vuforia™

ptc

Augmented Reality
enhances your entire sales process

ptc

A faster route to sales is possible.

With the excitement of a dazzling, high-tech virtual demo and interactivity that brings your product to life, Augmented Reality (AR) is:

Better for your customers

Better for you
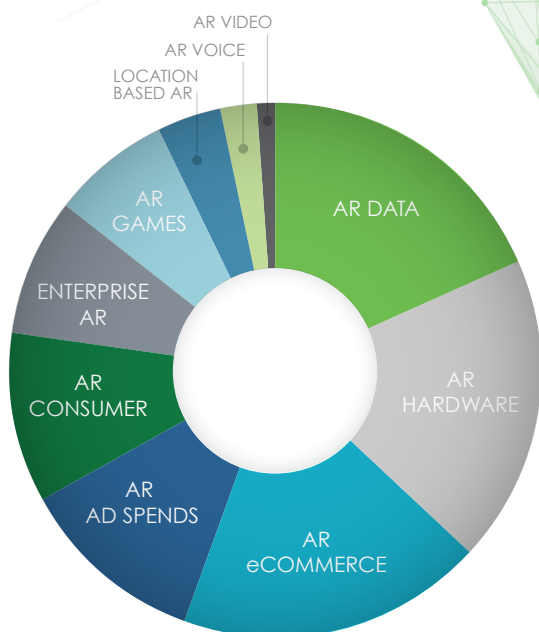
Transforming business today

TABLE OF CONTENTS

What is AR?

Simply put, AR is the superimposition of 3D, digital images onto a live view of the world. AR brings the digital and physical worlds together and enables humans to interact with both simultaneously.

With a $3BN market projection by 2019, organizations in the industrial enterprise need to rethink their business strategy to incorporate **AR technology** in order to stay competitive.

It is one of the fastest growing segments of the tech market.

AR VIDEO
AR VOICE
LOCATION BASED AR
AR GAMES
ENTERPRISE AR
AR CONSUMER
AR AD SPENDS
AR eCOMMERCE
AR HARDWARE
AR DATA

Enterprise AR Revenues: $3.0BN by 2019

	2016	2017	2018	2019	2020	2021
Enterprise AR	0	0.5	1.0	3.0	5.2	7.1

Digi-Cap, Augmented Reality Report, July 2017

AR

enables new capabilities in the industrial enterprise

VISUALIZE

ENHANCE the user's view of the physical world by overlaying real-world or digital information
- IOT data
- Digital models
- Third party data
- Business systems information

INSTRUCT & GUIDE

TRAIN OR GUIDE users on how to perform a task by incorporating digital instructions or real-time expert guidance for a physical object
- Real-time transfer of knowledge and expertise
- Digital step-by-step instructions to guide user

INTERACT

MANIPULATE digital graphics or extend a product interface through an AR experience
- Expand, customize and control product features
- Modify digital designs
- Enhance physical products with digital experiences

To learn more, read: Why Every Organization Needs an Augmented Reality Strategy from Harvard Business Review

AR delivers a demo so real you can almost touch it
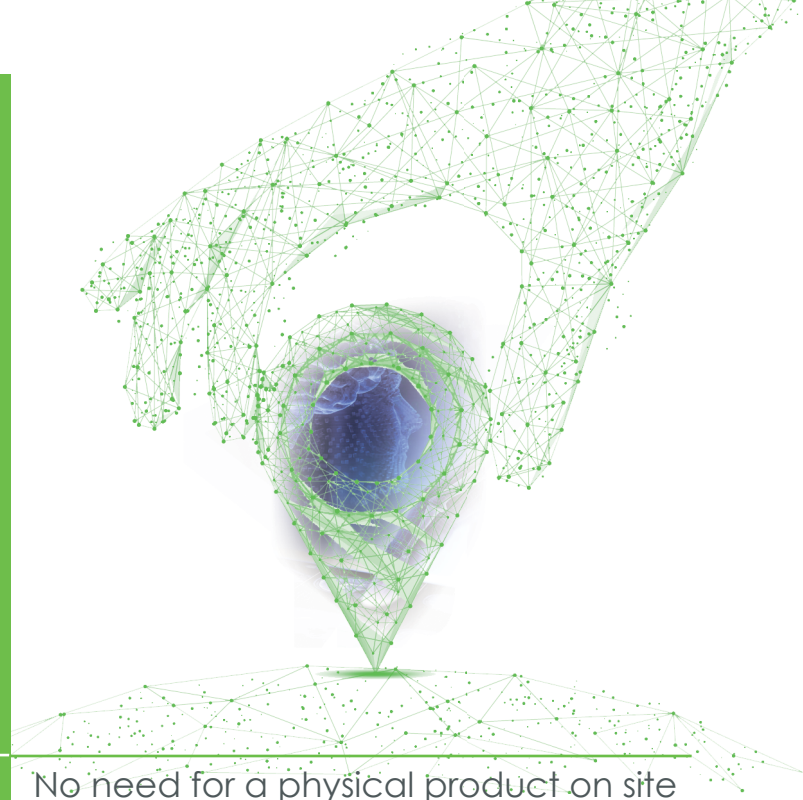
No need for a physical product on site

IMMERSIVE

In the industrial enterprise, it can be incredibly challenging to communicate the features and benefits of complex products to customers. Augmented Reality makes it easy to create compelling 3D experiences that bring your products to life.

