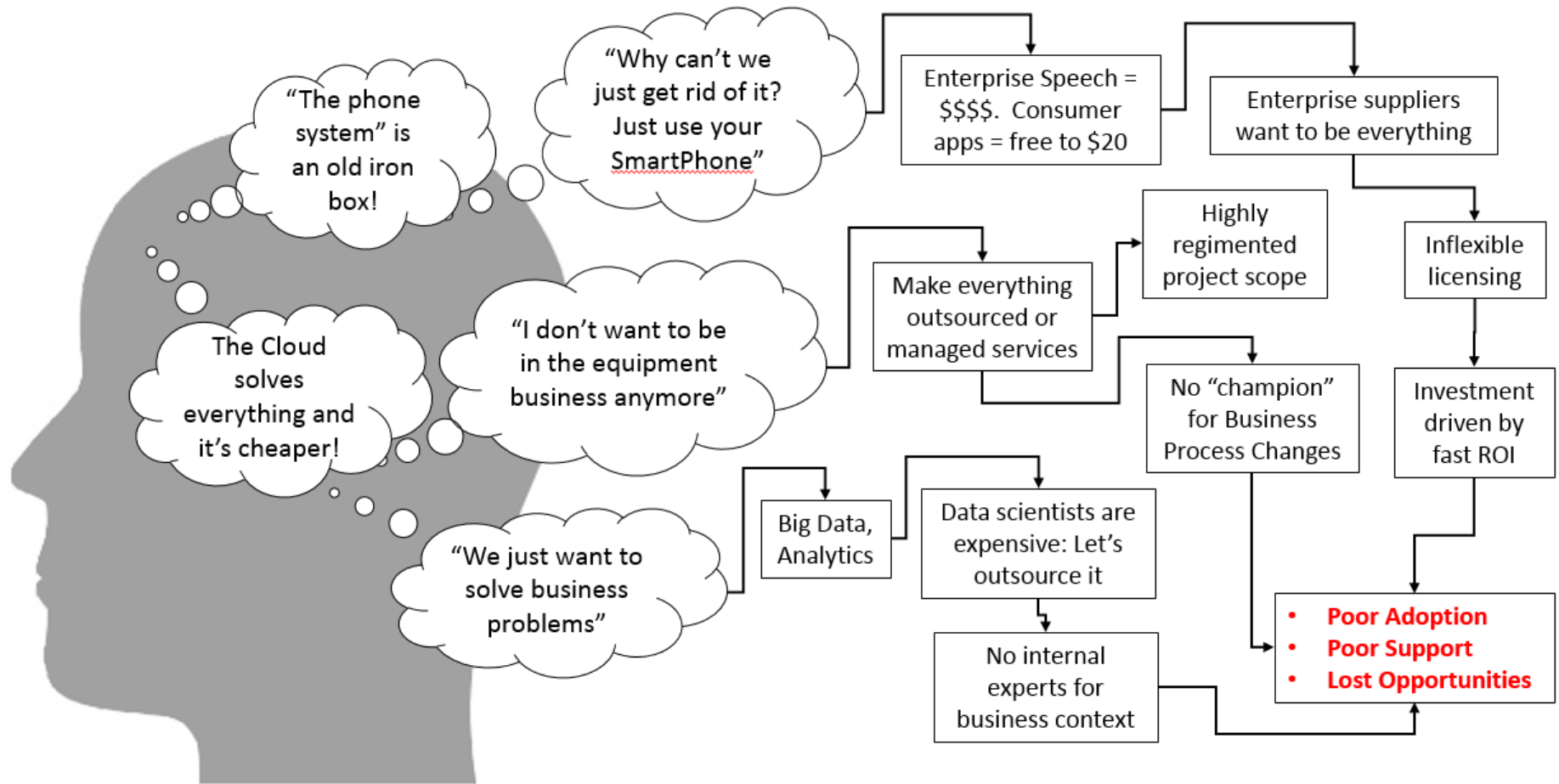


# Roadblocks to Enterprise Adoption of Speech Technology

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HOW ENTERPRISE CUSTOMERS AND I.T. VENDORS  
UNKNOWINGLY SABOTAGE NEXT GENERATION  
TECH PROJECTS

# Thoughts and Trends in Enterprise IT



# Wrong Thinking about Next Generation Communications



“The phone system” is a big... old... stupid... iron box!

