Intelligent Mobile Apps in the Enterprise

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The Promise of Enterprise Software

- Extensive Features
- Automated Workflows
- Tons of Information

→ Improved Profitability
The Reality: **Most employees have trouble using them**

So little value is derived from many of these expensive systems
Why the missing link?

- Complicated UIs
- Too much information (often stale)
- Data on disparate applications
The Mobile era brings new opportunities

• Focus on new user-centric interactions
  – Rethink stale old workflows
  – Optimize for limited screen real estate

• Deliver timely insights to relevant users
  – Mobile devices are always with us
  – Almost always connected
Enterprise use cases abound for Siri and Google Now style apps

Users can “Pull” information easier via spoken conversations

“Push” timely information via cards without users needing to ask
Examples from the Enterprise

Oracle Voice
  – An on-the-go virtual assistant for sales teams

Talking to Salesforce on Amazon Echo
  – Could Alexa be your next in-office virtual assistant?

Sapho
  – A platform to build and deliver notification driven mobile apps
Oracle Voice
The problem with CRM applications

• Most sales reps don’t use the software
  – Hard to access and navigate on the go

• So information about sales deals becomes stale

• And a company’s ability to make forecasts and draw insights suffers
Oracle Voice - A speech-enabled virtual assistant for sales teams

- Access and capture contacts, notes and activities for sales opportunities on the go
Fast, Friendly, Fun

• Speech-focused
• Conversational
• Multi-modal

Video
The Nuts and Bolts
User Benefits

• Easily access to critical sales data, whenever and wherever needed

• Sales reps can capture newly discovered information quickly on the spot

• Current data drives better visibility and decision making companywide
Talking to Salesforce on Amazon Echo
Is Alexa your next in-office virtual assistant?

- Alexa, the voice service that powers the Echo, offers myriad Enterprise use cases given it’s open Speech and NLU APIs

- Far-field voice recognition technology makes the Echo a better device than mobile around the office or in a conference room

Video
The Nuts and Bolts
Sapho
Getting work done isn’t easy

• Useful data and events spread across several Enterprise applications

• Difficult for employees to find information and to remember the actions they need to take

• If only there was a Facebook-like feed to “push” across relevant information and actions to employees at the right time
Sapho - A platform to build smart notification focused mobile apps

- Sapho notifies employees about the information they need and actions they must take across all of their various business systems from an easy-to-use mobile app.

Business defined Event

Employee mobile feed
Information and actions, pushed to employees

Proactive BI

Consolidated Approvals

Aggregated Metrics
User Benefits

• Enterprises can rapidly build and deploy mobile apps that connect to all their business systems.

• Based on events in those systems, relevant information is surfaced to employees before they know they need it, delivered in a Facebook-like mobile feed.

• Employees can take actions and complete tasks with one-click, right from the notification feed.
Takeaways
Observations and Lessons Learned

• Users expect consumer grade experiences on enterprise mobile apps.
  – Desktop style navigation menus and forms don’t carry over well to mobile
  – New interactions (Voice/NLU, Notifications/Feed) need to be well tested to avoid user frustration

• On mobile, less is more. Focus on what is relevant to the user.
  – Ask only for key inputs when capturing information (default or pre-fill as much as possible)
  – Deliver only relevant and actionable information (limited screen real estate)

• Where identifiable patterns exist, move thinking from the user to the system.
  – Automatically prompt user to capture information (right after meeting)
  – Deliver information before users know they need it (meeting briefing, earnings reports)
Thank you!

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