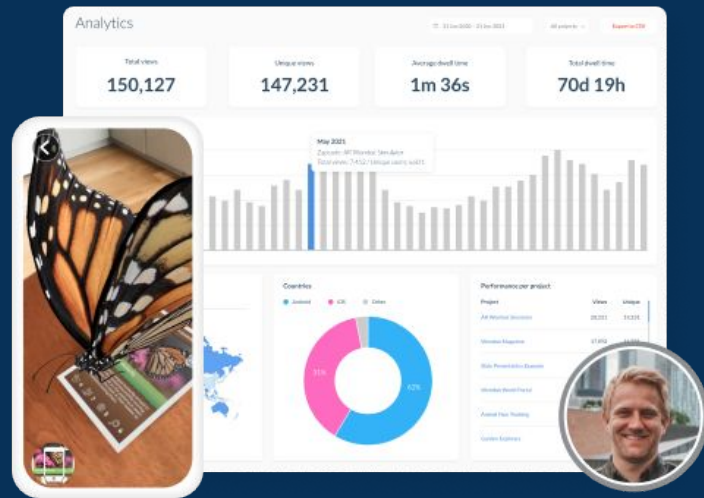




From proof of concept
to global execution:
**How to build a
scalable XR strategy**



| Housekeeping



- This event will be recorded and sent to you through after the session.
- Please use the Q&A function for any questions.
- Don't forget to leave us your feedback in our post-webinar survey.

| Your Webinar Hosts



Richard Hess

Zapbox Product & Sales Manager

Zappar



Tom DeFraine

Senior Customer Success Manager

Zappar

| Agenda

1. Current state of XR
2. How to think about resourcing an enterprise-scale XR strategy
3. How to get internal buy-in and drive adoption
4. How to measure success
5. Q&A

AR is now an expected part of the buyer journey

71%

Say they would shop more often if they used AR

78%

Say AR is a fun way to interact with brands

61%

Say they prefer retailers with AR experiences

The conversion rates that we've seen have surprised us, as a result we're doubling-down on AR experiences to drive eCommerce

”

**Robert Triefus EVP of Brand & Customer Engagement
Gucci**

As AR evolves, it will revolutionize our lives and will become as significant of a technology shift as the web or mobile was to society, changing how we view and interact with the world around us

”

Allan Cook Digital Reality Business Leader Deloitte Digital

AR is making real impact within large organizations

75%

Business leaders plan to use AR or VR by 2023

42%

Of marketers plan to increase their investment in AR/VR in 2022

94%

Higher conversion rate after interacting with products that have AR experiences

Metaverse Revolution? Or Natural Evolution?



NFTs



Web3



Virtual
Worlds



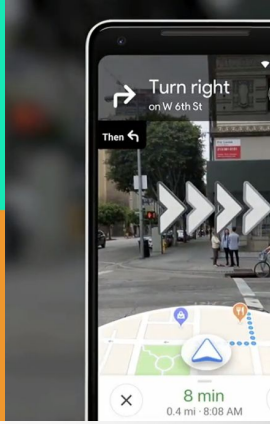
Virtual Real
Estate



XR



5G

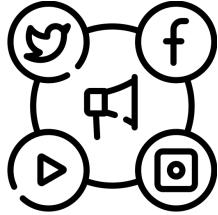




Poll

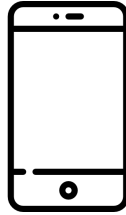
How many people have been asked to do a metaverse project in the last 6 months?

If it feels familiar...



2009

“We need a Facebook”



2011

“We need a Mobile App”



