

# Communications Technology Outlook and the Road Ahead for SCTC

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**SCTC 2018 Annual  
Conference Locknote**  
*The Analyst's Perspective*

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# Locknote Agenda

- Conference Highlights
- Learning from Other Industry Events
- Takeaways for Consultants
  - Trends and Technologies
  - Updating the Value Proposition
  - Becoming more Strategic
- Audience Q&A

## Conference Highlights – for Me, Anyway...

- Opening introductions for everyone – friendly!
- Gavin Buckley’s welcome – hometown touch
- Lou Giannotti’s talk – “Mr. Borski”
- Cloud debate panel – big picture opportunity
- Genesys session – “exponential effect”
- Martha Buyer’s “state of everything” session
- Contact center case study session – another big picture opportunity
- Sprint’s 5G session – IoT and beyond

## Learning from Industry Events – Analyst POV

- Use of Web to promote the event – both via main site and a dedicated event website
- Social media for promotion – both direct to core audience and adjacent spaces to reach non-member consultants
- Social media usage during/after the conference
- Media partnership to build awareness and create editorial support

## Learning from Industry Events, cont.

- Sponsor announcements/launches to create buzz
- Media/press presence and messaging just for them
- Content/tracks – success stories/best practices
- Hands-on demos/workshops
- Technical/deep dive tracks and technology roadmaps
- Make the event personal – *or not*

# Consultant Takeaways: Trends and Technologies

## Table Stakes

- AI
- Cloud
- Wireless/5G
- GDPR/privacy
- Digital transformation

## Emerging Value Drivers

- Behavioral analytics
- IaaS, PaaS, etc.
- CPaaS and embedded apps
- Open APIs for customized apps
- Team messaging and changing workstyles
- Chatbots for automating workflows
- Speech tech – the New Voice

## Consultant Takeaways: Updating the Value Proposition

Stronger messaging around core strengths, like TEM – things that SCTC members do really well – establishes your credibility

Then, extend those strengths into new areas of business-level needs, such as business case for cloud, ROI for collaboration

Same for new *applications*, like analytics – customer journey, sentiment analysis – more coming with IoT and P2M/M2M apps – data is now a key value driver

Managing change is the strategic challenge for clients, not the technology – value comes from mitigating the risk

## Consultant Takeaways: Becoming More Strategic

4 P's – Promotion – digital channels, social channels, speakers bureau, No Jitter, etc.  
– as per Genesys VAC session  
– but, be careful choosing hashtags!

Identify new industry groups/conferences in adjacent spaces, esp. for emerging technologies

Focus on trusted relationships where you can bridge the value of existing technologies with the impact of new/emerging technologies – become the go-to for what's coming



## Consultant Takeaways: Becoming More Strategic, cont.

Offer resources to educate clients to help them close the gap between their current state and where the market is going

Broaden your familiarity with the landscape for vendors and providers in this space – it's messy and always changing – another pain point for your clients

Position your practice to be more horizontal – communications, not telephony – and blending solutions across boundaries – comms, UC, contact center

Tap younger members to learn how to engage more effectively with the next generation

## Questions/Discussion

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