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Client Story: Juniper Networks Mobile 'SmartBot' Empowers Juniper Sales Force

JUNIPER NETWORKS Juniper Networks recently engaged Attunix to build a voice/mobile enabled chatbot solution to empower its account managers. The app serves as a virtual sales assistant within the company, providing in-the-moment answers that gives employees an edge over competitors. Think Siri for business.

This solution provides a Cortana/Siri like experience for sales related data, reaching across silos of information company wide. Juniper believes that by providing easy and secure access to this information in a natural language interface, it will cut the sales cycle times and provide millions of dollars in savings for the business.

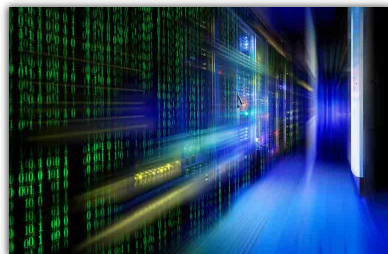
"Whether someone is driving to a meeting or talking with a client, it should be as seamless as possible to get the information they need."

-Raghu Subramanian, VP of Emerging Technologies

Technologies Employed

The chatbot solution runs on Microsoft Azure and leverages various Microsoft technologies. The app is built using Microsoft Xamarin and supports both iOS and Android devices. The natural language processing and speech is enabled through various cognitive services such as Custom Speech Service (formerly CRIS), Language Understanding Intelligent Service (LUIS), and Bing Speech API.

Natural Language & Machine Learning



Creating a voice enabled mobile app that acts seamlessly takes expertise. The challenge is that people ask questions in different ways. In order to provide a natural conversation experience—and thereby enable a quick conversation on the fly— Attunix incorporated a number of newer tools from Microsoft.

Using a cognitive service, you can ask questions in different ways and train it to handle different types of questions. This technology allows a SmartBot to process natural language to overcome speech recognition barriers (such as speaking style, vocabulary, and background noise), understand the intent of the question rather than just the words, transcribe voice to text, and read back query results.

Unlocking Silos of Information

Where does all that information come from? Simple answers are often stored digitally somewhere in an organization, but may be difficult to find. Different departments maintain different information, often in different systems. The modern data technology used by Attunix can reach into a variety of systems and resources to seek the right answer. For Juniper, the goal is



integrating with other applications and data sources, including order information, compliance information, account management information, and so on, to create a 360-degree view.

Millions in Savings

The time savings are profound. The efficiencies gained and decrease in sales cycle are expected to save millions of dollars annually for Juniper—in addition to tremendous competitive advantage. The SmartBot is a differentiator for the sales process, creating efficiencies and saving valuable time. It gives Juniper an edge over its competition.