# 15 Major themes in enterprise wearables today

**BRAIN✕CHANGE**

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# 1 Wearable technology in the enterprise is inevitable

**Hands-free is what makes wearables so disruptive to business and why enterprises cannot afford to ignore this new category of technology.**

In 2016, more people and organizations came to truly believe that wearables are the next big thing in enterprise. While analysts initially balked at **J.P. Gownder's** prophetic claim that wearables for enterprise would be a bigger market than consumer devices, they have since changed their tune.

In his keynote at the 2016 Enterprise Wearable Technology Summit, **Tom Bianculli** (Vice President, Emerging Technology Office, Zebra Technologies) declared that "the number of people in this room will double next year." How can he be so sure? Because wearable technology, Augmented Reality, machine learning, IoT—it's all happening.

Tom also made note that a third of the global workforce is now mobile. That's **1.3 billion deskless workers who need their hands free to do their jobs better, faster, safer and more accurately;** and that fact alone – if nothing else – makes wearable tech inevitable, even if for the time being we cannot justify implementation with hard numbers.

# 2 Hardware: What about the wrist?

The lack of wrist devices in the enterprise wearables discussion is likely a matter of maturity: **The wrist-mounted enterprise wearables market does not seem to be as mature as the head-mounted display one,** possibly because those companies making hardware for the wrist have not yet shifted their sights from consumer to business. This doesn't mean, however, that wrist wearables and other non-eyewear devices don't have a role to play in the workplace.

**At EWTS 2016, J.P. Gownder (Vice President & Principal Analyst, Forrester Research) put a spotlight on wrist- and body-worn wearables, including:**

- Authentication devices like the Nymi band

- Body wearable cameras by Vidcie

- Health monitors

- Chemical sensors

**Other EWTS speakers spoke about using:**

- Ring scanners in combination with smart eyewear in logistics environments

- Smart clothing and gear in the construction industry

- Ingestible biosensors in medicine

- Smartwatches for safety applications in the oil field, to sense biometric data and provide alerts

There was also talk of **augmenting the form factors to which we are already accustomed in the workplace,** like the hard hat and safety vest or even the astronaut's spacesuit, to make them smarter. Other non-eyewear devices with great potential for enterprise include the DAQRI smart helmet and partial exoskeletons by Ekso Bionics.





Courtesy: Esko Bionics

# 3 Off-the-shelf vs. custom solutions

Should enterprises consider off-the-shelf (OTS) wearables before purpose-built or custom solutions? Many EWTS thought leaders believe in **adopting consumer devices for enterprise purposes whenever possible.** Their argument: Proprietary devices are expensive, while commercial products have a more established ecosystem to support them and will generally suffice **if you're willing to put in some work on the implementation end.**

> **Zac Penix,** Manager, Emerging Technologies, The AES Corporation:
> *"I would rather buy 40,000 devices that cost $20 and then spend $2 million integrating and solving problems [like data and security] than buy 40,000 devices that cost $2,000 apiece."*

Workers are very good at breaking things, and workforces can be very large and spread out across the globe. Some industries have fewer resources than others, and the pace of technological change and advancement is quick. These are all arguments for OTS devices. But how do we "enterprise" consumer products, and when is it better to use a custom device?

**The choice between consumer or proprietary might come down to individual company policy or an organization's financial means, or be determined on a case-by-case basis.** There might not even be much cause for debate in the future: According to Lance Anderson, VP of Enterprise Sales at Vuzix, once wearables are taken as a "ubiquitous tool" in enterprise, the industry as a whole may begin looking at more bespoke or customized devices. So down the road there could very well be smart glasses just for the construction industry, strictly for the warehouse environment, etc.

# 4 The user is king: choosing the right application

**Chris Croteau,** General Manager, Head-Worn Devices, New Devices Group, Recon an Intel Company:
*"When you put a piece of technology on your person it becomes an embodiment of who you are."*

**Zac Penix,** The AES Corporation:
*"The people closest to the problems are the ones who are going to invent the solutions that are actually useful to the business."*



Considering wearables for your business? Find out your use case needs directly from the source, i.e. from the workers themselves.

It is likely that there are individuals within your organization who have already imagined a solution to an efficiency problem. A good starting point would be to technologically enable those people, providing a more robust or frictionless version of what they've envisioned to improve their own jobs.



