

Day 2: Strategy & Roadmap Refinement

Telling the Story

E Source

E Source Alexa Utility Consortium, Seattle, WA

**“We want customers to be able to use
Alexa wherever they are ... the number of
Alexa-enabled devices has more than
tripled in the past year.”**

—Jeff Bezos, CEO, Amazon

“Online voice assistants like Amazon’s Alexa are threatening the decades-old high-exposure marketing model for consumer goods ... if brands aren’t first in voice search, they will neither be seen nor heard.”

—Saabira Chaudhuri, WSJ

Developing your business case

- What is your POV?
- What are the opportunities?
- What are the risks of acting?
- What are the risks of *not* acting?
- Who needs to be involved?
- What are the barriers?
- What are next steps? What do you need?

Strategic planning

- Current state: Where are you now?
- Customers: What do customers want?
- Vision: Where do you need to go? Why?
 - What are your objectives? What do you want?
- Competition: Who are you competing against?
- Assets: What assets do you have?
- Obstacles: What are your weaknesses?
- Goals: Short-term? Long-term?

**What are the biggest risks to your utility if
you *don't* engage strategically with
voice assistants?**

**Near-term?
Long-term?**

What are the biggest barriers to effectively engaging virtual assistants?

How might we overcome those barriers?

Thank you!

E Source Google Assistant Utility Consortium



March 6–7, 2019 | Google Headquarters | Mountain View, CA



SAVE THE DATE

*This event is invitation-only