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Bringing Enterprise-class AI and Collaboration to Everyone

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Going 'digital everything,' JPMorgan ramps up tech spend by \$1.4 billion

by James Langford | March 06, 2018 12:01 AM



MOBILE MARKETER Deep Dive Opinion Library Events Jobs Topics



BRIEF

Bank of America's AI-powered assistant hits 1M users in first 2 months

16,207 views | Sep 10, 2018, 06:58am

How Manchester United Sees Digital As the Key To Future Commercial Success



Steve McCaskill Contributor @ I cover the intersection of sport and technology

Manchester United's fortunes on the soccer pitch may have been ebbed since Sir Alex Ferguson retired as manager back in 2013, but the club's performance away from the field has improved in the same period.

Chief Executive Ed Woodward was appointed in 2013, and club revenues since rising to \$737 million, while the club's value reached \$4.8 billion. These figures are enough to make Manchester United the most valuable soccer team in the world.

Continuing this commercial momentum is reliant on digital. The first is having a successful team that wins trophies, secure more attention from broadcasters and sponsors. The second is maintaining and growing the club's digital battle.

Manchester United's digital battle



EY to spend US\$1 billion as part of its innovation drive

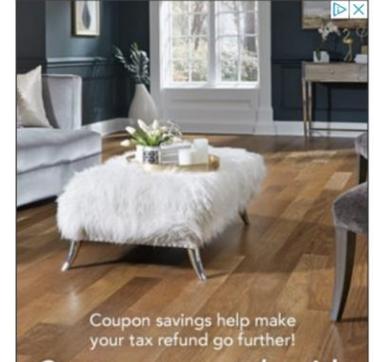
PRESS RELEASE PR Newswire

SHARE

services and solutions across a range of client services, cloud-based technology as well as

Chief Client Technology and EY executives

Newswire/ -- EY today announces plans to invest \$1 billion in technology solutions, client services, innovation and digital over the next two financial years, commencing from October 1, 2018. The going strategy to provide clients and



BI PRIME

PayPal's CFO believes AI can save the company \$25 million a year by automating one area of customer service

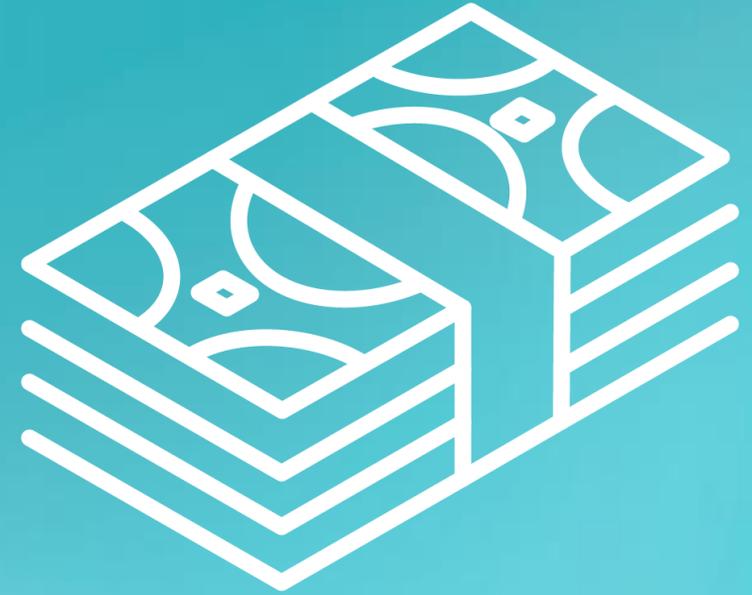
Dan DeFrancesco May 9, 2019, 2:36 PM



The background image shows the interior of an airplane cabin, specifically the first-class section. The seats are arranged in a 2-2 configuration. Each seat has a large, wide entertainment screen. The cabin is dimly lit, and the overall color scheme is a teal or light blue. The text "What is First-Class Tech?" is overlaid in the center in a bold, white, sans-serif font.