**At Shell, NASA, Duke Energy, AGCO and Mortenson Construction, a wearable initiative starts with the user,** with reaching out to employees to get a feel for their pain points and identify use cases. On the solution side, **Lance Anderson** revealed that some of Vuzix's best case studies come about from real workers playing around with the technology and figuring out an easier way to get their tasks done with it. Indeed, talking with workers and observing them on the job is a good starting point; picking their brains after they've had a chance to use the devices in a real-world environment is another good practice.

Once you've talked to users and pinpointed a viable use case, how do you roll out the technology and get employees to adopt? Again, the user is king.



**Lance Anderson,** Vuzix:
*"If you're doing your pilot in a conference room, you're doing it wrong – It has to be real to get it right."*

# 4

You have to get out in the field. You have to walk in the shoes of the real end users to truly understand what's going to help them, but it's not just about appreciating the work they do in the field; it's about understanding their mentality, and anticipating their responses to change.

In some cases, the user's mentality has a lot to do with the nature of the industry itself. For instance, construction is a rather old-school industry and physicians are habitually risk-adverse. **Gaining acceptance comes down to showing the benefits to the end user,** and you might accomplish this by slowly introducing new form factors or by allowing workers to opt into new technology.

**Another important aspect to the user's mentality is age.** Generational considerations come into play in understanding how workers will react to and engage with wearables, and in figuring out how best to sell the technology internally. Wearables might appeal to – or turn off – younger and older workers for different reasons, and the benefits and use cases might differ, as well (with new workers using wearables to learn and veteran ones to share their knowledge.)

Older workers are probably less knowledgeable or excited about wearable technology than their younger counterparts; they might even find its introduction somehow insulting or threatening. Make an effort to help these workers understand the benefits of wearables to them by including a group of them early on in the planning process. **Remember that it's about a cultural shift.**

# 5 The user is king: designing and selecting the best hardware



Courtesy: Vuzix

In addition to putting the user first in determining a killer user case, the user should be front of mind in the design and selection process for enterprise wearable solutions.

Workers exert tremendous influence over which devices are going to make it in enterprise. The success of this market greatly depends upon the user's involvement and acceptance; and **a key factor in winning over the user is wearability.**

Wearability is probably the number one factor in the design of enterprise wearables as well as the number one criterion in an enterprise's choice of hardware. These devices are worn on the head and body, which opens up a Pandora's Box of issues and considerations. Always ask: "Can a worker comfortably and safely wear this device for X amount of time?" You have to imagine the technology integrated into a real business process in a real workplace on a real worker.

For their part, solution providers have discovered worker-centered design factors that may not be readily apparent to enterprise decision makers. A good piece of advice shared by **Tom Bianculli** is to "focus on the nuances," for it is the numerous subtleties that make each worker physically unique that will either make or break wearable technology in enterprise.

> Wearability is probably the number one factor in the design of enterprise wearables.

Enterprise wearables are a shared experience so in addition to the variables of human physiology, hygiene and workplace safety must also be considered. A business is a group effort, so you need to consider wearables in the context of a workforce (multiple users to a device) as well as physical space—a group of workers navigating the same work space.

While the idea behind using wearables in your organization might be a great one, the technology could be a hindrance if it interferes with users' normal senses and physical movement. Weight of the wearable matters, as does the user interface—information overload or too many features can cause cognitive stress and diminish environmental awareness.

- **Enterprises:** What do your employees truly require from a wearable?
- **Hardware manufacturers:** What do you need to "pack into" the device to get the job done?

In short, when it comes to hardware and wearability the user is king.

> *"It is the worker who wears the device for hours at a time who gives the most valuable feedback."*
>
> **– Lance Anderson,** Vuzix

# 6 Applications are essentially the same across industries; it's the environment that changes

Every single application of wearable tech in the workplace – no matter the industry – comes down to arming the right person with the right information at the right time in a hands-free manner.

Wearables are being used to achieve the same goals and address common pain points in diverse job settings. The various testimonials given at EWTS 2016 confirm this: **Though each workplace is unique, the applications for wearable tech are fairly consistent across industry lines.** For instance, wearables are being employed to keep workers safe on construction sites, in disaster relief areas, and on the tarmac. Same application, different industries.

