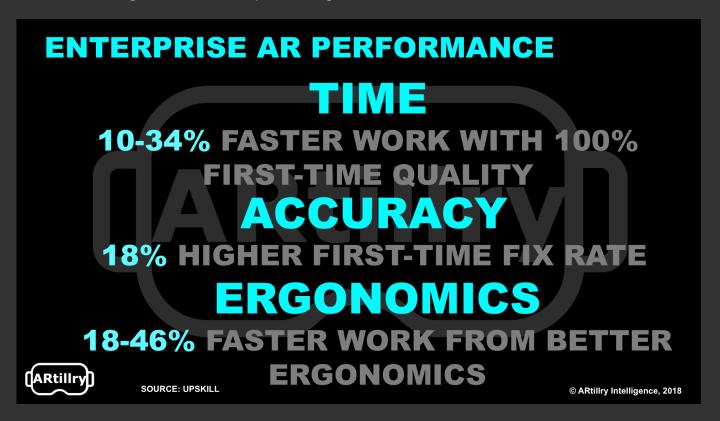# ARtillry

ARTILLRY DATA BRIEFS
ENTERPRISE AR PERFORMANCE METRICS
3/05/18

Enterprise AR's effectiveness and ROI continue to be demonstrated. And that's exactly what the field needs at this point, to boost adoption and counterbalance some of the early enterprise adoption barriers.

The latest comes from Upskill, which reports a few key metrics that it's seeing among its enterprise AR clients. Specifically, it has helped clients achieve 10-34 percent faster projects, 8-46 percent better worker ergonomics and 18 percent higher first-time fix rate.

ENTERPRISE AR PERFORMANCE

TIME
10-34% FASTER WORK WITH 100% FIRST-TIME QUALITY

ACCURACY
18% HIGHER FIRST-TIME FIX RATE

ERGONOMICS
18-46% FASTER WORK FROM BETTER ERGONOMICS

SOURCE: UPSKILL

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These data map to the types of metrics that are important to enterprise AR users. As we've examined in the past, time is money when it comes to AR's advantages. But another key metric highlighted by these data is error reduction. A higher first-time fix rate can have real cost savings.

Ergonomics is also an interesting metric, and one we haven't seen reported much. But it does have real impact in that more ergonomically-correct work can improve longevity and performance. That's the case within a given workday but also in terms of longer term worker health.

For more — including time-lapsed (sped-up) footage of AR's real affect on enterprise project time — see the video below. This comes from Upskill's Jay Kim and his presentation at January's ARIA conference at MIT. Meanwhile, we'll continue bringing you data and proof points for XR's impact.

https://youtu.be/eZPoyeDZEGk

About ARtillry Intelligence

ARtillry is a publication and intelligence firm that examines augmented reality and virtual reality, collectively known as XR. Through writings, data and multimedia, it provides deep and analytical views into the industry's biggest players and opportunities. It's about insights, not cheerleading.

Run by career analyst and journalist Mike Boland, coverage is grounded in a disciplined and journalistic approach. It also maintains a business angle: Though fun and games permeate VR and AR (especially the former) long-term cultural, technological and financial implications are primary.

Learn more at **https://artillry.co/about**

About the Author

Mike Boland was one of Silicon Valley's first tech reporters of the Internet age, as a staff reporter for *Forbes* (print) starting in 2000. He has been an industry analyst covering mobile and social media since 2005, and is now Chief Analyst of *ARtillry Intelligence*, covering emerging tech.

Mike is a frequent speaker at industry conferences such as VRLA, ad:tech and LeadsCon. He has authored in-depth reports and market-sizing forecasts on the changing tech & media landscape. He contributes regularly to highly read online news sources such as *TechCrunch*, *Business Insider* and the *Huffington Post*.

A trusted source for tech journalists, his comments have appeared in A-list publications, including *The New Yorker*, *The Wall Street Journal* and *The New York Times*.

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