Ten Paths to Value
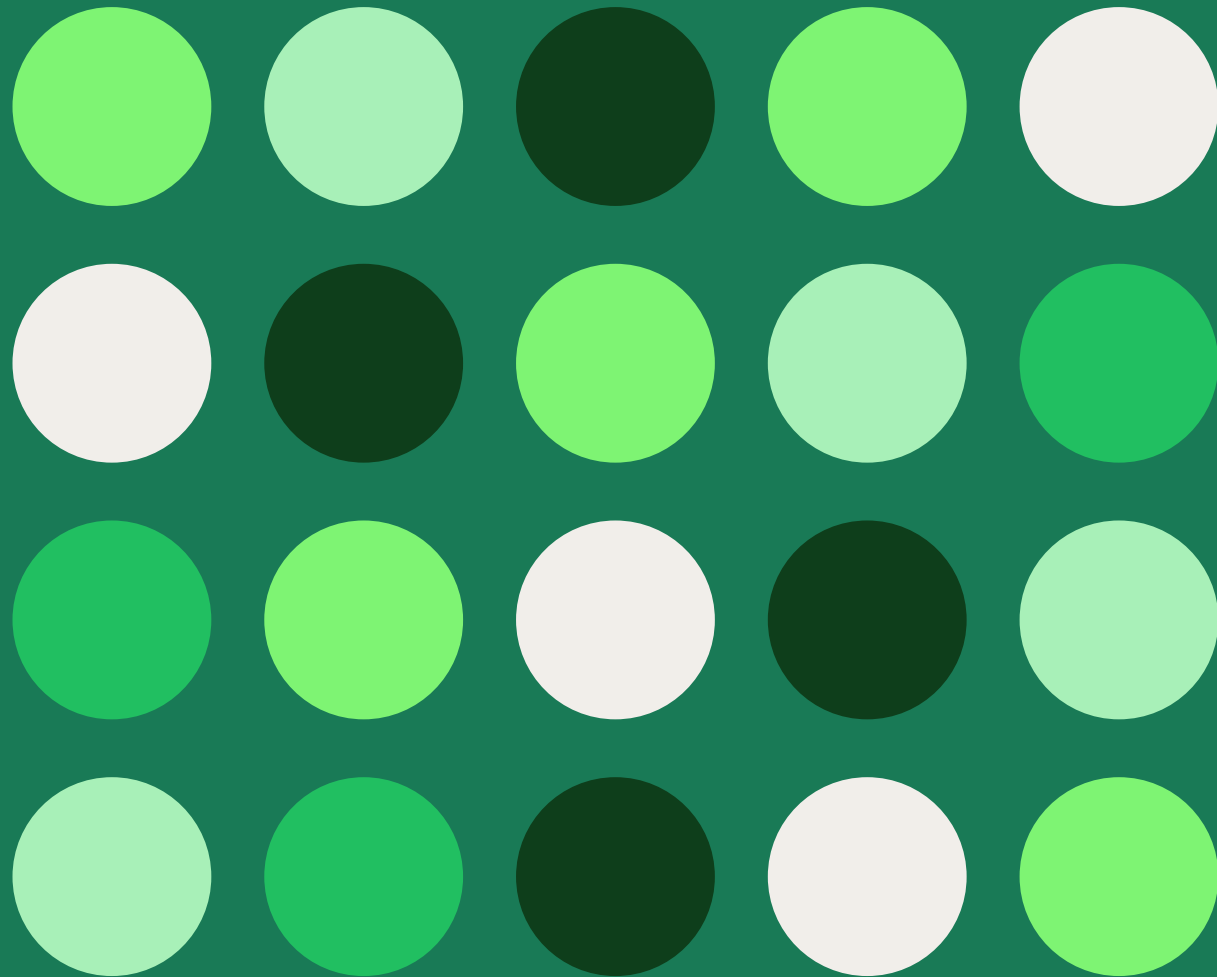## Using Augmented Reality