Breaking down the enterprise applications for wearables by industry doesn't accurately reflect the space, which is why expert **J.P. Gownder** classifies use cases by employment model: **B2E** (business-to-employee), in which a company gives wearables to its employees to make them more productive; and **B2B2C,** in which an organization buys or manages devices for use by its customers or consumers. Enterprises themselves are recognizing the similarities among their industries and individual wearables journeys by sharing their experiences and learning from one another at events like EWTS.

*Wearables are being used to achieve the same goals and address common pain points in diverse job settings.*

So what are some of the universal applications? Well, as mentioned, **safety** is a big one. From utilities workers to astronauts, wearable tech has the potential to improve one's situational awareness via real-time physiological and environmental monitoring, and to ensure proper protocol through remote expert supervision and on-demand task instructions.

**Training** is another common application: AR and VR headsets are especially appealing as tools for quickly training new or temporary workers, enabling them to be productive from day one. For enterprises dealing with an impending skilled labor crunch, wearable devices offer a solution. Leaders from the worlds of construction, energy and logistics are all pursuing wearable tech as an answer to the labor shortage threatening their industries. Intel's **Chris Croteau** described it as a "reversal of workforce management" made possible with smart glasses:

> *"Where we used to put our most skilled workers all the way out on the front end and give them the most challenging problems, this technology allows us to flip that and [place] our newest workers at the front."*

But probably the most popular application being pursued by enterprises today is **remote guidance,** in which wearable devices provide workers with access to experts in real time.

Safety, training, remote assist—these are just the tip of the iceberg. Though companies may have unique environments and requirements, again, a lot of their problems are the same. Employees in all industries need to stay safe, access work instructions on the job, and quickly learn to perform new tasks; and countless organizations place a premium on accuracy, have a need to improve support for workers in the field, or desire better training methods to fill a knowledge gap. **Common problems breed common applications, which is why wearables are being applied in similar ways for similar purposes in different industries today.**

# 7 Recognizing what is cool versus what is possible today

If you're interested in wearables for your organization, a best practice to follow would be to be realistic about what is right for your industry and your business, as well as the technology's current capabilities and limitations.

Start by figuring out one aspect of your business in which a wearable device would be valuable. Take it from **Peggy Gulick,** Director of Business Process Improvement, AGCO: *"Wearables are not the right solution for everywhere in the [workplace.] There are certain areas where workers don't have to move around as much, or the tablets they already use are very accessible."*

**It's critical to match the right device – wearable or non-wearable – to the situation, task or area of the workplace in question.** So, approach wearable adoption on a case-by-case basis.

On the solution side, HPE's MyRoom VRG solution embraces the reality that a wearable like smart glasses isn't always the appropriate tool. MyRoom supports no-hand (wearable), one-hand (smartphone, tablet) and two-hand (PC) devices so that every worker can work comfortably in the manner best suited to the task. In other cases, a combination of technologies may be required, as in logistics environments where a ring scanner would perfectly complement a pair of smart glasses for scanning items located below the waist. And when it comes to worker safety a simple wearable might do the trick, like a smart company badge to make sure workers are always in a safe zone.

Zebra's **Tom Bianculli** spoke of the *"right form factor, right interaction modalities, and right sensing technology"*—putting those together in one device that works from a human factor point of view. Again, that device might not be a wearable. **For each situation or business process you're evaluating, identify the problem you're trying to solve and ask yourself if wearable tech is the answer.** Stay true to your business, and don't just look at new technology for technology's sake.

# 8 Don't wait to adopt

Should you wait on piloting or even adopting? While today's solutions may not be perfect, there are benefits to be had now.

Multiple speakers at EWTS 2016 asserted that there are effective enterprise wearable solutions available today, and strongly advised enterprises to do the "hard work of implementation" now as opposed to five years down the road.