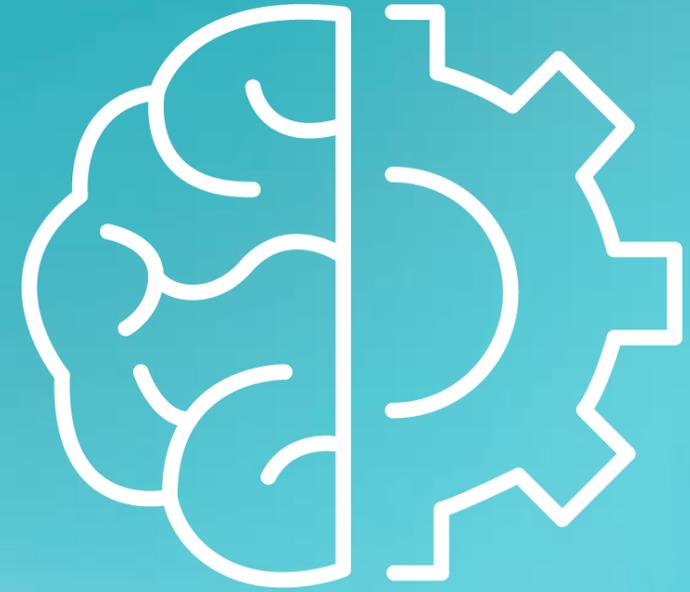
What is First-Class Tech?

First-Class Tech



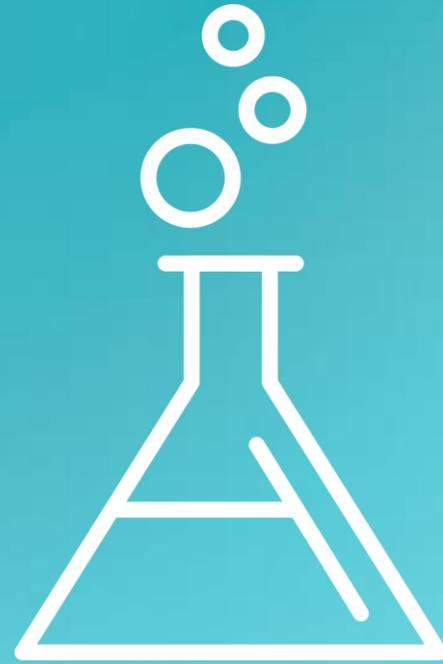
BIG BUDGETS

First-Class Tech



AI

First-Class Tech



EXPERIMENTATION

Why isn't everyone getting on board?

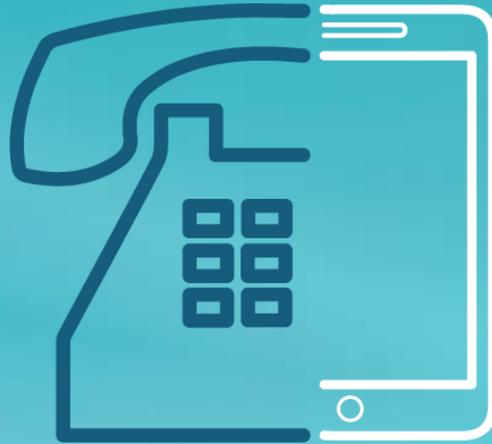


Resources

Why isn't everyone getting on board?



Resources

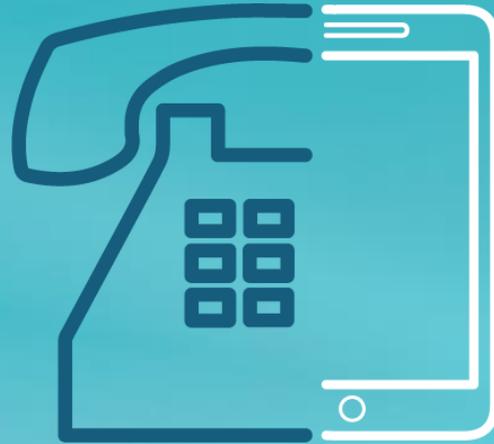


Legacy Infrastructure

Why isn't everyone getting on board?