Instantly Catalog Assets and Inventory
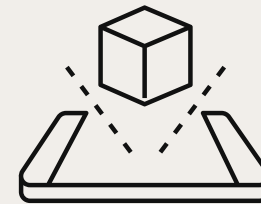
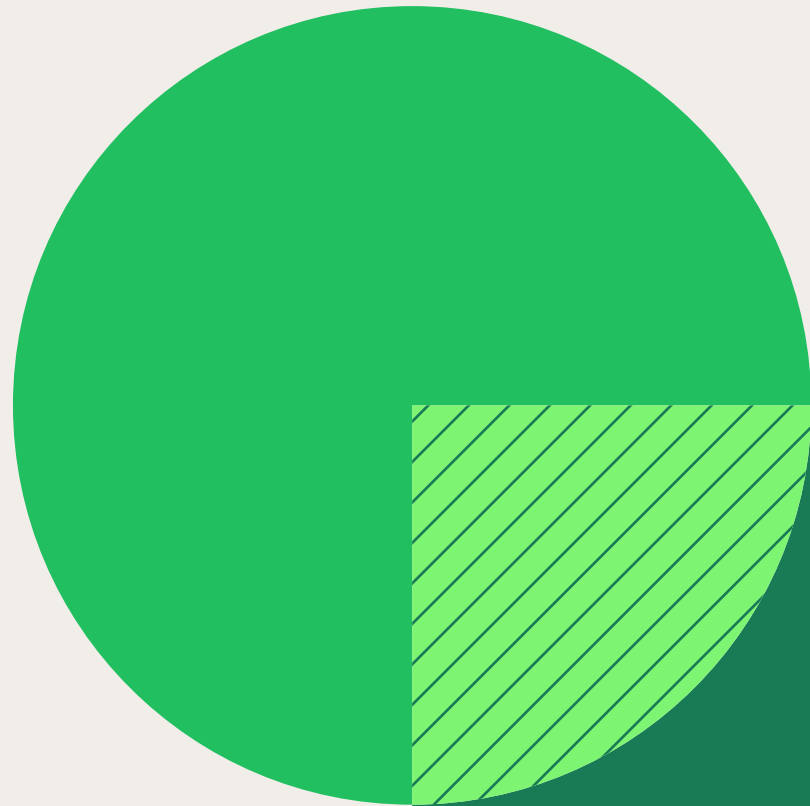

Classify what you see

- Scan products and record inventory levels
- Inspect inventory, detect defects, and log damage
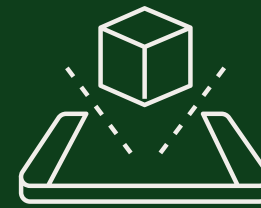
Benefits of using AR

- Create a more accurate, more up-to-date record of inventory
- Automate—and speed up—a traditionally manual, time-consuming process
- Track stock at a wide variety of sites, such as warehouses and car dealerships

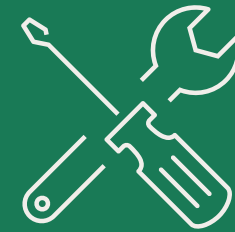# Verify Compliance and Assessment Activities

Be at the scene

- Assess and report property damage in real time
- Provide guidance and confirmation during quality-assurance procedures
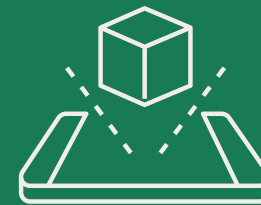
Benefits of using AR

- Perform expert evaluations without delay and without incurring the costs—or risks—of getting to the scene
- Project step-by-step instructions in users' fields of view so as to guide them through a task, promoting best practices without disrupting the workflow
- Document compliance with videos, photographs, and other supporting materials

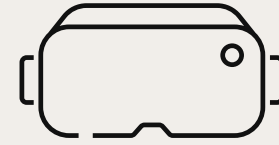# Remotely Guide a Complex Repair or Process

See what others see

· Facilitate complex repairs—and minimize downtime—by connecting onsite technicians with offsite experts

· Guide retail staff through store audits and layout changes with the help of offsite managers

· Help customers make repairs on their own, avoiding service calls
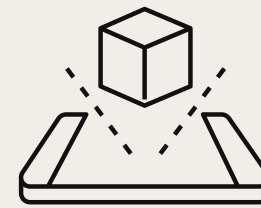
Benefits of using AR

