

THE OPPORTUNITIES FOR BUSINESS OPERATIONS

DRIVE IMMERSIVE, AUGMENTED EXPERIENCES ACROSS YOUR ORGANIZATION

WHAT IS THE METAVERSE?





Source: Demystifying the metaverse madness could be maddening, HfS Research

CONSUMERS FIND IMMERSIVE EXPERIENCES VALUABLE AND IMPACTFUL

Percentage of consumers who state immersive experiences might be impactful and valuable in the sector stated



Source: Total immersion: How immersive experiences and the metaverse benefit customer experience and operations< Capgemini Research Institute

THE METAVERSE WILL EVOLVE AS A BUSINESS PLATFORM THAT CONNECTS VIRTUAL WORLDS, IMMERSIVE EXPERIENCES, AND DECENTRALIZED TECHNOLOGY

VIRTUAL WORLDS

(Digital twin, shared, persistent, identities)

IMMERSIVE EXPERIENCES

(Real time, 3D, AR, VR, and XR content, multichannel)

DECENTRALIZED TECHNOLOGY

(Web 3.0, blockchain, DeFi, and tokens)

THE INTERACTION BETWEEN REAL AND VIRTUAL WORLDS/DATA WILL ENABLE DIFFERENT TYPES OF METAVERSE

THE DIFFERENT TYPES OF METAVERSE

VIRTUAL DATA **Metaverse environment** Immersive experience with persistency and interactions with other users at the same time

AUGMENTED REALITY

MIXED REALITY

VIRTUAL NATIVE Creation of new virtual



THE METAVERSE WILL DRIVE IMMERSIVE, AUGMENTED EXPERIENCES ACROSS THE ORGANIZATION TO DELIVER ENHANCED, MORE CONNECTED BUSINESS OPERATIONS



POTENTIAL CHALLENGES ORGANIZATIONS MAY FACE IN USING THE METAVERSE

Percentage of consumers who state the following challenges in their use of the metaverse



There are considerable concerns about the use of social media, which would prevent me from using the metaverse

Like social media, immersive experiences have the possibility of creating "echo chambers" and polarizing populations

I do not want to invest in and get locked into a certain ecosystem

I do not want to experience any more advertisements or promotions

I would not be willing to allow children to use the metaverse



Source: Total immersion: How immersive experiences and the metaverse benefit customer experience and operations, Capgemini Research Institute

FOCUS AREAS FOR ORGANIZATIONS WISHING TO HARNESS METAVERSE TECHNOLOGIES



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