Resources



Legacy Infrastructure



Business Continuity

The Adoption Curve

75%
are eager to adopt
new technology



30%
find it
challenging

Who is using AI

31%
Large
Enterprises



3%
SMEs



Only 3 percent of SMEs are using AI compared to 31% of large enterprises. *From our own Bold360 / Forrester AI Maturity Model research project*

Security



50%

Of SMEs cannot maintain control of password security



48%

Of SMEs say a major data breach would likely shut their business down permanently

Communication



of SMEs said they still use landlines
as part of their daily operations





Imagine





 **Dropbox**



Google



 **Dropbox**



Google

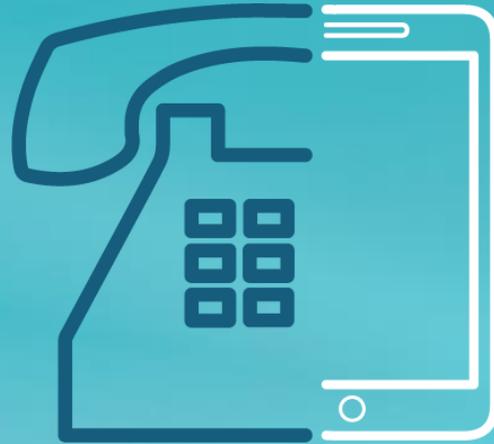


**This
Could Be
You!**

How To Turn Barriers Into Opportunities



Resources



Legacy Infrastructure



Business Continuity

So how do you get there?



So how do you get there?



**Listen
to your
end-users**



**Make
sure it's
Futureproof**

So how do you get there?



**Listen
to your
end-users**

**Make
sure it's
Futureproof**

**Make it
out of the
box ready**

So how do you get there?

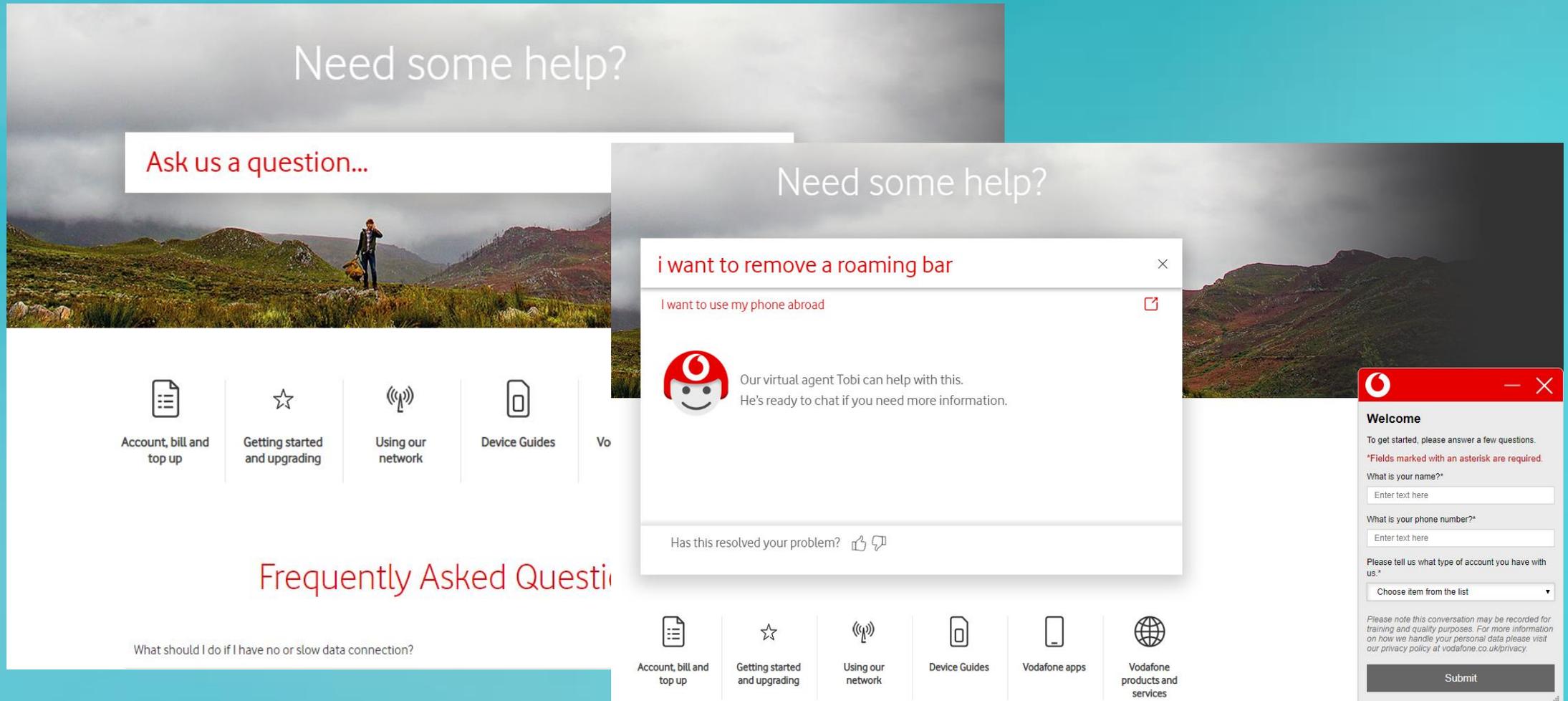
**Listen
to your
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**Make
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**Make it
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Using AI to improve tNPS and improve digital containment



