



Teaming Up with Major Voice Tech Brands: Rules for Playing Nice

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The Big 4

Amazon Alexa



- Alexa Skills Kit
- 130+ Skills Available
- Free to Develop

Apple Siri



- Integrated within iOS
- Not open to 3rd party app development

Google Now



- System Voice Actions vs. Custom Voice actions
- Voice interactions within apps

Microsoft Cortana



- 1000+ Cortana enabled apps
- Open to 3rd party app development



How Popular is Voice on the Big 4

20% of Mobile Searches are by voice - Google



200+ million PC's - Windows 10



700 million+ iPhones
• 1+ billion Siri req/week

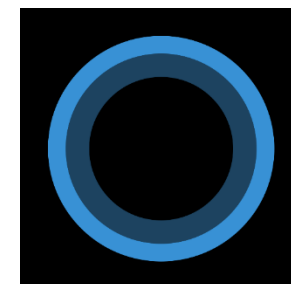
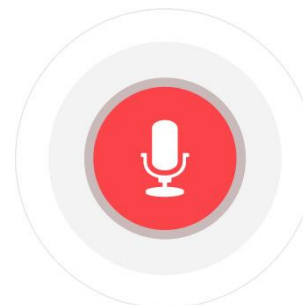


500K+ Echo devices
• \$100M investment fund to fuel voice tech





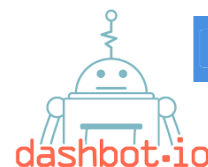
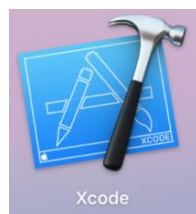
Developing Voice Applications on the Big 4



Supported Languages:



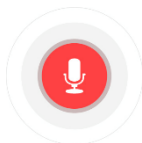
Available Testing Tools:



- Accessible Event
- Watcher
- Inspect:
- AccScope:
- UI Accessibility Checker
- UI Automation Verify



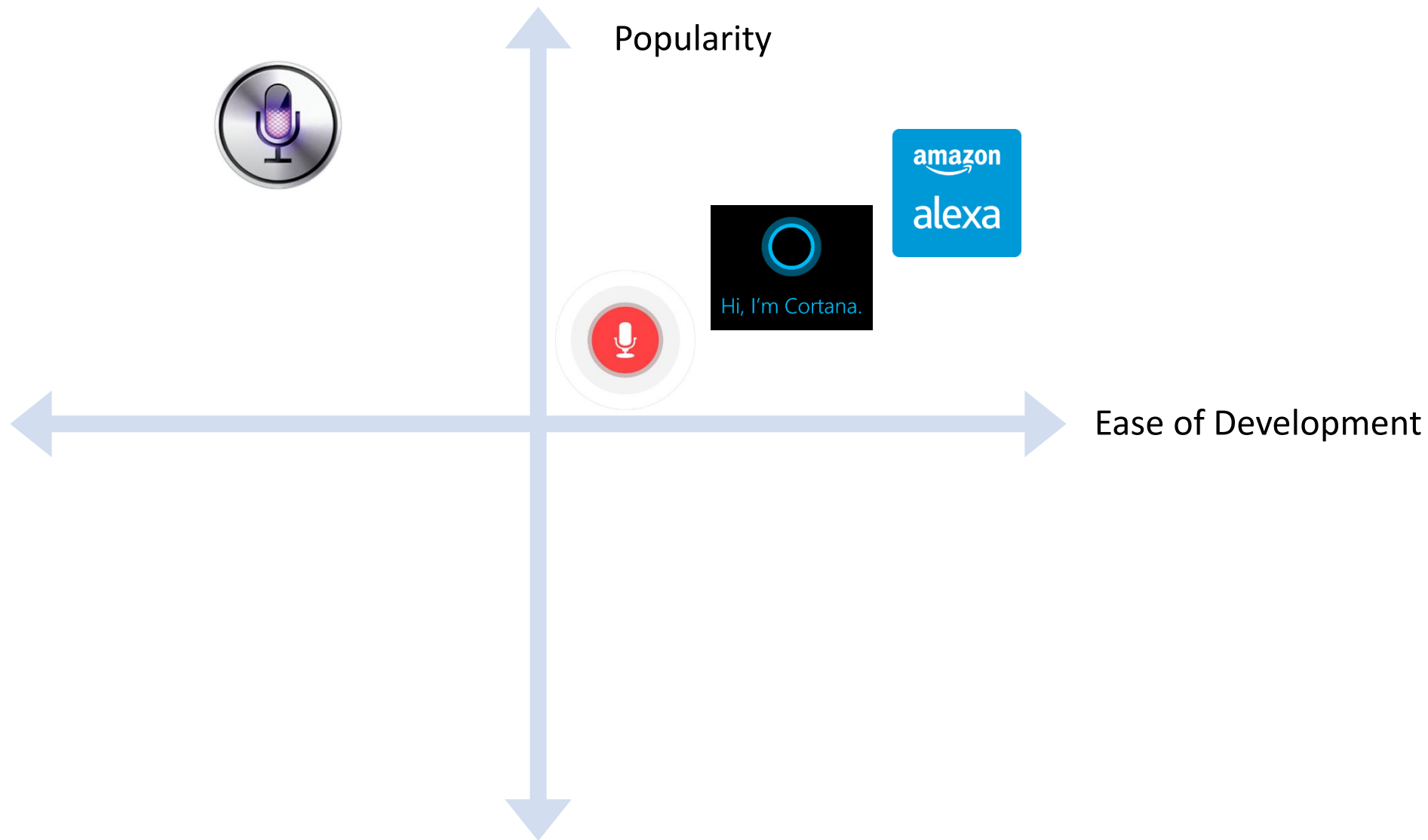
Exploring Voice Applications on the Big 4



	Open to 3 rd Party Development	Integration Type	Custom Integration at OS level	Developer Outreach
amazon alexa	✓	Skills	✗	✓
Google Assistant	✗ →	OS Defined	✗	✗ →
Apple Siri	✓	OS / In-App	✗	✗
Microsoft Cortana	✓	OS / In-App	✗	✓



Popularity vs. Ease of Development





Amazon Alexa Platform

Popularity

- Echo ~25% of all speaker sales in 2015
- \$100 million fund to build voice integrations

Development

- “It’s really easy to build Alexa skills, but it’s really hard to build Alexa skills well.”
- Mapping users spoken input to an intent schema via JSON
- AWS Lambda – ability to have Amazon host and run your code only when needed (Node.js/Javascript/Python/Java)

Support

- Voice and Service Simulator allows for easy testing
- Multiple reports where skills developers have had a working skill and then Amazon update led to skill no longer working



1st Mission Accomplished