Are there any "slam-dunk" wearables today? Yes, but they may not be the ones you first think of. **Zac Penix** of the AES Corporation mentioned the basic company ID badge as a great wearable when equipped with sensor technology; **Dawn Bridges** (formerly at Jacobs Engineering) claimed that *"a wearable that recognizes a barcode is an efficiency"* by itself; and **J.P. Gownder** pointed out that monocular smart glasses are very scalable today. **A good enterprise wearable solution, therefore, doesn't have to be glamorous or have tons of capabilities; it just has to be effective.**

Maturity of the devices and fulfillment of orders typically become issues when looking at more complex technologies like Augmented Reality, which **Chris Croteau** called the *"holy grail for us technologists."* He admitted there are a number of problems with implementing AR today:

> *"The systems we're looking at for the future are trying to incorporate 'the kitchen sink.' But there's a big difference between taking a developer kit and doing a 5- or 10-person pilot and implementing into your [entire] workforce."*

# 8

Real business KPIs can be achieved right now with less immersive devices. DHL, for one, is making the most of today's wearable tech offerings, and has managed to shave seconds off the picking process in its warehouses by employing monocular smart glasses for vision picking. Seconds may not seem like a big deal but when thousands of lines are picked each day, the savings really add up.

It was **Chris Croteau,** however, who made the strongest case for adopting wearables today. Although the devices, software and implementation process have not been perfected, we're seeing next-generation devices and new partnerships every day. **These devices *will* enter the workforce; it's just a matter of when.**

> *"What I heard today is we may be [on the] bleeding edge but the solutions work; the efficiencies and KPIs are there with products we can get today and they're reasonable—not $20,000 construction helmets but a few thousand [dollars.] Devices that are already ruggedized and proven in the field. But we do have to do the hard work: We have to start upgrading our infrastructures, convincing management, pushing vendors to provide the services we need, and retraining our workforce. That's what's going to speed up the future."*

There are efficiencies to be had today. They may be small successes, small increases or reductions; and the devices may be less amazing than the advanced AR headsets of the future we dream about; but we can leverage what is available today and in so doing pave the way for easier implementation in the future. So, don't wait. It's not just about staying ahead of the curve or gaining a competitive advantage. **We have wearable technology today that solves real problems,** and by not implementing you hurt both the growth of your organization and the growth of this space.

Courtesy: XOEye Technologies

# 9 Going wearable today



Courtesy: daqri.com

There are some obvious enterprise wearable applications today. At EWTS 2016, **Brian Ballard,** CEO & Co-Founder of Upskill (formerly APX Labs,) mentioned using wearables to replace simple paper processes. It may surprise you to learn that many major enterprises are still very paper-driven, relying upon paper work instructions, printed checklists, and filling out paperwork to drive operations.

Brian talked about *"disrupting ineffective processes that exist today,"* giving aerospace as an example of one industry that is just now replacing paper and basic electronic processes in secure areas. This is a momentous first step that companies can make today: **Replacing paper in the workplace with wearable tech.**

Manufacturing is another industry that still employs rather primitive paper and PC methods, but AGCO has been successful in testing smart glasses as a tool for improving the inefficient, paperwork-heavy process of quality inspection. Not only has the wearable proved to be a timesaver, it's also more effective than the old method of recording defects via printed forms.

In addition to paper, proximity can slow down a process, which is why BMW is looking at smart glasses to eliminate the inefficiencies of accessing checklists and recording feedback on stationary PCs away from the actual point of vehicle inspection.

> **Tom Bianculli,** Zebra Technologies: *"It's about creating a coordinated experience— putting a computer on a human being to augment them, assist their workflow, free their hands up, and enable simultaneous 'See and Do.'"*

In identifying areas in your operations where wearable tech can create improvements, look for those "uncoordinated" experiences or processes, even areas where old tech like paper, laptops and tablets create safety hazards (like on a construction site.) Besides inefficient processes, **"visibility gaps" in your operations may present another opportunity to apply wearables.** Identify those gaps in information that hurt productivity or safety in the workplace:

- Where could workers benefit from more insight or even foresight on the job?
- Are there any blind spots where providing workers with the right, or better, data might improve a task or process?

# 10 Practical advice

In sharing their experiences with wearable tech, the speakers at EWTS 2016 divulged some great advice for enterprises evaluating wearables. They were realistic about the abilities and shortcomings of current technology offerings, as well as the difficulties of implementing wearables in the workplace today. Here are a few tips or best practices for approaching a pilot program straight "from the trenches:"

**Zac Penix,** AES Corporation:
*"No matter how much or how well you plan, expect that devices will fail."*

Zac advised **keeping things simple**—it doesn't take a complex wearable to give workers the info they need to stay safe on the job. It's also important to **have realistic expectations** and prepare for the devices to fall short of your vision.

