SCOPE AR.

BUILDING THE PERFECT AR USE CASE:

A Six-Step Guide to Identify the Right AR
Use Case for Your Organization

There is no denying that augmented reality (AR) has quickly evolved from an experimental technology to one that is transforming the way enterprises work and share knowledge. In today's digital era, businesses no longer have to wait to deploy AR use cases that were only dreamt about years ago. Leading enterprises around the globe are using AR today to make anyone an instant expert across a variety of applications. Using AR at your organization means workers will never again have to go without the expertise they need to complete any task with ease. To help ensure the success of your initial deployment, the following guide will walk you through the six most important elements for identifying the right AR use case.

1 CONSIDER THE BUSINESS PROBLEM

2 KNOW WHAT AR IS AND WHAT IT IS CAPABLE OF

3 UNDERSTAND THE CURRENT MATURITY OF AR

4 SECURE AN INTERNAL ADVOCATE

5 IDENTIFY THE BUDGET UP FRONT

6 PARTNER EARLY WITH IT

1 CONSIDER THE REAL-WORLD BUSINESS PROBLEM THAT NEEDS SOLVING

Nearly every business is tasked with identifying opportunities to do things more quickly and accurately in an effort to ultimately drive cost savings. However, don't expect AR to solve an enterprise-wide problem overnight. Start small with your AR deployment in order to show real results around improving upon one part of an identified problem. For example, find one piece of a process where AR can make a clear difference in terms of efficiency, quality, error reduction, and/or equipment downtime and build an initial use case around improving that one aspect.

Human Error in Manufacturing Assembly, Maintenance and Repair

"Twenty-three percent of unplanned downtime in manufacturing is caused by human error."

SOURCE: manufacturing.net

Increasing Complexity of Equipment, Equipment Downtime

"It costs companies $22,000 per minute of unplanned downtime in a single factory."

SOURCE: manufacturing.net

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2 KNOW WHAT AUGMENTED REALITY IS AND WHAT IT IS CAPABLE OF

Augmented reality has many promising applications that can include workforce training; manufacturing and product assembly; repair and maintenance; remote assistance; quality assurance and more. It is a great medium for intuitive communication and quick knowledge sharing that can take the form of step-by-step instructions or remote, expert assistance. When choosing how to use AR in your organization, think through what the technology is capable of and how it can be applied to best meet the needs of your organization.

3 STEP 3: UNDERSTAND THE CURRENT MATURITY OF AR TECHNOLOGY

Augmented reality for the enterprise is evolving rapidly, but it is important to understand the limitations of the technology to ensure it can help you achieve your business goals. For example, consider the environment in which the solution will be deployed. Keep in mind that a camera is needed for AR to work, so evaluate whether or not the application will be needed in restricted areas that might limit device access or camera usage. Will workers be in a remote location or the shop floor with little internet connectivity? Or, will they be in a location that requires the use of a wearable so that AR can be deployed in a hands-free environment? Dependent upon your use case, be sure to think through when and where AR will be put to use and select solutions that meet your implementation needs.
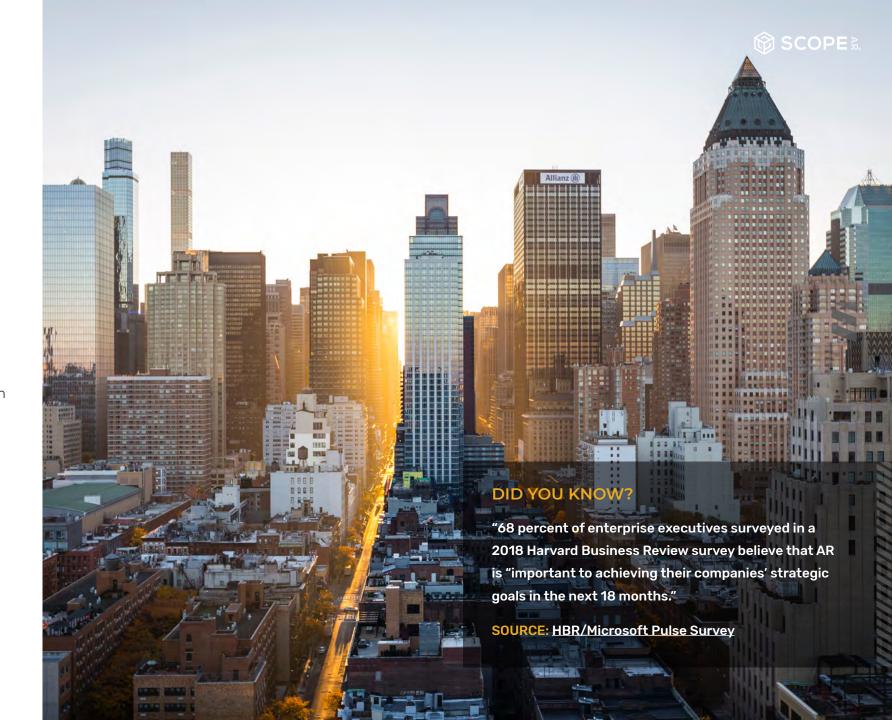
Workforce Training and the Growing Industrial Skills Gap