The image shows a screenshot of the Vodafone website with an AI chatbot interface overlaid. The background features a landscape with a person on a hill and the text "Need some help?". A white box prompts the user to "Ask us a question...". The chatbot window displays the user's query "i want to remove a roaming bar" and the bot's response: "I want to use my phone abroad. Our virtual agent Tobi can help with this. He's ready to chat if you need more information." Below the chatbot is a feedback prompt: "Has this resolved your problem?". On the right, a "Welcome" form asks for the user's name and phone number, with a dropdown menu for account type and a "Submit" button. At the bottom, a navigation bar includes icons for "Account, bill and top up", "Getting started and upgrading", "Using our network", "Device Guides", "Vodafone apps", and "Vodafone products and services".

Need some help?

Ask us a question...

Need some help?

i want to remove a roaming bar

I want to use my phone abroad

Our virtual agent Tobi can help with this. He's ready to chat if you need more information.

Has this resolved your problem?

Account, bill and top up

Getting started and upgrading

Using our network

Device Guides

Vodafone apps

Vodafone products and services

What should I do if I have no or slow data connection?

Welcome

To get started, please answer a few questions. *Fields marked with an asterisk are required.

What is your name?*

Enter text here

What is your phone number?*

Enter text here

Please tell us what type of account you have with us.*

Choose item from the list

Please note this conversation may be recorded for training and quality purposes. For more information on how we handle your personal data please visit our privacy policy at vodafone.co.uk/privacy.

Submit

What our customers are doing...



