

The AR Maturity Model by Atheer™

CATEGORY	EXPLORING AR is Being Explored	DEPLOYING AR is in Production	CONNECTING AR is Connected to the Ecosystem	LEADING AR is a Competitive Advantage
ACTIVITIES	<div>STAGE 1</div> <ul style="list-style-type: none">Learning about AR, VR, and XRUnderstanding the landscape of AR software and hardware platformsGathering ideas from industry examplesExploring a singular use case or creating an inventory of potential use casesUsing AR in a trial environmentUnderstanding the AR value drivers	<div>STAGE 2</div> <ul style="list-style-type: none">AR software platform strategy is implemented or in the process of being rolled outOne or more use cases being deployed to solve business problemsSingle or multi departmental deploymentsOperating models and governance frameworks are being establishedAR value drivers are being refined as a result of real experience	<div>STAGE 3</div> <ul style="list-style-type: none">Executive sponsorship in placeAR strategy is now connected to the broader enterprise IT ecosystemAR Steering Committee establishedMultiple connected and unconnected use cases deployed in a coordinated mannerThe enterprise-wide operating structure for AR is agreed and communicated across the organizationAR's business value is being systematically measured	<div>STAGE 4</div> <ul style="list-style-type: none">All people and processes are on their way to being augmentedBusiness processes are being re-inventedAR software platform is available to the extended enterprise (including extended supply chain and customers)AR's ROI is being maximizedChief AR Officer in place or being consideredThe enterprise is widely considered an Augmented Enterprise
STRATEGIES	<ul style="list-style-type: none">ExploratoryAd hoc	<ul style="list-style-type: none">ReactiveRequest driven	<ul style="list-style-type: none">ProactiveFormal change management	<ul style="list-style-type: none">PredictiveContinuous improvement
TECHNOLOGY	<ul style="list-style-type: none">Hardware driven device strategyAd Hoc smart glass purchases with solutions looking for problemsFirst experience with an AR software platformExisting digital content being evaluated for AR	<ul style="list-style-type: none">Use case driven device strategy established, including smart phones, tablets and smart glassesVideo calling - "See What I See"Augmented task flowsContent strategy for AR is definedCollecting and acting on AR analyticsStarting to consider IIoT use cases	<ul style="list-style-type: none">AR technology stack is industrializedAR platform is being integrated with enterprise systems -- PLM, ERP, CRM, SCM, LMS, WMS, etc.IIoT display enabledProduct data and history flows both waysEnd-to-end process integration	<ul style="list-style-type: none">Interconnected glasses, devices, machines, sensorsAR is moving to the edge as 5G is leveragedPredictive AR experiencesIntelligent and self adjusting task flows
CONTENT	<ul style="list-style-type: none">Disconnected content, monolithic manuals, paper-based processes, first generation digital task flowsOne-off (and expensive) custom AR content development	<ul style="list-style-type: none">Augmented digital task flowsSelect enterprise content is integratedExisting 2D and 3D content assets are leveraged and new value created	<ul style="list-style-type: none">Enterprise AR content strategy in place3D and AR content is codified3rd party and OEM experts connectedLearning content (LMS, LCMS, LXP, xAPI) is integrated	<ul style="list-style-type: none">Personalized and adaptiveEnterprise AR standards emerge and allow for systematic re-use of content
BUDGETING	<ul style="list-style-type: none">Limited or no budget specifically allocated to AR. Often an "innovation" budget is used	<ul style="list-style-type: none">Discrete budgets for AR (software and hardware) available in different parts of the organization	<ul style="list-style-type: none">AR software and AR hardware is budgeted across the enterprise with input from line of business and IT	<ul style="list-style-type: none">AR software and AR hardware investments are part of core operating infrastructure budget
IT INVOLVEMENT	<ul style="list-style-type: none">Some minimal IT involvement - enabling ports, proxy configuration, etc	<ul style="list-style-type: none">Corporate IT is involvedSecurity evaluations completedMobile device management strategy defined	<ul style="list-style-type: none">Advanced IT involvement for monitoring and integration supportDedicated IT staff allocated to AR initiatives	<ul style="list-style-type: none">AR is fully integrated into the enterprise IT strategy