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

# 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”



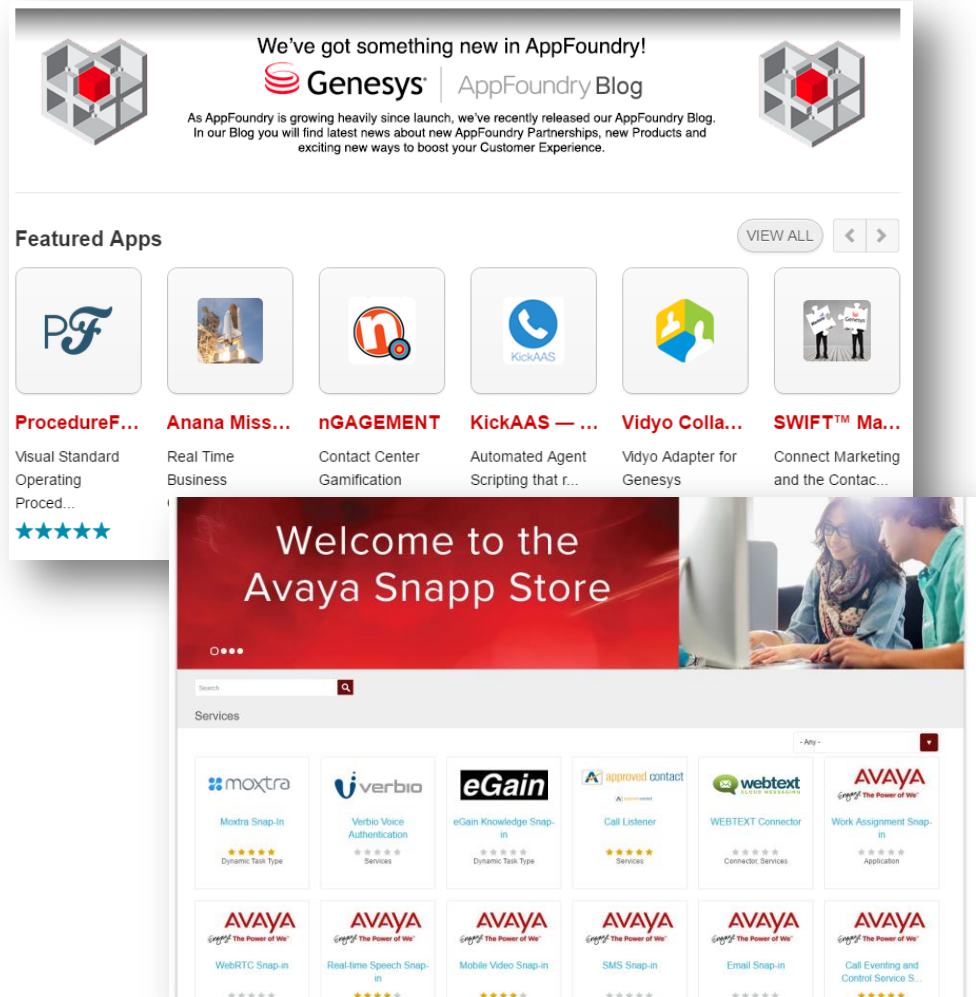
# Vendor Licensing Barriers

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

The Cloud solves everything and it's cheaper!

“I don't want to be in the equipment business anymore”

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:**

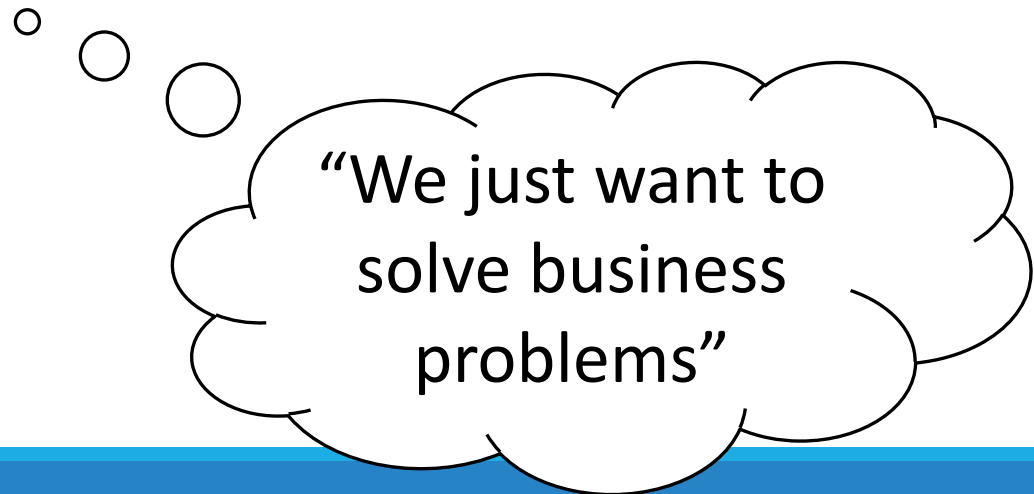
**Examples:**

Server infrastructure/Data center  
Storage and backup  
Network infrastructure  
Databases