Thomas Cook

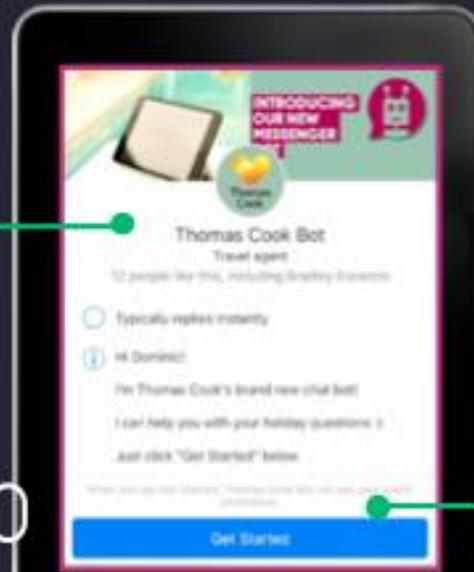
20%

*Reduction
in call center
volume*

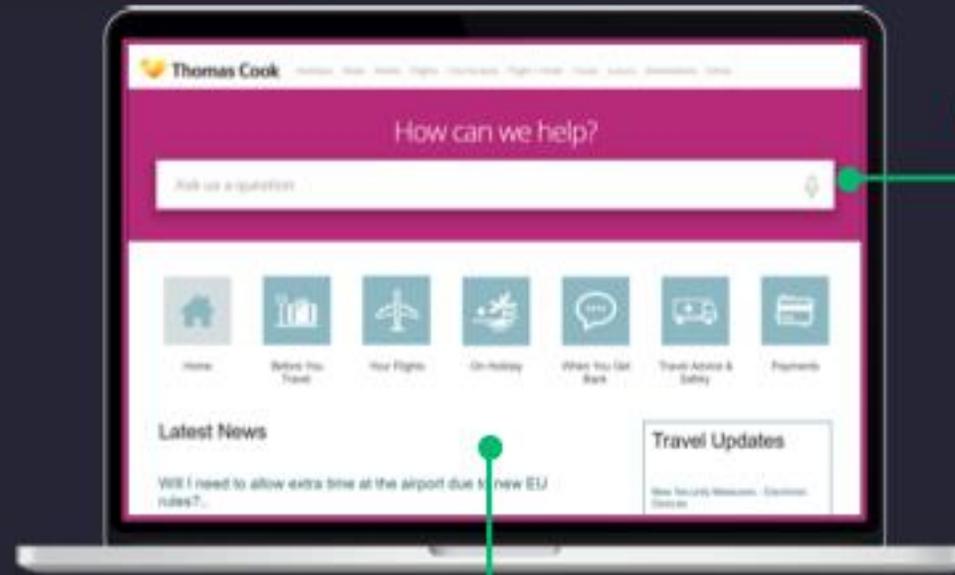
10%

*Reduction
in agent
interaction time*

Chatbot

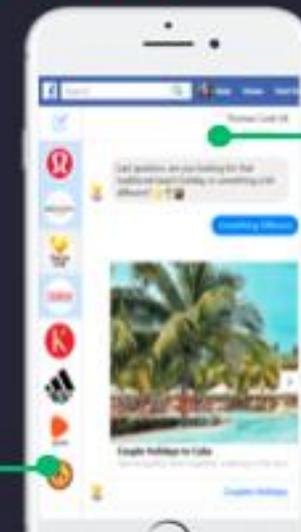


bold360



**Website Search
and FAQs**

**Across Web, App
or Messaging**



**Common Self-Learning
Knowledge Management**

See

Search artist, event, venue, location...



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G-1NGER WILDHEART PROFESSIONALS ANGELIC UPSTARTS MILK TEETH A SKINNY LISTER RUTS DC RANDOM HAND

PLUS 350+ MORE BANDS ACROSS 20 VENUES OVER 2 DAYS

UNDERWORLD Electric BALLROOM DINGWALL THE GOOD MIZER The Hawley Arms

Glastonbury Festival

7 Weeks

95%

Self-Service Score

ISRAEL
DISCOUNT
BANK

 zalando

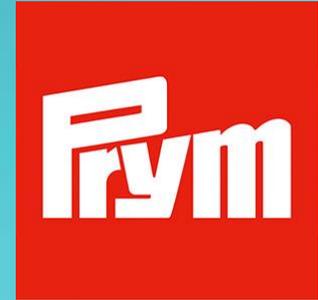
 CoderDojo

Hair Removal Bar  Hair Removal Bar

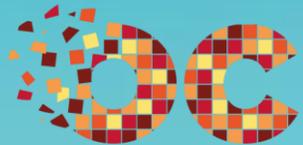
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vodafone


Thomas
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bell™
building educated
leaders for life


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more connected, without constraints or friction,

then found ways to make it a reality.



Startup-to-scaleup success
2003-2012



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2013-2018



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2019 and beyond

Thank You

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