"4.6 million new manufacturing jobs will be created in the U.S. between 2018 and 2028. Over half (2.4 million) of these new jobs are predicted to be unfilled."

SOURCE: Deloitte skills gap study

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SECURE AN INTERNAL ADVOCATE

Enterprise organizations are inherently risk averse, particularly when it comes to implementing an emerging technology. However, AR is increasingly being viewed as a must-have technology, even at the executive level. Having an internal champion who understands the benefits of AR and can articulate how AR will help your organization is necessary for a successful deployment.

DID YOU KNOW?

"68 percent of enterprise executives surveyed in a 2018 Harvard Business Review survey believe that AR is "important to achieving their companies' strategic goals in the next 18 months.""

SOURCE: HBR/Microsoft Pulse Survey

5 IDENTIFY WHERE THE BUDGET WILL COME FROM UP FRONT

While implementing AR technology will require budget, the investment may not be as expensive as you might think. Choosing an AR solution that is both scalable and hardware-agnostic will allow your team to get started using the technology today, but will also help protect your investment in the future.

A platform that supports a broad range of devices allows your team to deploy AR on hardware that is already pre-approved and available within your organization (smartphones and tablets), therefore eliminating the need for additional hardware investment. This hardware agnostic approach will also help save budget in the long run. Putting forth a plan that leverages existing AR-enabled hardware and outlines the projected ROI of your use case up front will help secure the budget needed.

6 PARTNER EARLY WITH IT

While many people may try to fly under the radar of their IT department until after an AR implementation has been approved, you'll save yourself a lot of trouble if you partner with your IT organization from the beginning. They can help ensure that your selected AR technologies (both hardware and software) can integrate into existing systems and workflows. Your IT team can also offer a realistic view of the various security and IT compliance protocols you need to work within and help navigate the complexities of meeting these requirements. Lastly, collaborating with your IT team early will allow you to map out an implementation timeline so that you can accurately set expectations within your organization around how quickly you can start deploying an AR solution.

DID YOU KNOW?

"Enterprise AR will grow from $671 million in 2017 to $28.5 billion in 2022."

SOURCE:

ARtillery Intelligence: Arinsider.co

NEXT STEPS

Scope AR is the pioneer of enterprise-class augmented reality solutions, delivering the industry's only cross-platform AR tools for getting workers the knowledge they need, when they need it. The company is revolutionizing the way enterprises work and collaborate by offering an integrated AR platform that provides more effective and efficient knowledge-sharing to conduct complex remote tasks, employee training, product and equipment assembly, maintenance and repair, field and customer support, and more. The company's device-agnostic technology supports smartphones, tablets and wearables, making it easy for leading organizations like Boeing, Toyota, Lockheed Martin, Honeywell, Assa Abloy, GE and others to quickly scale their use of AR to any remote worker. The company was founded in 2011 and is based in San Francisco with offices in Edmonton, Canada.

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FOR MORE INFORMATION:

1 VISIT OUR WEBSITE AT: WWW.SCOPEAR.COM

2 TALK TO AN EXPERT: SALES@SCOPEAR.COM

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