· Resolve problems in hard-to-access locations, such as on an offshore oil rig

· Provide help that requires specialized knowledge

· Gain quick access to experts in emergency situations

Easily Visualize Blueprints and Designs in the Real World

See before building

- Interact with—and modify—high-fidelity 3D models of products, equipment, or structures
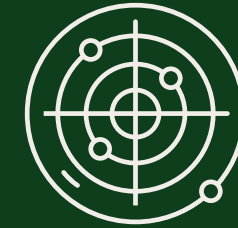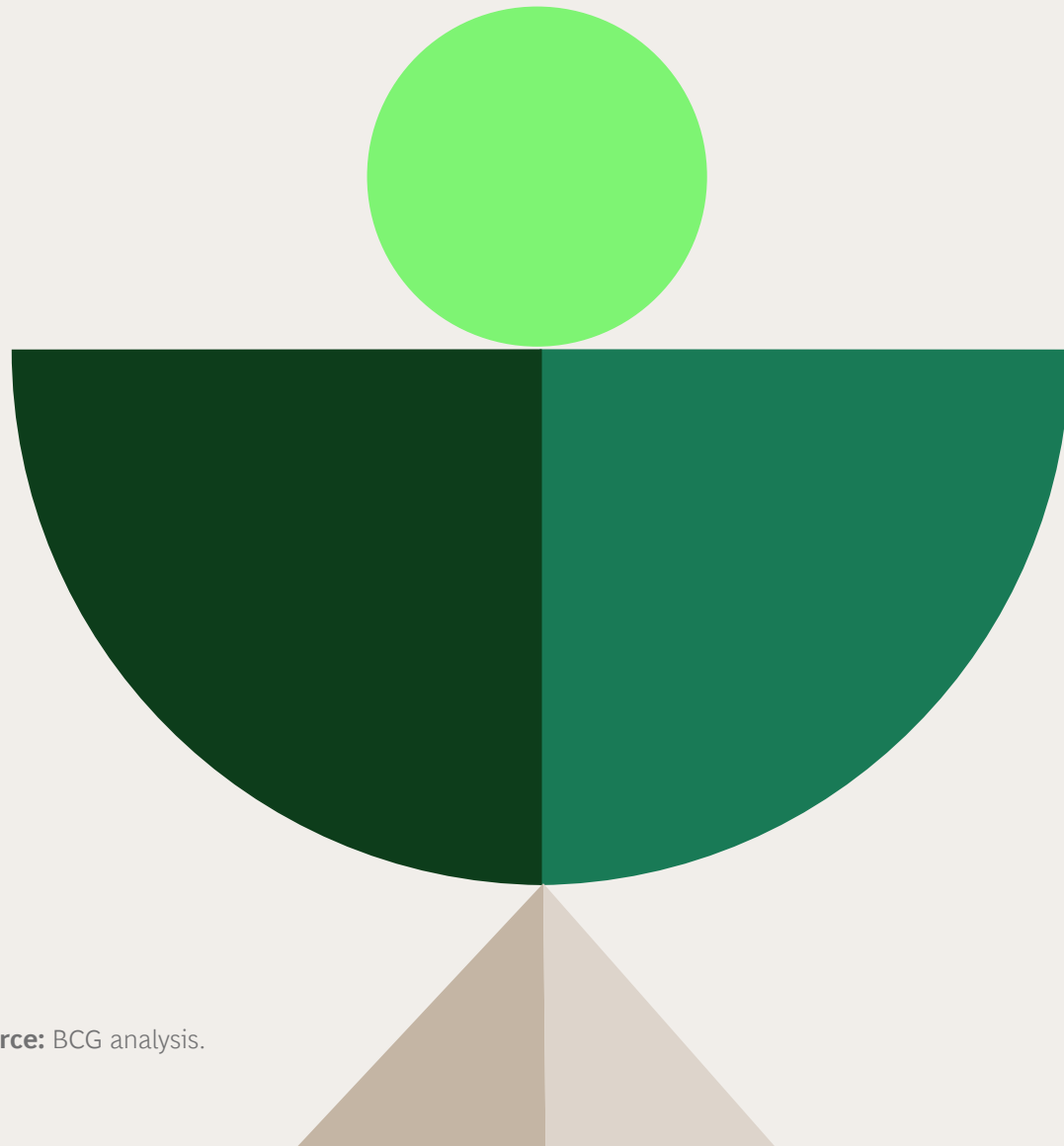- Visualize and optimize a store's planogram without rearranging shelves

Benefits of using AR

- Optimize designs without creating physical prototypes, reducing waste while speeding development
- Determine how assets will fit in a real-world environment before installation
- Enhance collaboration by bringing far-flung design teams together to enable faster, better results

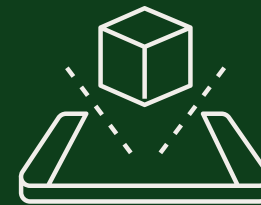# Enhance the Field of View with Contextual Data