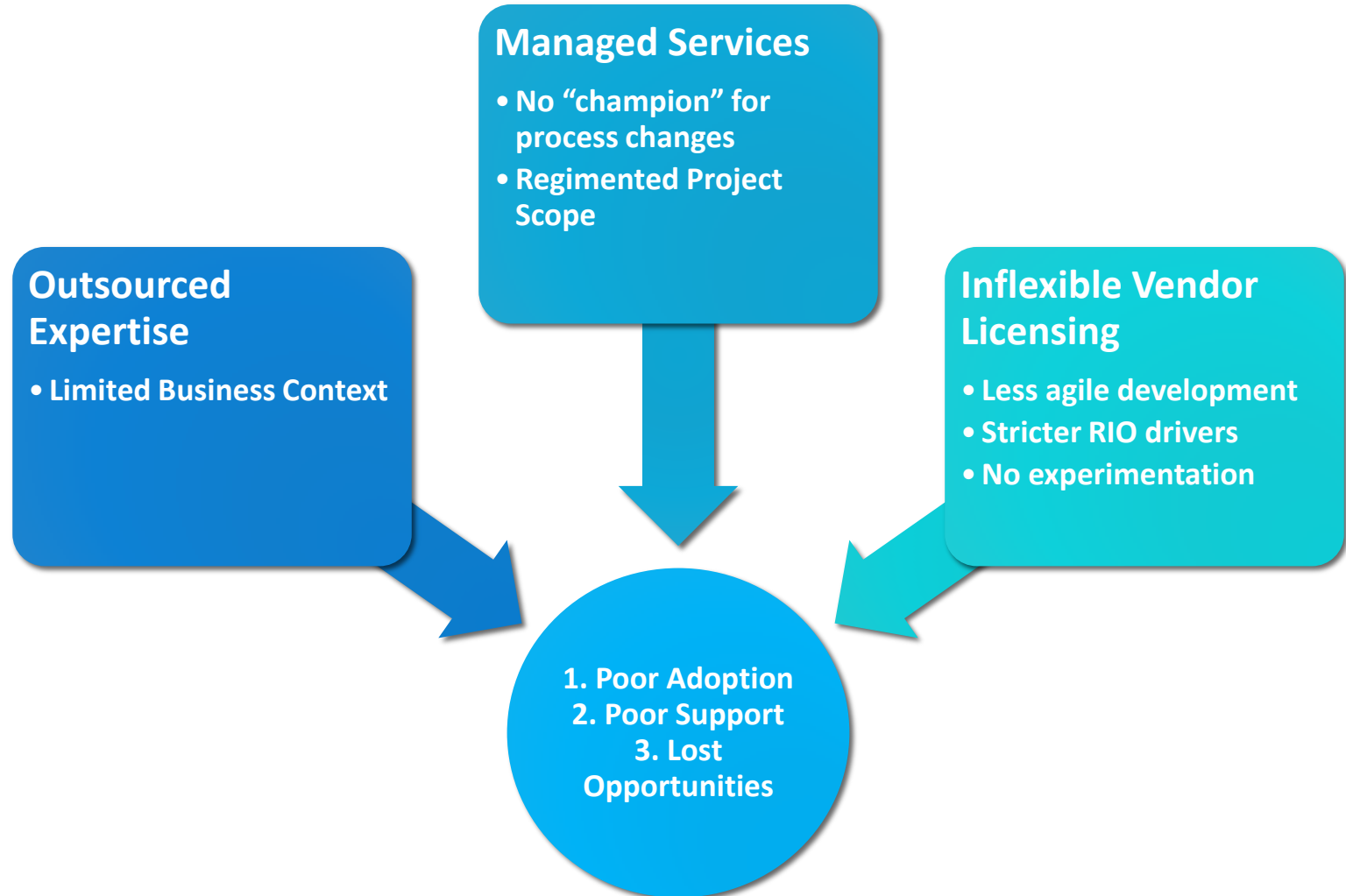
Project Implementation  
Operational Support  
Advanced tech (e.g. Mobile device administration, Big Data analytics)

**Results are:**

Regimented Projects  
No internal project champion  
Limited internal business context.



# The Failed Project



# 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?



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