2015

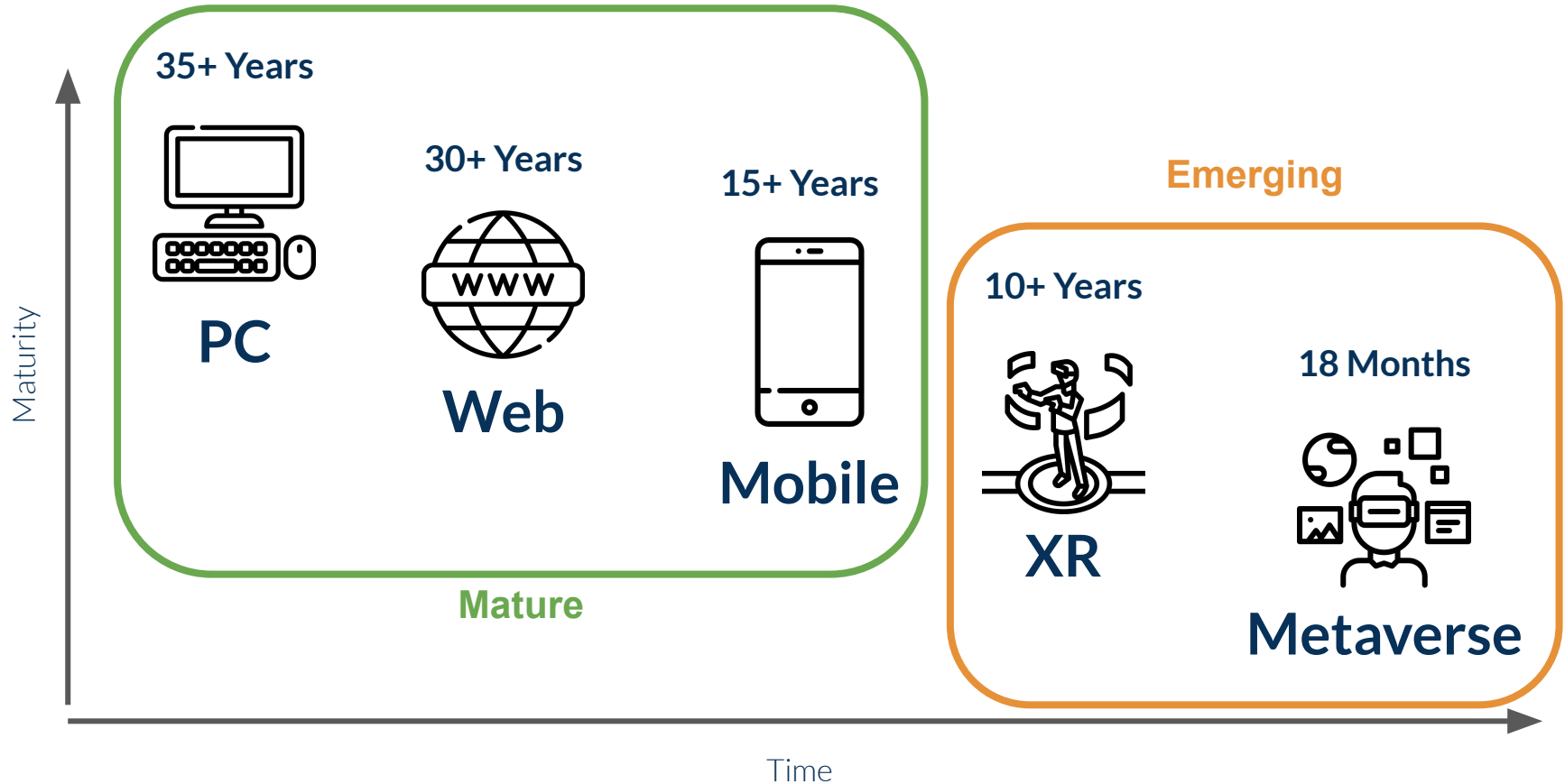
“We need a VR Experience
with our brand”



2022

“We need a Metaverse”

Pragmatic and Long Term Outlook



What to consider when...

Emerging



Metaverse

People start to buy products through this medium?

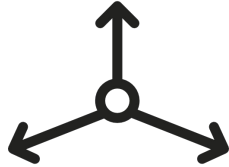
Spend most of their time in XR?

Advertising platforms incorporate the Metaverse into their offerings?

We move from emerging innovation to utility?

Organizations assign XR devices to employees?

