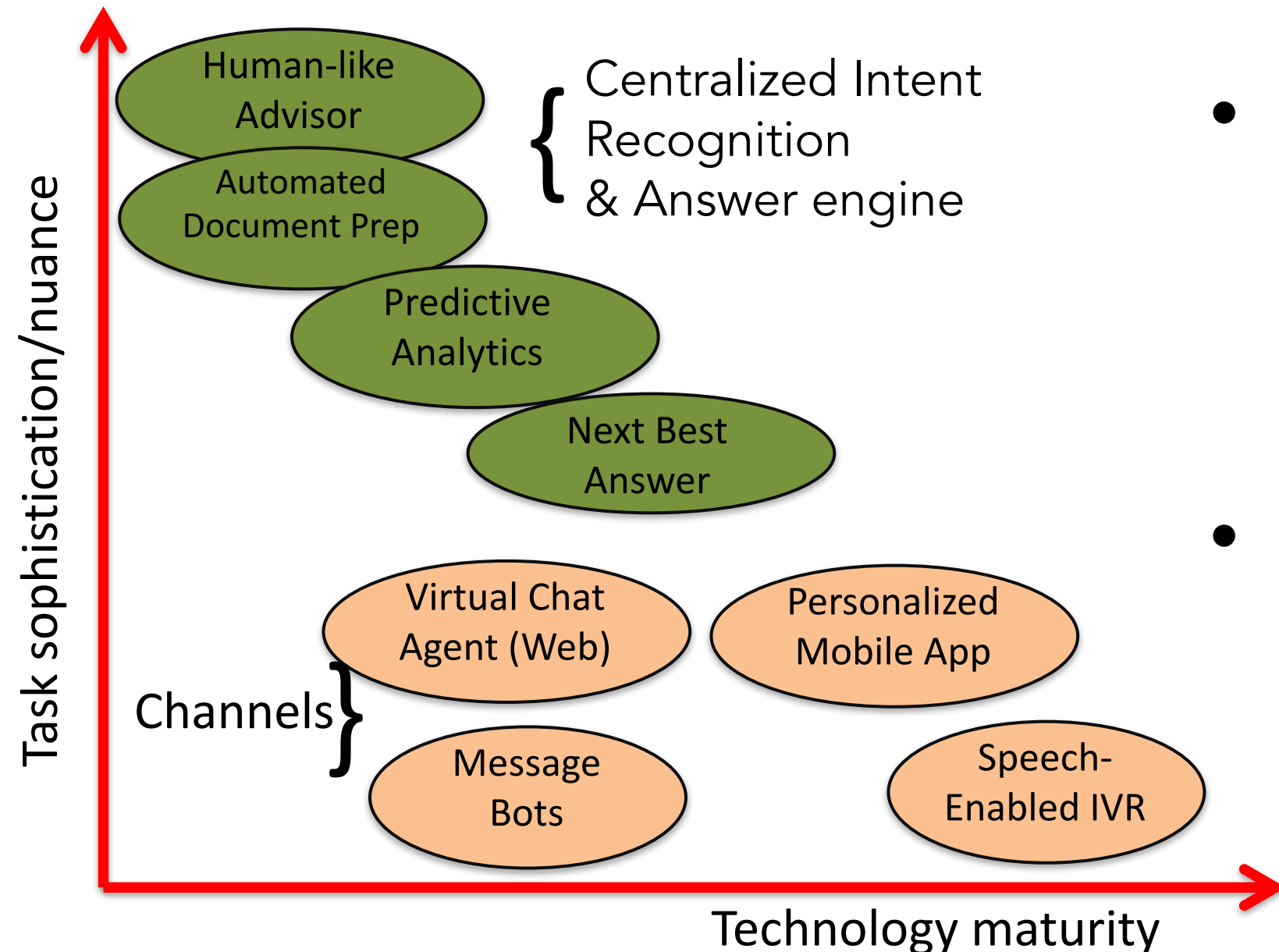
Puts "NLP" in an important position



Conversation & IA Technologies

- Bot Platforms
- Speech
- Avatars
- Emotion & Sentiment
- Biometric Authentication
- NLP, Machine Learning, Semantic Search
- Conversational Analysis
- Knowledge Management