Another piece of advice is to **take small steps.** The goal of a pilot is to determine whether wearable tech might improve aspects of your business; it's an inquiry, not a proof case:

**Dr. Jörg Schulte,** Manager Liaison Office Research and Innovation, BMW AG:
*"The lesson is to take steps like these pilots in order to gain a greater understanding, to find out what's missing and get feedback so that once the tech matures, we will be ready as an organization to roll it out."*

**Chris Croteau,** Intel:
*"[The way] you are going to start realizing tangible benefits is not by a 'forklift' upgrade of your entire infrastructure [but rather] through trial and error: Putting devices into the environment and learning how your security access needs to change, how your information management needs to change, how worker behavior will change …"*

A pilot is trial and error, an indicator not definitive proof that wearables are a road your company should or should not go down.

# 11 Determining ROI

How do you determine the success of a wearable pilot? That is a key challenge faced by enterprises today, for it's not always a simple matter of numbers and percentages. **ROI can actually be rather subjective.**

When we talk about ROI, we usually talk in terms of concrete numbers. But what we hear from real enterprise users is that it's often not easy to pin down numbers with wearable technology; sometimes it's necessary **to qualify as opposed to quantify** the success of these devices in your organization.

> **Peter Godino,** Global Operations Innovation Business Manager, The Hershey Company: *"There is always an ROI when you're improving the way you do something [but] there are some things I don't like to put KPIs to. I know there's an enhancement. Sometimes it's improving the quality of life for your engineering team or the people on the floor. A lot of metrics cannot be expressed as a dollar return…"*

As Peter said, **sometimes you just know there's an enhancement.** For example, replacing hand-held barcode scanners with something wearable that frees up workers' hands is a clear efficiency, supported by sheer logic.

**There are two sides to ROI: There's measuring the impact of wearables on productivity and accuracy, and then there are less calculable, even emotional indicators** like impact on workers themselves and user acceptance. If it's not possible to calculate an increase in productivity over the short lifespan of a pilot program; talking with users might reveal other, more immediately observable improvements such as less physical strain and increased comfort.

**Maybe we shouldn't rely on percentages right now to make decisions about wearable technology in the enterprise.** Perhaps, for now, we do have to take that risk based largely upon logical reasoning and user testimonials.

# The big picture

**Enterprises are looking beyond wearables, towards an entire ecosystem of connected devices that will comprise the smart workplace of the future.** But this ecosystem, known as the Internet of Things, doesn't have to be very complex. **It can be as simple as a sensor on a person or piece of equipment.** Just knowing where workers, machines and vehicles are located can save your organization time, money and manpower—a simple sensor can save millions of dollars.

**John Simmins,** Technical Executive at the Electric Power Research Institute (EPRI), imagines wearable technology as one side of a six-sided coin, which is a great metaphor for IoT. We're not talking about isolated "things" but **rather multiple devices that need to work as a system** to provide context to the end user. **Brian Laughlin** (Techical Fellow – IT Architect, Mobile Devices, Commercial Aviation Services, Boeing) put it quite elegantly, describing IoT as *"putting sensors out into the environment, into the world, and enabling disparate but connected things to coalesce in time and space for an event to occur."* ...An event like the building of an aircraft or the repair of complex machinery.

> Enterprise end users are putting Brian's vision into real practice: **Peggy Gulick,** AGCO: *"Having different technologies talk to one another is important ... Everything has to communicate or it's not a viable solution [so] we have Glass talking to our QMS tool. Everything is 'trendable' information, sending signals to the right people when it's appropriate."*

> **Peter Godino,** Hershey:
> *"We're going to fully automate our manufacturing line ... So instead of megalines [where] it takes 1-2 hours for a human to react to something; we're collecting data, using machine learning, cloud-based computing, and AI to make our lines smart, improve efficiencies, reduce downtime and become more predictive in our behavior. Wearable technology and Augmented Reality will be the connection between humans and the machines."*

And while we may not be at the point of fully realizing these magnificent systems, **we are starting to tie technologies together.** At the moment, it's mainly having electronic sensors collect machine or biometric data which is then analyzed and pushed to different devices; and also pushing information from legacy systems (QMS, CRM, etc.) to devices and people. That data might be used to increase workers' situational awareness, anticipate issues before they cause expensive delays, or reveal inefficiencies in a business process that could be improved with new technology.