See what you don't see

· View readings from patient monitoring systems and data from lab tests while performing surgery

· Identify hazards that are undetectable by sight while working in the field

· Discern flight parameters and nearby aircraft while piloting a fighter jet
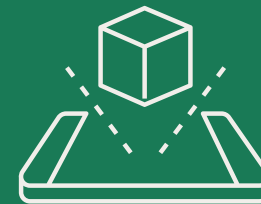
Benefits of using AR

· Optimize decision making—and avoid missteps—by putting critical information into the user's field of view

· Ensure that users have an up-to-date picture of the situation

· Enable users to focus and not take their eyes off the task at hand

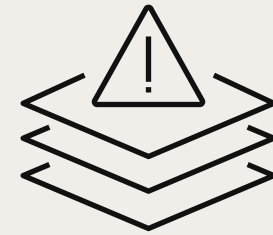# Conduct Immersive Employee Training

Learn while doing

· Improve proficiency on the factory floor through interactive, guided-training experiences

· Prepare for sensitive customer service situations by using emotionally realistic simulations

· Get up to speed quickly on servicing techniques by practicing on 3D visualizations of products

· Add training sites by using digital twins to simulate heavy equipment
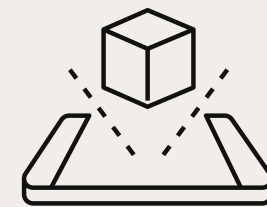
Benefits of using AR

· Provide an immersive, hands-free experience by projecting tutorials in users' fields of view

· Use skilled trainers more efficiently, freeing up their time for high-priority tasks

· Boost the retention of knowledge and talent by providing more compelling training experiences

Source: BCG analysis.

Prepare for Emergency Situations

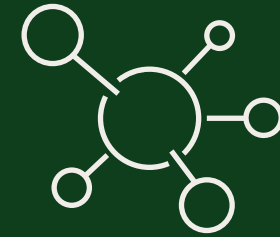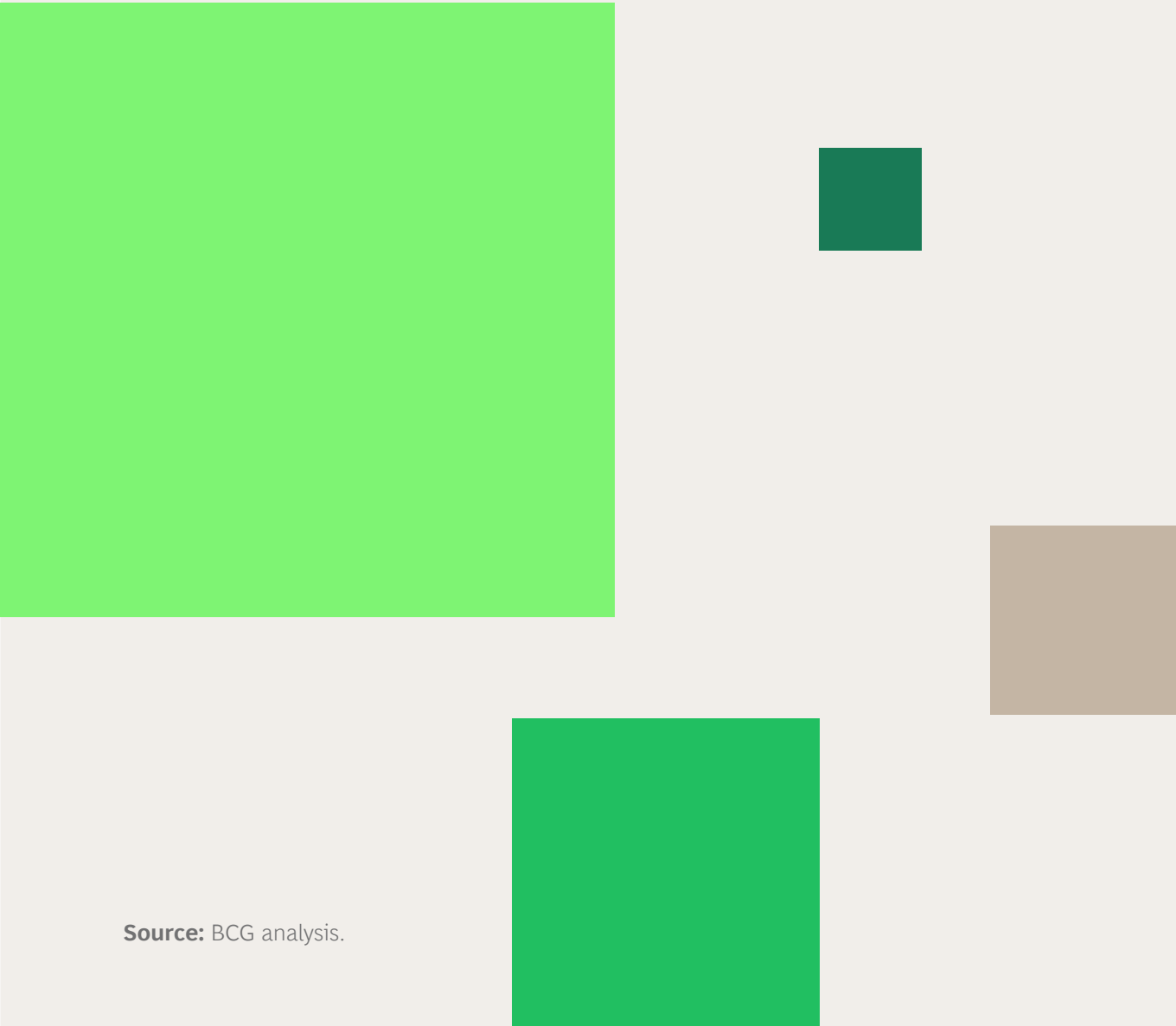## Simulate high-risk scenarios in a no-risk environment