How Innovation & Transformation Teams Can Prepare



Be Holistic and Agnostic

- Think cross functional and long term
- Diversify when appropriate
- Embrace the pivot!
- Consider internal capabilities



Test Quickly and Often Before Scaling

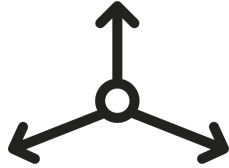
- Start small but be ready to scale if successful
- Tolerate failure while adopting learnings
- Look to productize even if using external capabilities



Target Platforms & Influence Roadmaps

- Consider repeated usage at the PoC phase
- Short term pain (security, compliance) for long term gain (industrialization)
- Help build the product by becoming a super user

How Innovation & Transformation Teams Can Prepare



Be Holistic and Agnostic

Long-term
Pivot-friendly
Diversified



Test Quickly and Often Before Scaling

Start Small
Tolerate Failure
Productize



Target Platforms & Influence Roadmaps

Short pain / Long gain
Repeatability
Super user



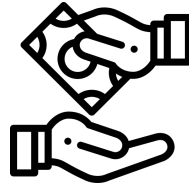
Centralized team that
focuses holistically on XR
strategy across multiple
verticals in an organization

Centralized Approach to Global XR Strategy



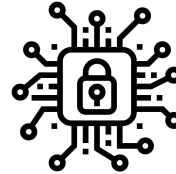
Bring Order

Tame the “Wild West” - address the fragmented sourcing strategy and establish standards



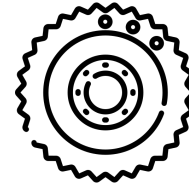
Buy Smarter

Consolidate buying power and influence with approved partner(s). Make your \$ go further.



Industrialize Capabilities

Build efficiencies across InfoSec and Procurement processes to sustain operations



Disseminate Learnings

Accelerate learnings and break down silos. Empower evangelists and democratize best practices.

