Key Aspects of integrating Google & Alexa Home with your Connected Product Offering

Original Equipment Manufacturers (OEMs) have started their journey from offering products to offering connected products and services. With the development of these connected products comes the conversation about whether or not to integrate their products/services with existing ecosystems. One key connected ecosystem that has been developed is the "Home" ecosystem. The two key players in this connected ecosystem are Google Home and Alexa. The initial thought that most OEMs have is that they need to immediately integrate their offerings with these key ecosystem players.

When we discuss this with our clients, we first ask the basic question to identify the following: "What key functionality does your product/service offering bring to the marketplace? This response to this is something that needs to be developed keeping in mind, not only the currently planned product release, but from a holistic product roadmap understanding. Why is this important? From our perspective it is key to understand first the differentiated offering that your standalone product/service brings and will bring to the marketplace. This helps OEMs understand better the appropriate timing when the integration to Google Home and Alexa will provide the best "Added" benefit to the end consumer and their product offering.

Another key aspect to most OEMs current business model is structured around one of or a combination of these three "Go to Market" strategies:

- ♦ Knowledgeable and experienced dealer network.
- ♦ Big Box retailers
- ♦ eCommerce direct to consumers

As OEMs integrate Google Home and/or Alexa into their product offering, the need to understand the need to educate and bring to life the key benefits into these current "Go Market" strategies will be key to successful product launches. The additional aspect is to define a "Go To Market" strategy in the Google Home and Alexa marketplaces.

Another key concept for success is the ability to make the vocabulary that is spoken within the Google Home and Alexa frameworks intuitive and easy to remember while achieving the desired outcome. Development of the spoken phrases that provide direction and expected result and not getting the dreaded "cannot understand" or "initiate an incorrect behavior or result" will harm the adoption of this powerful ecosystem and most likely result in non-use of the functionality by the end consumer. An additional aspect to consider if your product/service have an associated APP, either iOS and/or Android, there is additional effort and integration of mapping a user's Google Home and/or Alexa ID to the OEMs UserID is needed to ensure a seamless experience for the end consumer.

As your company considers the integration of these great connected ecosystems, the opportunity is one that equates to "1 + 1 = 3". Your product/service + Google Home and Alexa provide a platform for continued innovation and continued end consumer satisfaction. The possibilities are truly endless. However keep in mind that your progression into this arena needs to have a metered approach as an unsuccessful initial deployment will be difficult to recover from.

We have the experience and expertise to help your organization navigate the course to success.

If you'd like to discuss this further give us a call.

Next Month: IoT Use Cases that have transitioned from Theory to Reality