· Practice—and perfect—responses to a cybersecurity breach

· Simulate a hazardous-materials accident or an active shooter situation and potential resolutions
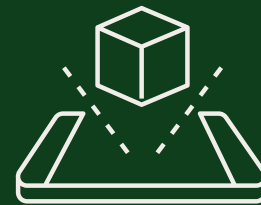
Benefits of using AR

· Replicate critical situations for which traditional training methods can be impractical or even dangerous

· Project a high-fidelity, 3D simulation in a real setting to mimic an emergency

· Track and record trainee responses, helping evaluators provide feedback for improving performance

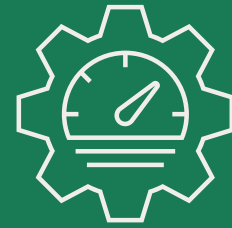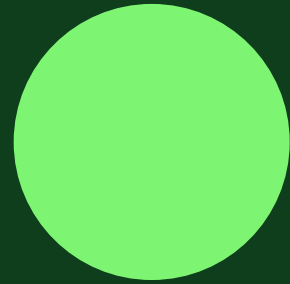# Collaborate Remotely with Greater Interaction

Work better together

- Share 3D models with far-flung design colleagues
- Inspect safety conditions at remote manufacturing sites
- Provide data sources in real time when aligning on marketing or distribution strategies
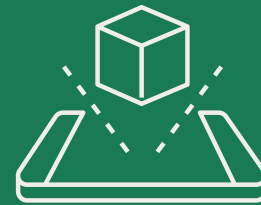
Benefits of using AR

- Accelerate time to completion by making meetings more interactive and effective
- Improve teamwork among colleagues worldwide
- Optimize decision making by giving the full picture to the full team

Augment Command and Control of Critical Systems
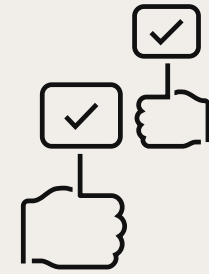
Manage an evolving situation—from anywhere

· Speed up emergency response to wildfires

· Enhance tracking—and trading—in volatile financial markets

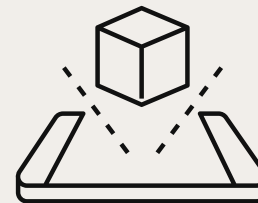· Optimize resource management during a hurricane

Benefits of using AR

· Combine real-time data with 3D mapping to create a dynamic representation of a changing environment

· Enable remote decision makers to zero in on more-precise solutions faster

Transform Customer Engagement and Support

Enhance the customer experience

- Bring key elements of online shopping—user ratings, for example—to physical stores
- Project product information on automobiles in a dealership
- Enhance the in-person experience of sports fans by displaying players' stats in their field of view

Benefits of using AR

- Create innovative and differentiating experiences for customers
- Provide information that facilitates the customer journey
- Boost customer satisfaction through more compelling and successful interactions