

Lucy[®]

“Build it and they will come” is not enough – how to jumpstart adoption of your insights platform

Gartner[®] Cool Vendor List

AdAge[®] A-List & Creativity Awards

IBM[®] Global Partner Innovation Award

DMA IoT & Emerging Technology Innovation Award

Meet *Lucy*[®]

The AI companion to knowledge workers across the enterprise.

Built for the data centric organization, Lucy reads, listens, watches and learns all of the data that you share with her.

She never leaves, never forgets and becomes smarter every day.



Benefits of Knowledge Management

- ✓ Save time & money
- ✓ Automated tagging of data
- ✓ Efficiently share knowledge & insights
- ✓ Avoid redundant work
- ✓ Free up subject matter experts
- ✓ Preserve knowledge as people leave

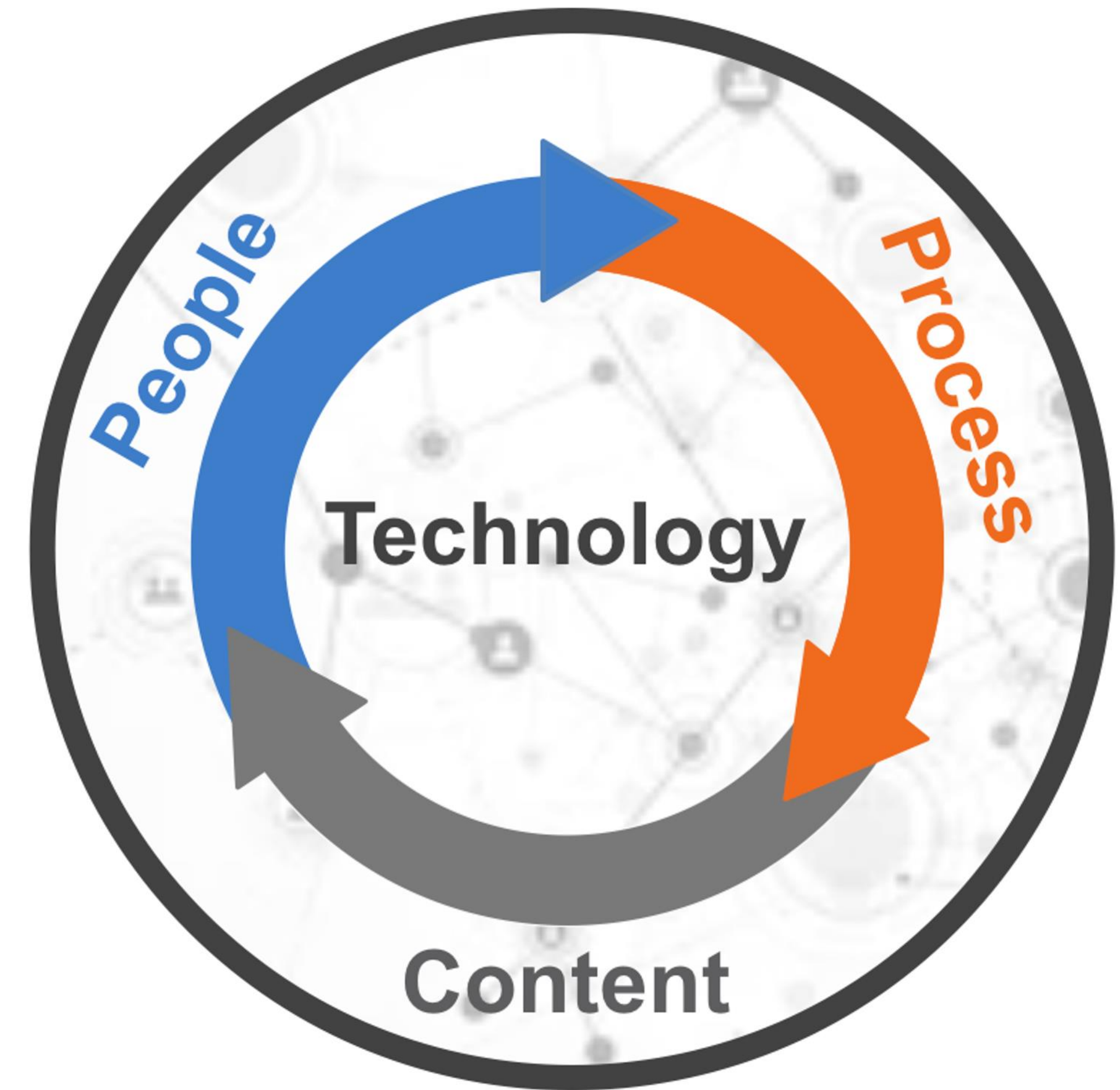
50%

Of enterprise workers would
switch jobs to access tools
that made them more
effective at work