Founding an internal XR team

Support



IT



Procurement



Legal



HR

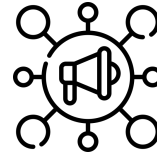


XR Team



Innovation

Stakeholders



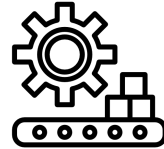
Marketing &
Sales



eComm/D2C

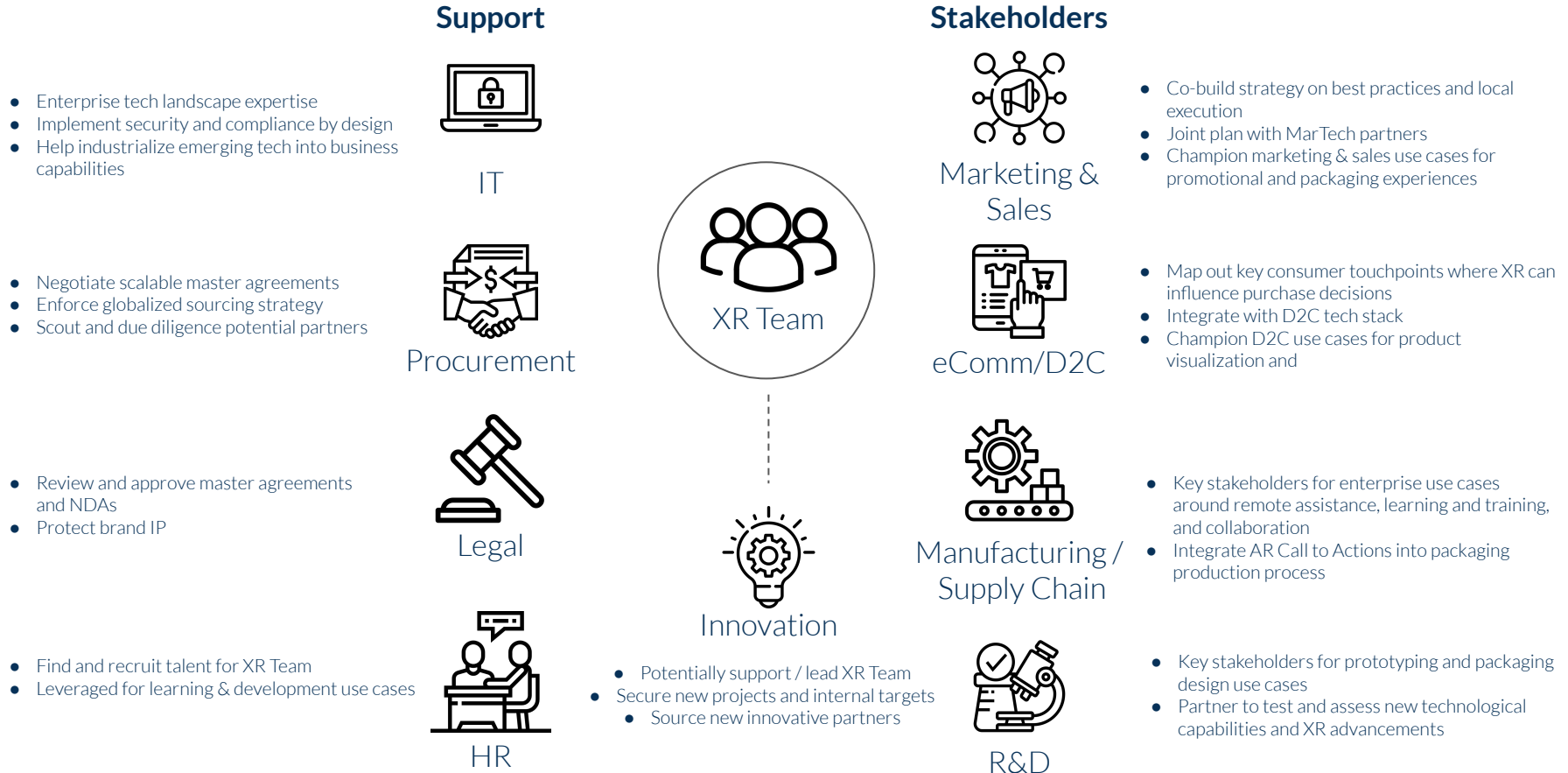


R&D

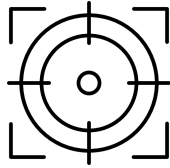


Manufacturing /
Supply Chain

Founding an internal XR team



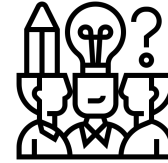
Approaches for resourcing an XR Team



Center of Excellence



Partnerships



Internal Studio



Intense, agile and lean team of SMEs, Project Managers, and Architects that on strategy and big picture

Leverage established and innovative tech leaders to drive adoption and make huge impacts

Bring creative and development capabilities in house to accelerate XR projects



More Projects, Diverse Use Cases

Brand Reputation

Flexible and Agile, NCLC



Funding

One and Done

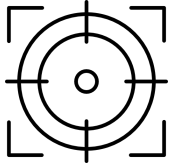
Competition & Talent

Approaches for resourcing an XR Team

What

Advantages

Watch-outs

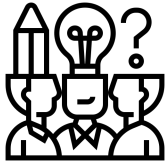


Center of Excellence

Intense, agile and lean team of SMEs, Project Managers, and Architects that on strategy and big picture

- Disseminates learnings across large organizations
- Can handle higher workload by delegating development to 3rd-parties
- Better positioned to handle multiple verticals

- Beholden to budget schedules and restrictions
- Can be spread thin across multiple stakeholders
- Need consistent buy-in from the rest of the business in order to execute projects



Internal Studio

Bring creative and development capabilities in house to accelerate XR projects

- Can operate off resource and license costs
- Closer and unbiased to the business vs. 3rd-parties
- Can more easily pivot and accelerate projects based on changing demands

- Up-front resource cost that can be heavily disrupted during budget challenges
- Tough competition to attract the best talent
- Will be compared and compete against agencies



Partnerships

Leverage established and innovative tech leaders to drive adoption and make huge impacts

- Huge brand recognition by working with companies creating the tech
- Roll into or integrate with joint business plans across different marketing verticals
- Strong driver for internal buy-in

- Needs a large, prohibitive investment
- Will often be tied to other financial commitments (i.e. Advertising, Media)
- Partner priorities can pivot fast and leave you hanging

Center of Excellence Example*

Large Organization
100 Markets
+\$50 Billion Revenue

Strategic

Center of Excellence /
Innovation / Emerging Technology Team

BRAND X

Development

Agency

publicis•poke

Internal

***BRAND X
STUDIO***

Immersive Studio

*groove
jones*

Platform

zapworks

*Example is a concept only!!!

