

Contributor: CI Instruments

What's on the menu?

OR, THE CONSUMPTION OF TECHNOLOGY, WHAT AND WHERE TO ORDER?

Like many people, I like going out to eat. Part of that enjoyment is the destination itself, the ambiance if you will, certainly the service but the most important factor to me is the menu. I don't often order the specials, unless of course it is special in price only. No, I tend to order whatever it is the restaurant does best, fish at Legal Seafood for instance, beef at Ruth's Chris Steak House or Italian at any place in Boston's North End.

If the consumption of technology is anything like the consumption of a wonderful meal, then it stands to reason we should see trends that support that theory, and you know what? We do! In a recent article published by Deloitte, a 2017 technology Outlook an Interview with Paul Sallomi it stated *"We are also still in the early innings of cloud adoption, and more "anything as a service" offerings that allow usage-based consumption are likely to emerge."*

From our perspective here at CI we can agree to both of these observations. Applications that are employed as a service and provide a self-service tool for consumers to interact with has seen steady growth. Also, high on our watch list is the uptick in clients looking for applications that provide a service internally for staff to help improve their level of service to customers.

If we were to take a step back and look at the activity as a whole, the biggest trend is in delivery methods. "With almost every quote, configuration and demo we do today we are asked to provide options for delivery methods" said Chris Herring CI's CEO. "We have been asked by almost every industry you can imagine "talk to me about your Cloud options." From Cruise Lines, to Medical Clinics, to Not-For-Profits from fortune 500 companies to companies with a 3-agent contact center the conversations are so very similar, they want to know what is on your menu!"

It certainly is an exciting time to be in the technology industry, but what time isn't? Development is neck and neck with discovery, deployment hand and hand with design. With the cost of those deployment options getting less and less expensive it will fall on the services provided to create sustainable revenue streams.

So, what does all this have to do with eating out? Well, like ordering in a restaurant, take a look at the menu, see what that company has to offer, is it what they are good at, is it what they do every day or is it just a temporary "special" on the menu. Trends in technology (unlike trends in fashion) are good indicators to watch and follow. CI does not do "specials" our menu consists of an IVR platform and over 30+ industry specific and non-industry specific applications, CTI and custom design.

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