**Yet, why is technology
adoption so challenging?**



“If you build it
they will not
come”

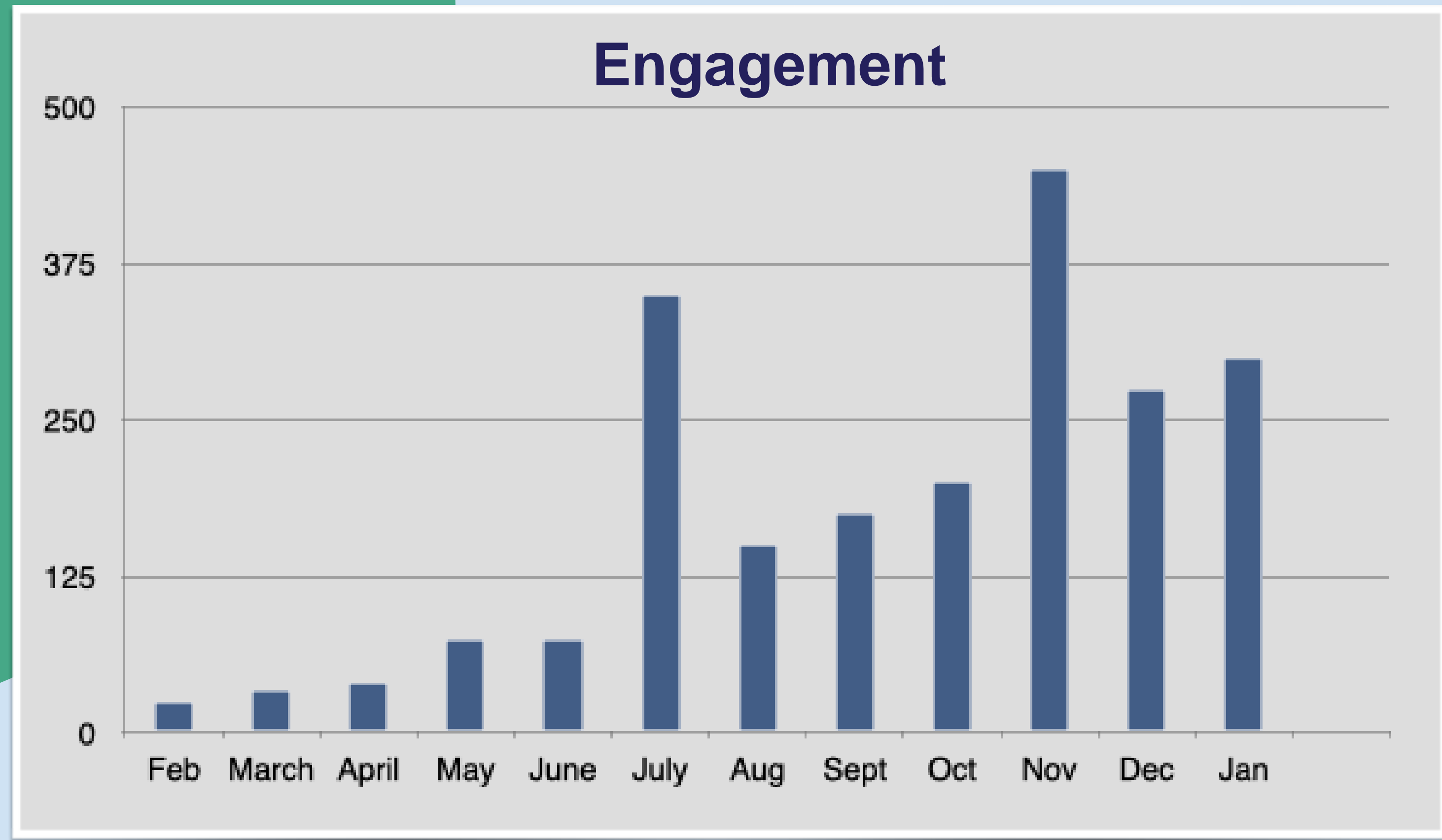




Be Visionary



Leadership & Adoption



02

Solve Actual Problems

Understanding the User

Role

**Data
Requirements**

**Pain
Points**

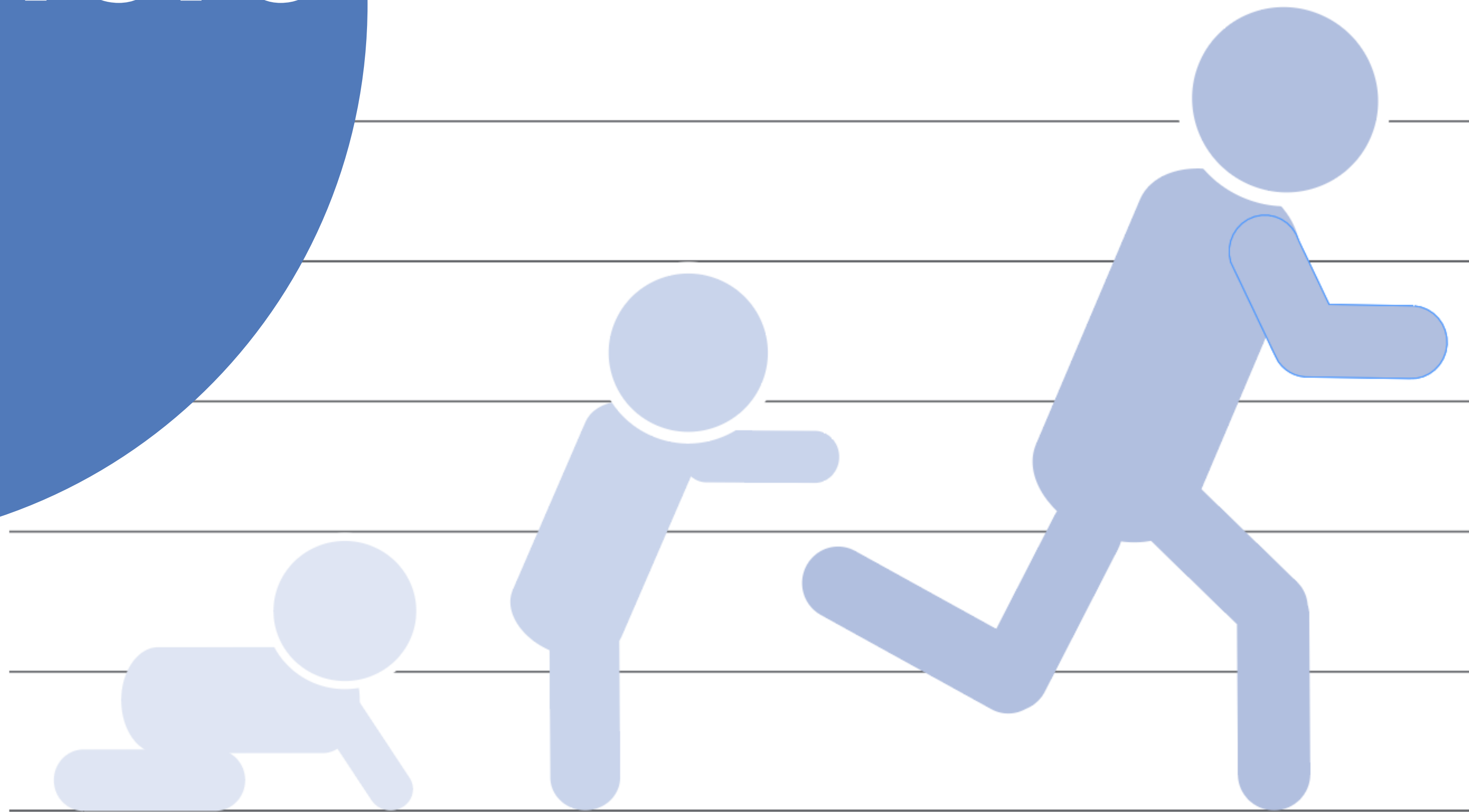
Goals

03

Manage Expectations



**Walk before
you run**



04



Communicate.
Communicate.
Communicate.

Teasers

What are you
looking for?

ASK

Lucy

We hired you an
AI assistant!

ASK

Lucy

I know it's here,
somewhere!

Ask

Lucy®

SOMETHING
BIG
IS COMING

Incentives



MOTIVATOR TV

Most Questions Asked

TIME REMAINING
1 : 6 : 1 : 32
DAYS HRS MINS SECS

<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  OLIVIA JONES 22 </div> <div style="text-align: center;">  NOAH WILLIAMS 21 </div> </div>	PRIZES <div style="margin-top: 10px;">  APPLE WATCH \$599 </div> <div style="margin-top: 10px;">  APPLE IPAD AIR \$499 </div> <div style="margin-top: 10px;">  FITBIT SURGE \$249 </div>
<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  LOGAN SMITH 22 </div> <div style="text-align: center;">  SAI KRISHNA 20 </div> </div>	
<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  EMMA JOHNSON 21 </div> <div style="text-align: center;">  SARA GOMEZ 20 </div> </div>	

Don't forget the team social this Friday!

← ANNOUNCEMENTS

User Adoption Is Not Driven By One Magic Tactic

Be Visionary

**Solve Actual
Problems**

**Manage
Expectations**

Communicate

Thank You

Lucy[®]

Knowledge
Empowering
People