

ARTILLYR DATA BRIEFS

MANUFACTURING AND SERVICE LEAD ENTERPRISE AR USE

2/19/18

Enterprise AR has lots of growth ahead of it and offers a strong ROI, as we examined in last month's Intelligence Briefing. But who's adopting it today and how does that segment by business function? PTC breaks it down for us.

Specifically, manufacturing and service lead all enterprise functions for AR deployment, with 18 percent of respondents reporting use for each (n=107). That's followed closely by design, product sales and training. Overall these functions distribute pretty evenly (chart below)

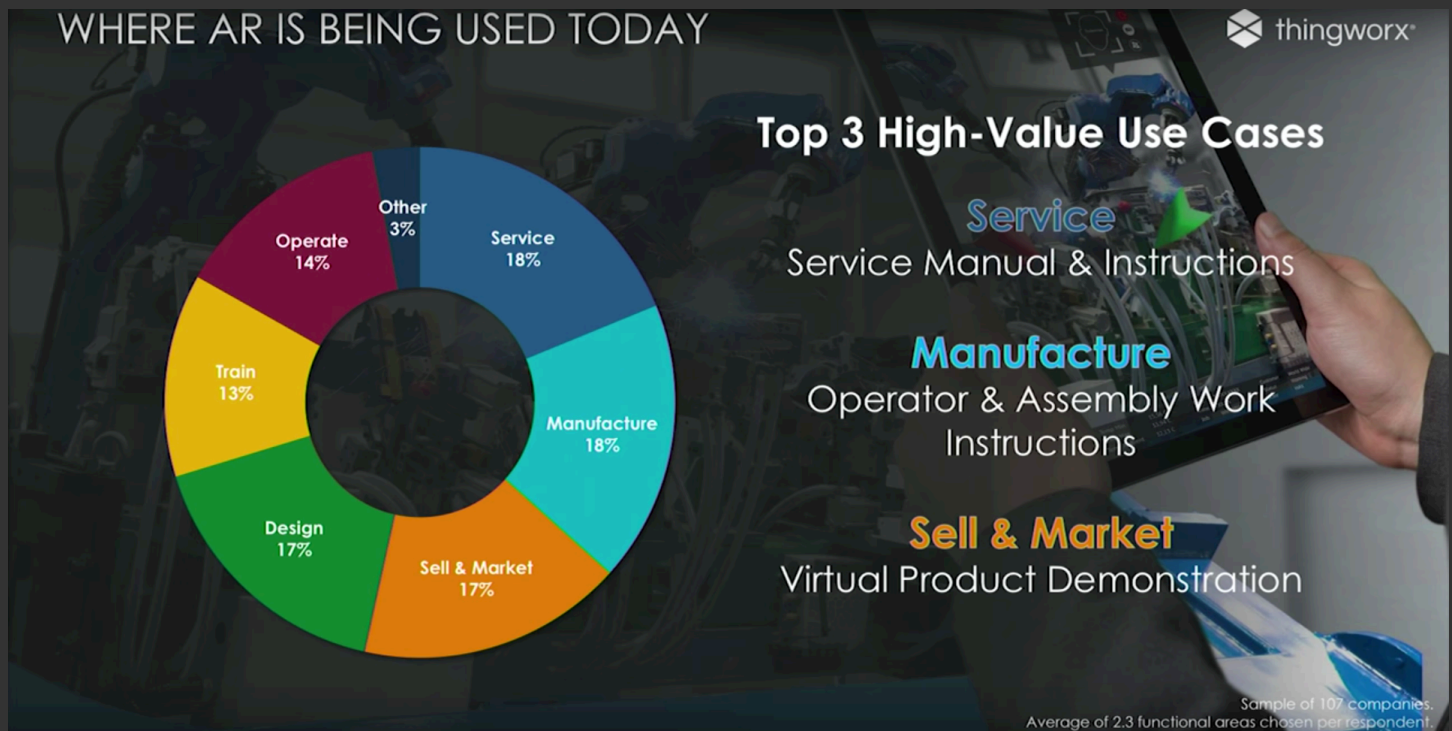


Image Credit: PTC

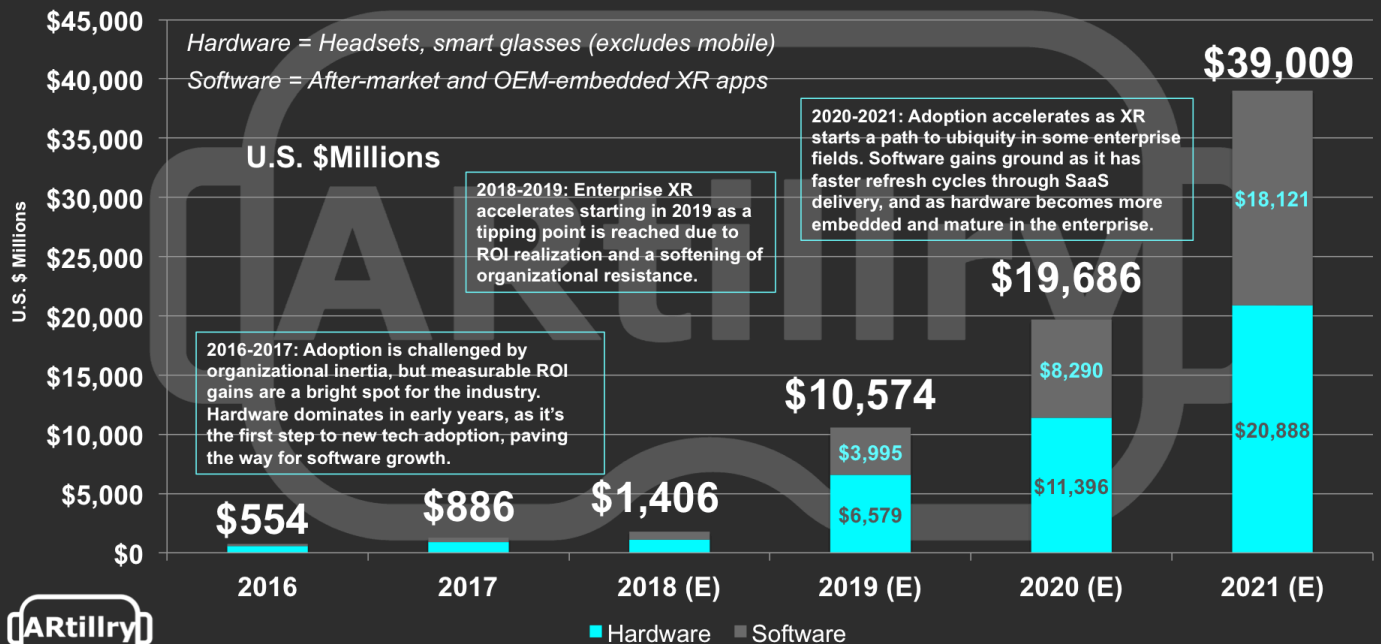
The results stand to reason, as manufacturing can benefit greatly from hands free assembly. That benefit usually comes in the form of time and error reduction. And as we quantified in the aforementioned report, AR's project time reduction is generally within 15-45 percent.

It's also interesting to note that enterprises reported an average of 2.3 different AR functions. That aligns with another finding in our report: Once AR is adopted in an organization, it can spread. This means initial barriers (culture, etc.) break down over time, which is good news.

Stay tuned for more data and analysis as players like PTC continue to report adoption, and as we continue to size the market. There will be a lot to watch if our projection is true that a tipping point could come in 2019, similar to the pattern we saw in enterprise smartphone adoption.

ENTERPRISE XR: HARDWARE & SOFTWARE

(DETAILED VIEW)



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About ARtillery Intelligence

ARtillery 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://artillery.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 *ARtillery 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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Questions and requests for deeper analysis can be submitted at:

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