Enterprises are looking beyond wearables, towards an entire ecosystem of connected devices

# 13 Challenges ahead: devices still lacking

The road to mainstream enterprise wearables is not without a few remaining bumps. An obvious challenge is that devices are still lacking in several qualities. Pilots fail because the hardware is not completely reliable, sufficiently ruggedized, ergonomic or intrinsically safe; because it doesn't meet industry regulations, requires strong connectivity and thus isn't field-ready, etc. Take it from **Mubarik Choudry**, Sr. Programme Manager IT Innovation, Shell:
*"… the frustrating part is that the hardware market isn't moving as fast as we would like for our environment."*

Device issues holding up widespread enterprise HUD adoption include:

- A narrow field of view
- High power consumption and heat generation
- Ergonomic factors like size and weight
- Human variables like head size, nose and ear shape, interpupillary distance, and peripheral vision

**In addition to the devices' shortcomings, there are limitations imposed by the working environment itself.** Oil and Gas, for one, typically involves remote operations in harsh, explosion-prone environments, where putting the infrastructure in place to accommodate wearables is difficult. Then, there are the realities of making truly enterprise-grade wearables, which include the complexities of cost, mass production, reliability (energy efficiency, connectivity, ruggedization) and even legal considerations like impact on workplace liability.

**Nevertheless, enterprises are managing to put the wearables of today to good use,** as evidenced by the evolving roster of case studies presented at each season's Enterprise Wearable Technology Summit.

# The big three:
# Data, content and security

**Data, content and security are consistently identified as the top problem or challenge areas still facing the enterprise wearable tech industry.**



## Data

Data is problematic for enterprise wearables in two regards. The first, according to **James Ilari** (Team Lead, Emerging Technologies & Strategy, Information Services, PowerStream) has to do with **back-end data, which in most organizations is not currently consumable from a mobile standpoint.**

> **Chris Croteau,** Intel:
> *"The number one [problem right] now with near-eye displays and AR is the whole intent of the device is to tie you to a back-end knowledge base, some information store."*

Many companies have this kind of information stored in PDF documents or possess massive amounts of data, neither of which work well in a heads-up display. **The challenge, then, is to recreate the organization's information stores;** and the more immersive the device, the greater the challenge. The middleware, says Chris, is there but a *"quantum leap in information management"* is required.

The second data challenge comes from **new data that is being collected, whether by wearable devices or by sensors on machines.** The amount of data that can be generated by advanced sensors today is remarkable.

**In the medical community, new data poses both the greatest opportunity and the biggest hurdle to advance medicine and improve patients' lives.** Biometric wearables are creating multiple data streams, and we're not even sure how accurate the information is or how to yield actionable insights from it. The challenge is to integrate those streams and apply big data to gain a more complete or total view of a single patient or population.

What to do with the data collected by wearables is a challenge for other industries, as well. It's important to work with IT in defining how your organization is going to *"capture, hold and report the data,"* says **Kristi Montgomery,** Vice President, Innovation, R&D, Kenco Innovation Labs.
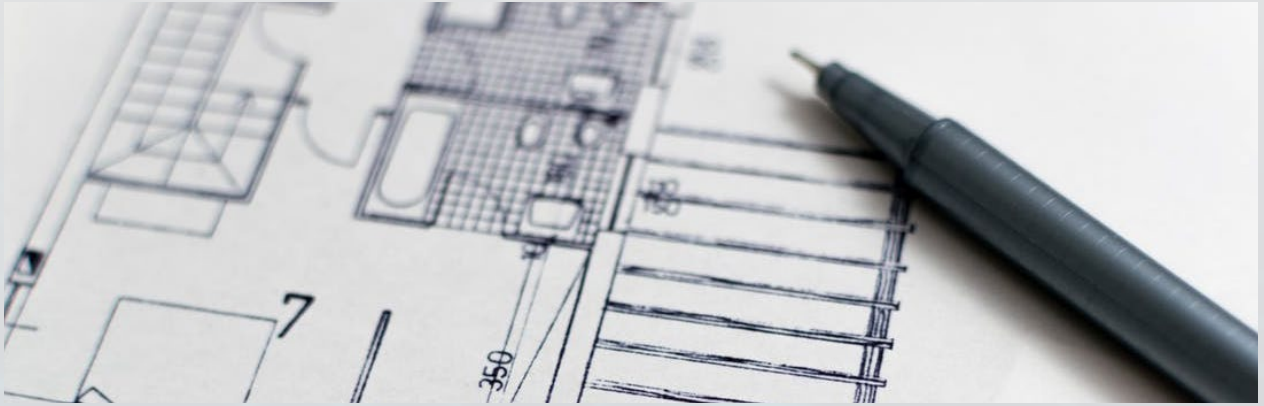
## Content

