

# CONSTELLATION RESEARCH



## CONSTELLATION INSIGHTS.

WITH LARRY DIGNAN



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Generative AI may be running out of names as vendors max out on monikers for new services and features.

Way back when (more like 5 months ago) naming a generative AI service was easy. You just put a GPT on the back of everything. Then Microsoft ushered in the era of copilots to name generative AI services. Microsoft will still toss in a GPT here and there, but [OpenAI has that naming convention cornered](#)



This naming issue is no small matter. Generative AI product names have a shelf life of a few months at best. Salesforce's Dreamforce conference will likely feature a few name changes. Salesforce [was early on the GPT bandwagon](#), but that name only goes so far. Why? Salesforce, like other enterprise vendors, are following bring your own model arrangements. Simply put, not everything is a GPT.

I'll bet Salesforce will keep Einstein around as a product, but we'll see if Genie sticks. Who knows about GPT.

There are three routes to go with generative AI naming conventions.

- Name one thing that'll apply across a platform. [Intuit launched Intuit Assist](#) and the generative AI tool will run across products. Think Intuit Assist for Credit Karma, Mailchimp and QuickBooks. Intuit Assist is simple, a bit boring, but gets the job done. [UserTesting has AI Assist](#). [Google Cloud has Duet AI](#)
- Use a placeholder name. [Zoom launched AI Companion](#), another cross platform generative AI tool. AI Companion used to be called Zoom IQ--may that name rest in peace.
- Name your AI like you would your dog. [Crowdstrike has Charlotte AI across its platform](#) [Informatica has CLAIRE with a GPT tacked on](#) [IBM has Watsonx](#) as Big Blue will make that Watson brand stick no matter what. Watson isn't a bad name for a dog—especially if your pet is inventive in chasing squirrels or something.

Naming conventions for generative AI services got me so wound up that I had to consult with Google's Bard for ideas just like every other marketing department. First, I asked: "What's in a name?" Bard riffed on Shakespeare quotes and how it's personal preference. To some people names matter. To others, names are meaningless.

Thanks for nothing Bard.

Then I refined my prompt since I'm a prompt engineer in training. I asked Bard: "What should I name my generative AI service? Bard gave me a lot more. The answer in full:

*"Here are some ideas for names for your generative AI service:*

- *Generative AI. This is a straightforward name that accurately describes what the service does.*
- *AI Writer. This name emphasizes the service's ability to generate text.*
- *AI Artist. This name emphasizes the service's ability to generate images.*
- *AI Creator. This name is more general and could be used for any type of generative AI service.*
- *Imagine. This name is creative and evokes the idea of creating new things.*
- *Create. This name is similar to Imagine, but it is more direct.*
- *Spark. This name suggests that the service can help people to be creative.*
- *Inspire. This name is similar to Spark, but it is more focused on the emotional impact of the service.*
- *Dream. This name is creative and evokes the idea of creating new possibilities.*
- *Avataar. This name is a reference to the Hindu concept of an avatar, which is a divine being that takes on human form. This could be a good name for a generative AI service that can create realistic images or videos.*

*Ultimately, the best name for your generative AI service is the one that you think is most appropriate and memorable. Consider the purpose of the service, the target audience, and the overall branding when choosing a name.*

*I hope this helps!"*

It sure does Bard. Thanks. As for the rest of you struggling to name your generative AI you may want to give Bard attribution should you crib one of those names. Spark may have some mojo.

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## NOTEBOOK

📌 Zoho [has reached the 100 million user mark across its platform](#) with 50 million being added in the last five years.

📌 Mozilla found that all 25 car brands it researched for its Privacy Not Included report [failed basic privacy protections](#). Mozilla spent more than 600 hours researching car brands' privacy practices. Tesla was the only brand that flunked every privacy category--data use, data control, track record, security and AI.

📌 [A Rimini Street survey](#) found that CIOs and CTOs have concerns with vendor subscription models with 42% citing concerns about ROI and vendor lock-in.

📌📌 [Nearly one-third of China's population will be over the age of 60 by 2035](#) according to Morgan Stanley. China's debt is 300% of GDP as of the first quarter of 2023.



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