



Clouds In The Forecast

April 2010



62 F











Feels Like: 62 F

Wind: from SW at 6 mph

Partly Cloudy

Partly cloudy with phone, voice, and customer precipitation

extended forecast?

10 Day Forecast - °F °C										View the Detailed Extended Forecast »	
thu	fri	sat	sun	mon	tue	wed	thu	fri	sat		
apr 22	apr 23	apr 24	apr 25	apr 26	apr 27	apr 28	apr 29	apr 30	may 1		
											
Clear	Sunny	M Cloudy	Rain	Few Showers	P Cloudy	P Cloudy	Sct Showers	Sct Showers	P Cloudy		
61° 48°	63° 50°	55° 51°	52° 51°	54° 49°	54° 48°	52° 46°	55° 47°	56° 50°	57° 51°		

50%

(about the same as flipping a coin)

a few extended forecasts (tech)

“This ‘telephone’ has too many shortcomings to be seriously considered as a means of communication.”

— A memo at Western Union, 1878

“There is no reason anyone would want a computer in their home.”

— Ken Olson, president, chairman and founder of Digital Equipment Corp. (DEC), 1977

“Laptops will be small enough to slip into a vest pocket.”

— Newsweek, October 24, 1988

“Geolocation Services will be Hottest Technology of 2010.”

— Steve Fisher, Network Solutions, January 2010

personalization 3G killer app
acd social media crm mobile advertising
text-to-speech 4G super phone
voice mobile video
50%
(about the same as flipping a coin)
embedded customers chat ivr
search sms web
gps ivr
speech recognition voip outbound
location smart phone Web 2.0

98% US adults call toll free numbers

82% use IVR

92% have used speech recognition

32% of consumers frequently contact customer service from a cell phone

60% device-based customer care completion

1M iphone downloads in 3 weeks

**you know opportunity exists
but...**

...it's not that easy

expense
TCO/ROI
time to market
resources
lack of expertise
competing initiatives
lack of agility
static capacity
stale technology



**your competitors are acting now.
why?**

**your competitors are acting now.
how?**

enterprise clouds **technology + expertise**

- lower capex & opex
- secure
- reliable
- fewer resources
- pay as you use
- supports variability
- benefit from shared assets
- rapid delivery & iteration
- technology integration
- expertise

Today



partly cloudy with
phone, voice, and
customer
precipitation

...it's easier to be inspired



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**Partly cloudy with phone, voice, and
customer precipitation**

re-inspired focus on callers

device and mobility

customer lifecycle

proactive care

speech & natural interfaces

security & regulatory compliance

integrated marketing initiatives

cloudy, cloudy, cloudy

Today



partly cloudy with
phone, voice, and
customer
precipitation

the Nuance on demand cloud

mobile care, outbound, inbound

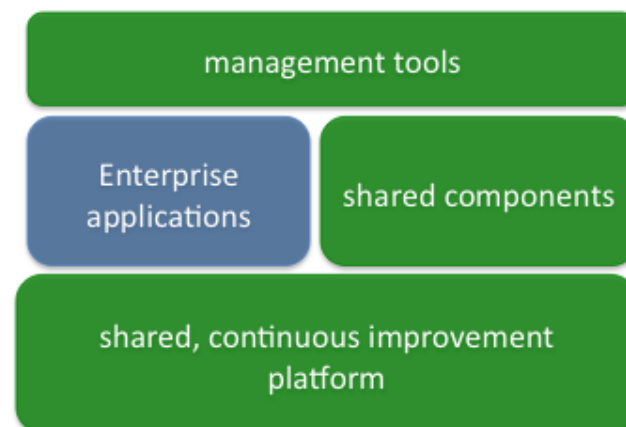
shared platform, components, & management tools

expertly operated

- caller experience monitoring
- 100% uptime
- performance commitments

continuous improvement

nuance technology & leadership



Nuance

saving companies billions annually

4,000+ deployments

technology and innovation

customer experience best practices

on premise • on device • on demand

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