Internal Studio Example*

Medium Organization
15 Markets
+\$2 Billion Revenue

Strategic

Emerging Technologies Team

BRAND Y

Development

Internal Studio

***BRAND Y
STUDIO***

Zappar Creative
Studio

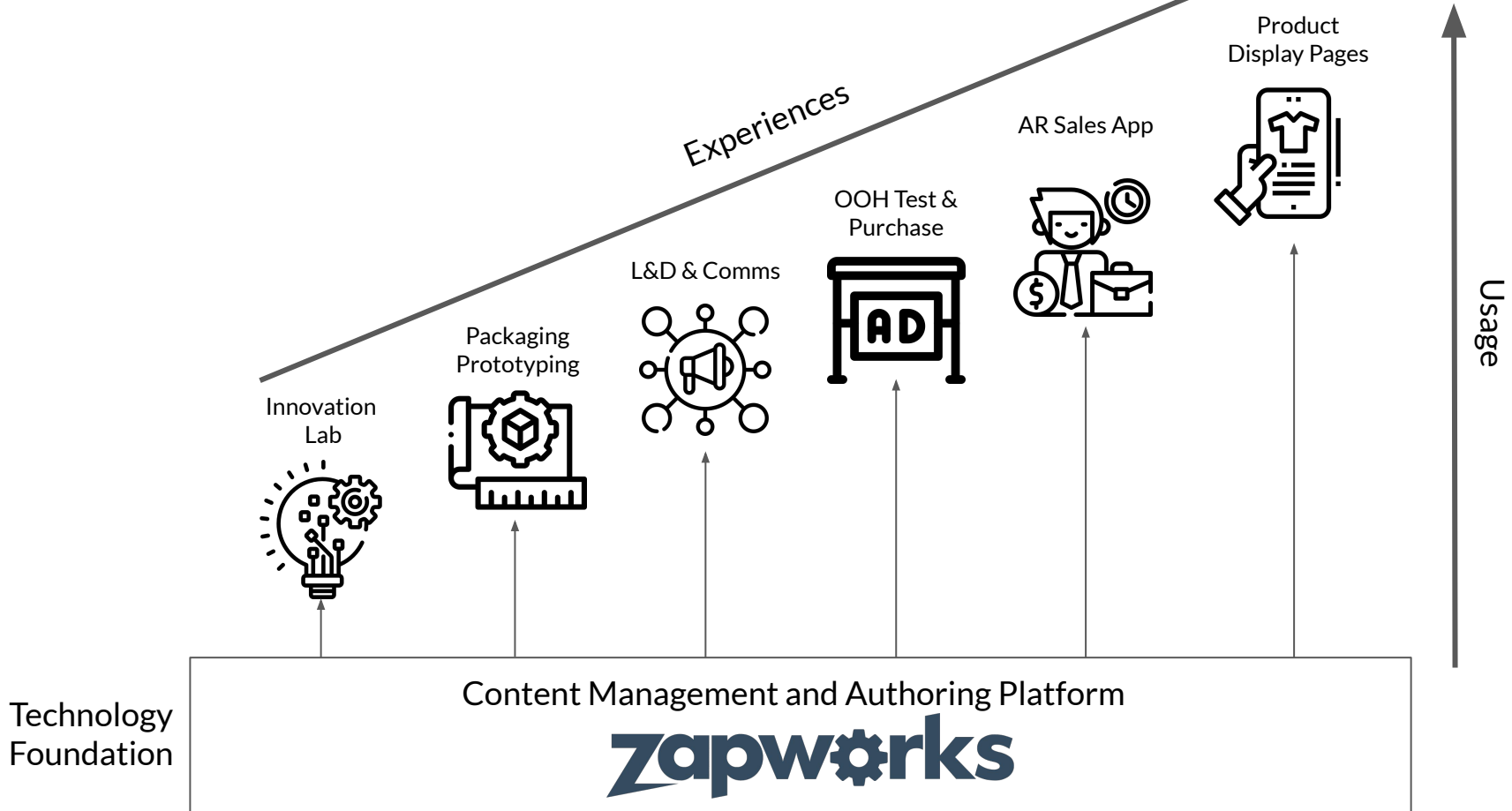


Platform

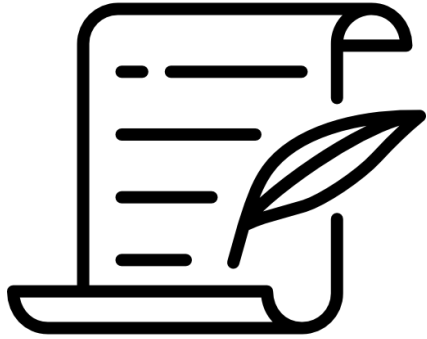
zapworks

*Example is a concept only!!!