As mentioned, many organizations still use PDF documents, which would have to be adapted to be viewed through smart glasses or other devices. Sensor data also serves as content that can be shared with workers through wearable technology. But sensors generate a lot of data, and it's not all "good data," as in medicine or the Oil & Gas industry. **There aren't too many industries today that are ready for Augmented Reality from a content perspective,** save for perhaps the AEC industry.

What content do your employees need to access on a day-to-day basis to get different tasks done? From work instructions to equipment manuals, safety protocols, and sensor data—all this information has to be made "consumable" from a wearable device. In other cases, the appropriate content – animations, step-by-step procedural information, 3D visualizations of objects, etc. – will have to be created from scratch.



Courtesy: www.transitchicago.com/security/

## Security

As with data, there are two challenging components to enterprise wearables on the security front: There's **the security of the data collected and conveyed through wearable technology** (patient and employee data as well as sensitive company information), and there's **the security of the devices themselves,** which present yet another cyber entry point into the organization.

Security can be a major hold-up to getting the most out of wearables in enterprise. How do we implement without compromising security? **The best practice is to tread lightly and slowly,** to start small-scale in a controlled setting with data or a process that's not the most critical and building on that. Use the pilot to identify security gaps and weaknesses, and to build a "culture of security" around wearable technology in your organization.

# 15 Adopting a group mentality in the Enterprise Wearable Tech Community

**A real spirit of community has come to define EWTS:** The thought leaders involved speak in terms of "we" and "let's;" there's common ground, common desires, and a sense that we must work together to move this space forward.

As someone who astutely observes the enterprise wearables market, Forrester's **J.P. Gownder** established himself early on as an expert in this space. Speaking to those early adopters and innovators in the EWTS conference room in June 2016, J.P. stressed the importance of educating others: *"You people in this room are going to have to be the ambassadors."* And his call-to-action resonated with other sentiments expressed by speakers at the event, from solution providers asking for feedback to end users seeking and giving advice across industry lines.

One rallying voice that stood out at last year's event came from **Chris Croteau,** General Manager, Head-Worn Devices, New Devices, Recon an Intel company: *"I came to the event with the intent to convince everyone not to wait, but what I heard is that no one is waiting. Not one person has stood up today and said, 'We ran a pilot and it was a miserable failure' [so] why aren't we doing this faster? Because we're the people that make this the future by implementing the present… let's start implementing faster [and] working together on what it's going to take to pull this off."*

The leading solution providers in enterprise wearables have the same belief in sharing experiences and feedback in order to progress the technology and its implementation. They, along with the end users themselves, are aware that **cross-industry learning and problem solving is imperative:**

**Christian Prusia,** VP of Sales, Atheer: *"As we pioneer this industry, we have to leverage our collective intelligence. The smartest person is all of us."*

Upskill's **Brian Ballard** expressed the importance of hearing enterprises' problems and feedback in order to build better solutions:
*"Having enterprises articulate the challenges they face is the most important set of information that we [solution providers] can have at this stage of the market... That's the communication or dialogue that events like [EWTS] pull together. Share the challenges you have with the people out in the hall."*

And from the other side of the table, **Peggy Gulick** of AGCO encouraged attendees to take full advantage of the unique arena provided by EWTS to speak directly to the solution providers:
*"The vendors are listening so now is the time to get involved because you have a voice."*

**Each leader invited to the Enterprise Wearable Technology Summit is a pioneer** if not in their industry then in their organization. They took a chance on this technology early on, putting them in the unique position to effect change by sharing their experiences. And each successive generation of devices improves thanks to those enterprises. As the ambassadors, their case studies and trial-and-errors are what carry us into the future.

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