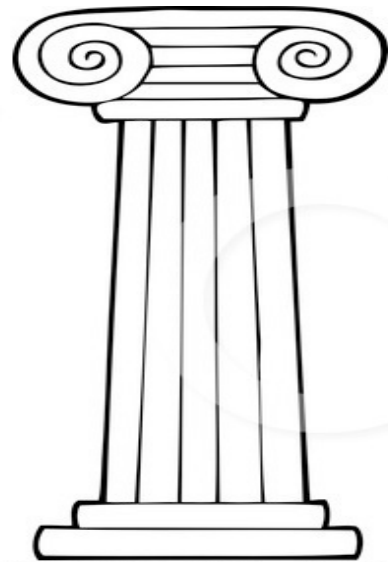
Single "truth"/multiple "channels"



- Centralized resources
 - Intent recognition
 - Best Answers
 - Learning
- Decentralized channels
 - "Simple" bots
 - Conversation
 - Mobile apps

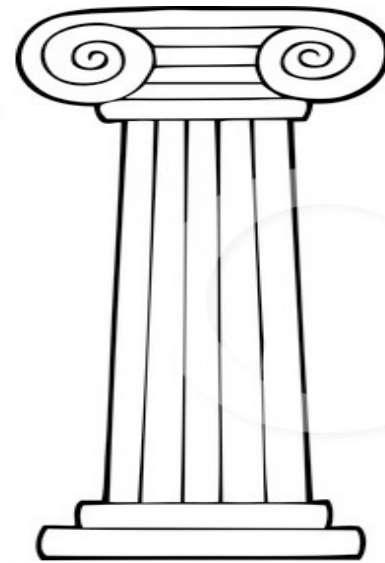
With 3 distinct technology pillars

Thousands of developers
3 or 4 dominant platforms
Standards coming



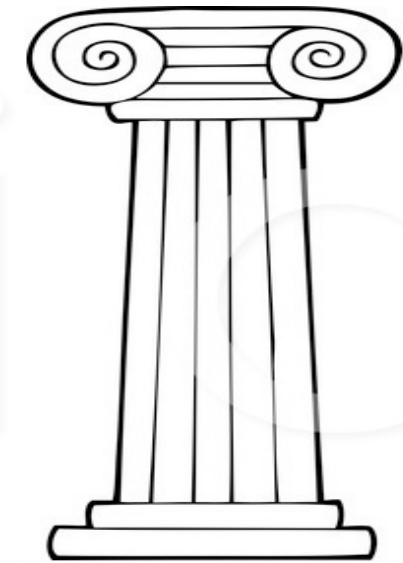
Messaging bots/chatbots
Rule based/procedural

Interactive Voice Response
Agent screen pops
Train the AI



Human assisted self-service
Deep learning/self-improving

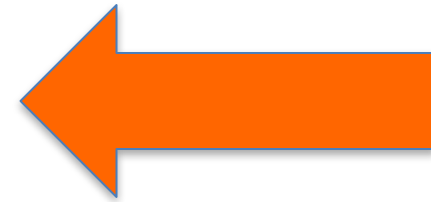
Domain of The Big Five
Spontaneous content generation
Human-like dialogue



Advanced Machine Learning
Artificial General Intelligence

IA Use Case Categories

- Mobile & Personal Assistants
- Personal Advisors
- Virtual Agents / Enterprise IAs
- Employee Assistants



All leverage components of the IA technology infrastructure

Metabots

- Emerging dominance of key assistants
- Metabots as the new gateway to the consumer?
- What's your metabot strategy?



Hey Cortana



Questions?