

Business Drivers & Beneficiaries

As stated, the majority of enterprises today are piloting and adopting AR use cases for their internal use and benefit, marking improvements in “Operational Efficiency” or “Lower Costs” as main drivers. However, 50% of respondents surveyed noted “Differentiated Product or Service Offerings” and “Improvement in Sales and Marketing” as key business goals they are addressing with their AR initiatives. In our [previous report](#), we examined closely those companies using AR for internal benefit. In this mid-year breakout report, we’ll pivot our data to focus on the responses of those whose primary use is for strategic differentiation, or offering AR to their customers through innovative new products, services, and solutions.

To achieve these goals, companies pursuing AR for external use are building experiences designed around service at a rate twice as high as companies developing AR for internal use (19% versus 10%). It should be noted that maintenance use cases—which are similar but developed for internal use—

are equally prevalent. This is because service and maintenance are, without question, the “killer use cases” for AR in the market today.

Driven by the same high downtime costs forcing companies to develop AR maintenance experiences internally, customers of industrial enterprises are open to receiving value-add services that utilize AR to reduce downtime and streamline their service experience. Either through cost premiums for unique new service and maintenance offerings or by improving relations and customer experiences, companies providing AR experiences that assist with customer service requests are capitalizing on the service opportunity afforded by AR.

Top Use Cases and Examples of AR for End Customers

Industrial enterprises focused on harnessing the new AR capabilities are taking a phased approach to deploying AR technology across their value chains. The path to value that PTC observes is that pilots start with internal proof of concept and quickly

Figure 1: Stated Objective of AR Experience

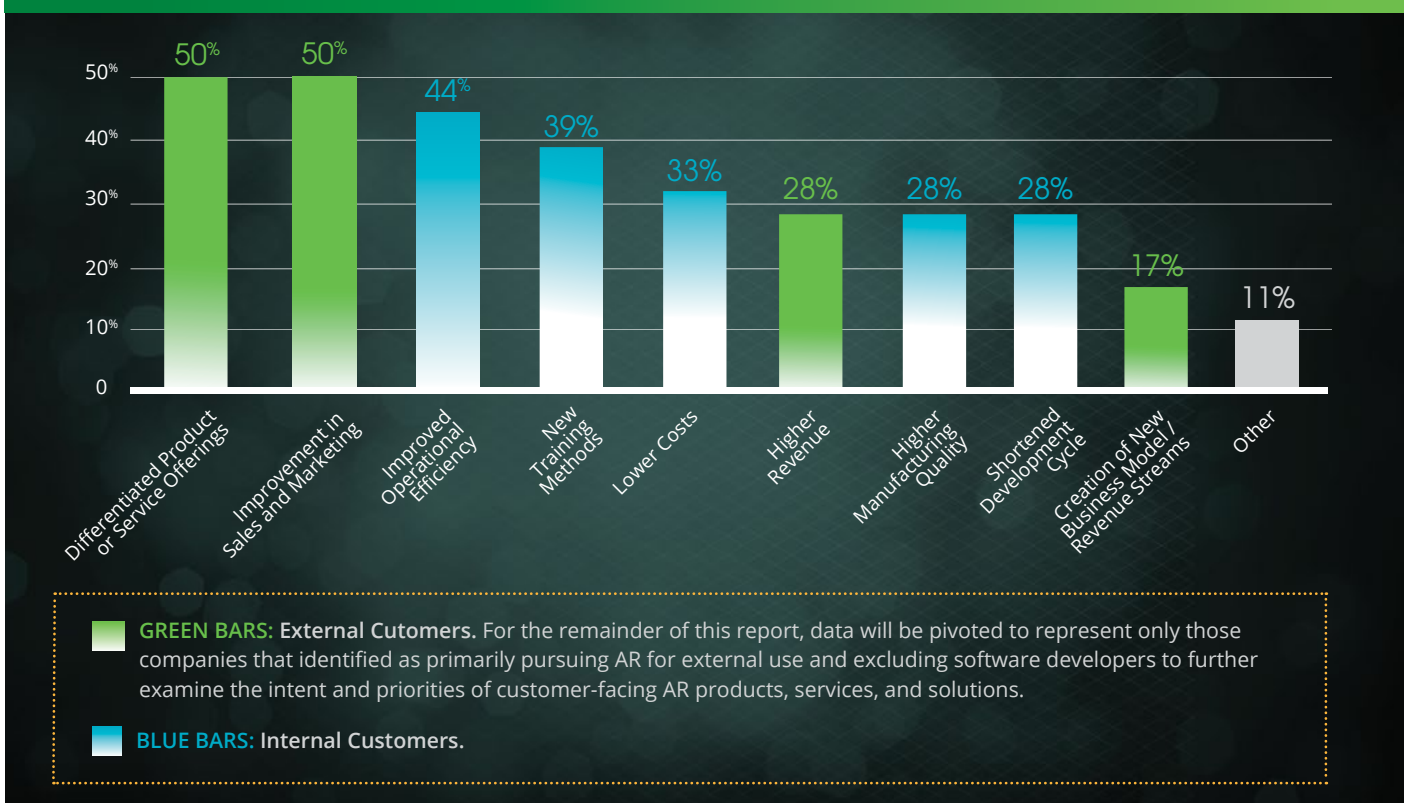


Figure 2: Completed Build-out of Use Cases, External Use Only



become deployed across multiple areas, including customer-facing product and service initiatives.

Looking at those companies that are developing for external use shows an increased focus on

service as well as marketing and sales as the key beneficiaries of AR deployment. As industries shift toward service-oriented business models, industrial enterprises are eager to leverage the same capabilities to visualize data and provide instructions related to smart, connected products with their customers the same way they do internally.

Top 50% of Use Cases

For industrial enterprises offering AR experiences that serve their end customer, service-related use cases garner a combined 26% of responses (including a few use cases not listed). From providing instructions to the customer to pre-empt and reduce service calls to equipping their own service teams with service inspection apps to increase first-time fix rate, the ultimate goal of service-related use cases is to maximize the value customers receive from their products.

Another combined 20% of responses (including a few use cases not listed) focuses on use cases that enhance or extend a customer's "operator" experience with the product. Operator and

Figure 3: Industrial IoT Adoption by Company Size , External Use Only.

