Deploying Specialized Personal Assistants

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What is this presentation about

**Deploying Specialized Personal Assistants**
Generic vs personal assistants

- **Generic assistants**
  - Have become widespread (Siri, Evi, Monica, etc)
  - Becoming a standard feature of mobile devices
  - Limitations

- **Personal assistant**
  - Personal (uses one’s account details, balance, etc)
  - Specialized (e.g. SalesForce, Readers Digest, etc)
Personal vs Generic Assistants

Reader's Digest

Here's a list of your subscriptions:

Reader's Digest Large Print
Balance: $27.96
09/01/2014

Reader's Digest
Balance: $20.00
01/01/2014

Your total balance due is $47.96. You can say Books, Renew All, Change Address, Contact Us or the name of the magazine.

Tap when done

EVI

What is the capital of France?

France's capital city is Paris.

What is the time difference between California and Paris?

California is 9 hours behind Paris.

Is it dark there now?

The local time is now 2:20pm in Paris. Sunset will be at 5:21pm so it is certainly light.
Mobile Application Development at Angel

- Outstanding Design
- Fast Deployment
- Rapid Iterative Improvement through Analytics
- Highly Accessible, Cloud Based and Mobile Solution
LEXEE FOR SALESFORCE

Add, modify, copy or delete Voice Pages.

### Publish to Lexee

#### HOME PAGE

<table>
<thead>
<tr>
<th>TYPE</th>
<th>PAGE NAME</th>
<th>PAGE #</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Main Menu</td>
<td>1000</td>
</tr>
<tr>
<td></td>
<td>@ who bought angel @</td>
<td>1001</td>
</tr>
<tr>
<td></td>
<td>Map Action to Function</td>
<td>2000</td>
</tr>
<tr>
<td></td>
<td>======= SFDC SECTION =======</td>
<td>2900</td>
</tr>
<tr>
<td></td>
<td>Retrieve Deal Data from Salesforce</td>
<td>3000</td>
</tr>
<tr>
<td></td>
<td>Retrieve the Latest Info</td>
<td>3100</td>
</tr>
<tr>
<td></td>
<td>Retrieve Quota Data from Salesforce</td>
<td>3200</td>
</tr>
<tr>
<td></td>
<td>Retrieve Top 5 Reps from Salesforce</td>
<td>3400</td>
</tr>
<tr>
<td></td>
<td>Retrieve Bottom 5 Reps from Salesforce</td>
<td>3500</td>
</tr>
<tr>
<td></td>
<td>Retrieve New Leads</td>
<td>3600</td>
</tr>
<tr>
<td></td>
<td>Get Rep by ID</td>
<td>3700</td>
</tr>
<tr>
<td></td>
<td>Quota for Rep</td>
<td>3800</td>
</tr>
<tr>
<td></td>
<td>Retrieve Deal By ID</td>
<td>3900</td>
</tr>
</tbody>
</table>
Deployment Challenges: Updates

- Not everyone updates their app
- Content is changing / new features added
- Do you force updates?

- Angel provides timely updates
Deployment Challenges: Marketing

- Do you publish free app or do you charge?
- How do you determine the app market price?
- How do you promote your app?
Deployment Challenges: Approvals

- App Store Approval (2 weeks)

- Other certification/compliances:
  - HIPAA
  - FISMA
Deployment Challenges: Approvals

- PCI certification (1-2 weeks)

  ➢ All this extra time needs to be factored out into the project
Multi-modality and its challenges

- Visual Channel vs Speech channel
- Visual can help Audio
- Need to find balance
  - to avoid content overload
Multi-modality and challenges

- Application presents a lot of information in the table
- But only reads out key information
- ✔ to avoid content overload
Keys of deployment success

- Establish development framework
- Think about pricing / marketing early
- Provide timely app updates
- Follow best application development practices
- Consider cognitive processing
- Don’t forget about certification / approvals
Thank you!

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