Platforms Let You Scale Holistically



Getting Internal Buy In



Storytelling



Getting Internal Buy In



Storytelling

Hard numbers and a technology first approach are sometimes not enough for people to buy into your vision. Consider how to sell them the idea and put themselves in the user's shoes. Focus on weaving a narrative for them to understand the needs or the pain point, offer a solution to this problem and a path forward to execute.

Give a vision on how this will impact their world and how they can prepare and excel in this new reality!

Getting Internal Buy In



Charlie Fink

Forbes

[Convergence - A World
Painted With Data](#)



Cathy Hackl

Futures Intelligence Group

[Are you ready for the
Metaverse?](#)



Michael Pell

Microsoft

[The Age of
Smart Information](#)

Getting Internal Buy In



Pitch Often

Pitching is a muscle that needs to be built - build your way up from elevator (couch) to TED talk (5k).



Talk Business

Demonstrate tangible business value and outcomes without getting lost in the tech. Communicate why they should invest.



Empathize

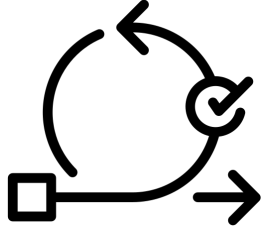
What problems does XR solve for your stakeholders?
Understand their perspective and don't force it.



Own It

Become a subject matter expert - the “go to”. Be able to challenge and respond to challenges.

Fostering Adoption



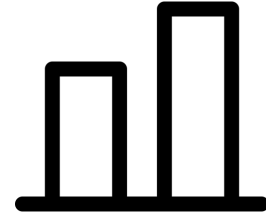
Start Small, Think Long

Test and Learn with multiple approaches on different platforms. Scale the successes.



Incentivize Stakeholders

Help fund or champion promising projects and initiatives. Excite partners and build your tribe.



Benchmarking

Compare the advantages of AR vs. alternative options and methods. Use data to support your argument.

Moving from RO-why to ROI

Use established frameworks



SMART Goals

*Specific, measurable,
achievable, relevant and time
bound*

SMART goals can really help
when you're in the early
deployment stages



OKRs

Objectives and key results

These are helpful if your
organisation already has the
structure to support them

...and remember

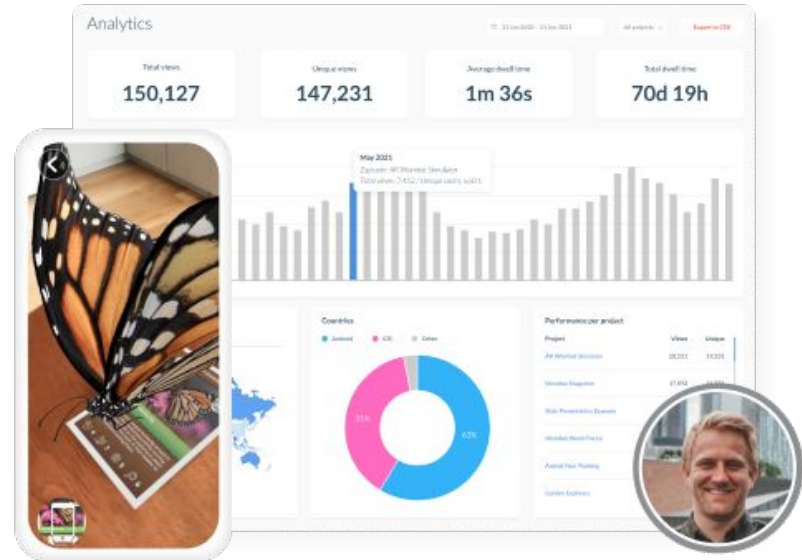


It's not box ticking

Don't use innovative
technologies as a box ticking
exercise - you only get so
much line to catch the right
fish

Use the analytics tools you know already

1. ZapWorks Analytics
2. Google Analytics
3. PowerBI
4. Third-party analytics
5. Retargeting via social apps



Link XR to tangible business outcomes



Use the power of “customer success”



Mindset

Adopt a customer success
mindset



Champion

As the champion, work with
external champions



Celebrate

Don't forget the wins



Poll

**Are you interested in discussing your XR strategy with
a member of our team?**



Time for some Q&A

World Tracking in ZapWorks Designer

Tuesday 29th March

8am Pacific
10am Central
11am Eastern
4pm GMT

zap.works/webinars

