Roadblocks to Enterprise Adoption of Speech Technology

HOW ENTERPRISE CUSTOMERS AND I.T. VENDORS UNKNOWINGLY SABOTAGE NEXT GENERATION TECH PROJECTS
Thoughts and Trends in Enterprise IT

• “The phone system” is an old iron box!
• The Cloud solves everything and it’s cheaper!
• “We just want to solve business problems”
• “I don’t want to be in the equipment business anymore”
• “Why can’t we just get rid of it? Just use your Smartphone”

Enterprise Speech = $$$$; Consumer apps = free to $20

Highly regimented project scope

Inflexible licensing

No “champion” for Business Process Changes

Investment driven by fast ROI

• Poor Adoption
• Poor Support
• Lost Opportunities

Make everything outsourced or managed services

Data scientists are expensive: Let’s outsource it

No internal experts for business context

Big Data, Analytics
Wrong Thinking about Next Generation Communications

Unified Communications Systems are not treated like a business application.
- 100% IP based systems that are not updated along with the server environment
- Not treated like a data center asset
- Less general concern for telecom in general

“The phone system” is a big... old... stupid... iron box!
Consumer Apps and Services are Idealized as an Enterprise IT Strategy

“Consumerization of I.T.” has benefitted business technology strategies but:

• Perception is that it will be as easy and cheap as a consumer app

• Enterprise security issues – Not more important than consumer, but different.
  • E.G. Contextual speech – “What movies are playing near me” vs. “We need to lower our manufacturing costs to compete”.

• Cloud breaches are inevitable
  • What’s the business remedy for a breach? Identity protection?

“Why can’t we just get rid of it? Just use your Smartphone”
Vendor Licensing Barriers

Technology telecom suppliers add to the “easy and cheap as a consumer app”

Legacy platforms are moving to cloud but still want to protect revenue from diminishing:

Value proposition for cloud is flexibility – “Ability to fail quickly”

“Vendor lock-in” is common from legacy suppliers – Long contract terms, limited scalability, etc.
The “Hands Off” Approach to IT

In large enterprise I.T. there is a culture of managed services for what is viewed as commodity technology – “Everything” as a service.

Concurrently – IT “commodities” are becoming more critical to products and business.

Concurrently – Expertise is also being outsourced by large organizations (anything that is “too hard for our people to have to think about”).
Outsourcing Systems and Expertise

“Solving Business Problems” or BVIT is equated to not bothering with technology details:

Examples:
- Server infrastructure/Data center
- Storage and backup
- Network infrastructure
- Databases
- Project Implementation
- Operational Support
- Advanced tech (e.g. Mobile device administration, Big Data analytics)

Results are:
- Regimented Projects
- No internal project champion
- Limited internal business context.

“We just want to solve business problems”
The Failed Project

Outsourced Expertise
- Limited Business Context

Managed Services
- No “champion” for process changes
- Regimented Project Scope

Inflexible Vendor Licensing
- Less agile development
- Stricter RIO drivers
- No experimentation

1. Poor Adoption
2. Poor Support
3. Lost Opportunities
Alternatives/Predictions

Technology Providers:

• Can adopt a freemium model for software that showcases all functionality and charges on usage (true pay as you go)

• Existing customers are new customers

Enterprise IT:

• Will learn the value of next-gen functionality (sometimes the hard way)

• Must reevaluate internal IT investments. What part of I.T. is now a core business process?

Robert Lee Harris
Communications Advantage, Inc.
www.communicationsadvantage.com