IMAGINE the customer excitement that your sales and marketing teams could evoke if they had the ability to present your products in an interactive way.

INTERACTIVE

Scale is no longer an issue. Your sales team can present and demonstrate extremely large and small-scale products at any time, from anywhere. This increases customer understanding of complex features and functionality that could delay closing a sale while simultaneously eliminating costly shipping expenditures.

ENGAGE customers with a better understanding of how a product will fit in the context of their existing environment.

COST EFFECTIVE

AR technology is surprisingly cost effective and can help you to grow sales and market share by accelerating sales cycles and improving customer satisfaction. With AR in your arsenal, it is no longer necessary to conduct a costly, lengthy, iterative process to resolve client questions and provide full product understanding.

INCREASE customer understanding of how a product will fit in the context of their existing environment.

SEE FOR YOURSELF:

a) Download the FREE Vuforia View App, available in the App Store, to your mobile device
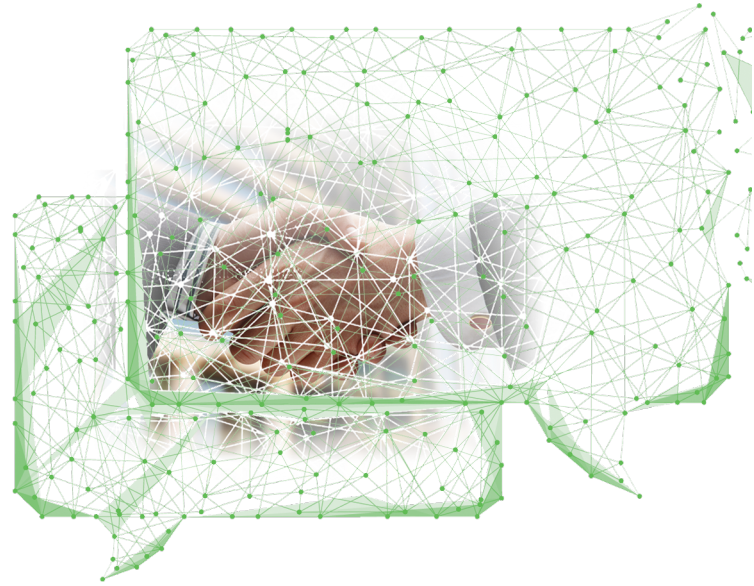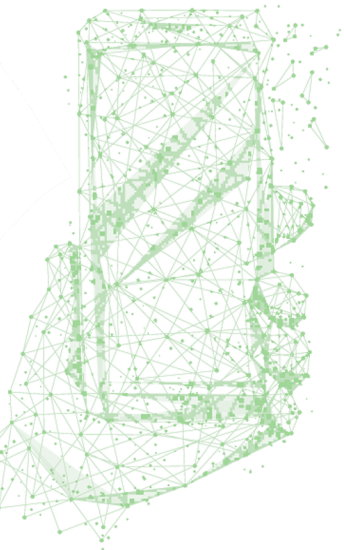
b) Scan this QR code

c) Follow the on-screen instructions and enjoy your experience

AR

makes sales cycles faster and more effective

Enable deeper comprehension, reduce costs and increase revenue

Increase customer engagement and excitement

With Augmented Reality, your customer will experience a more personalized demonstration that enables them to fully interact with your products in a way that was never before possible.

Accelerate sales decisions at reduced costs

Augmented reality lets you create, iterate and take your products to market in real time. Customers can walk around, interact with and examine the features and options that are important to them so there is less hesitation and more confidence in the value of your products.

Virtual product demonstrations eliminate the need to ship and assemble products for events and customer visits. Plus, you can avoid creating expensive prototypes, particularly for products with multiple versions and options. With Augmented Reality, your business will have the best and most cost-effective product demonstrations and user manuals. Sales will no longer need to bring a briefcase full of brochures to sales calls and Marketing won't have the hassle of updating, printing and managing your asset library.

AR

technology increases customer satisfaction

Deliver on target orders quicker and more efficiently

Promote your products with more visual impact

By promoting your products in a more visually impactful way, your sales team can more effectively communicate the value and benefits for each unique customer. In today's market, personalized marketing and sales have been proven to improve customer engagement and ultimately increase the likelihood of a sale. Indeed, with AR you can expect that your products will receive more attention in the market, your company will differentiate itself from the competition and you will be perceived as an innovative market leader.

Meet and exceed your customer's expectations

With more clarity on product features and functionality earlier in the sales cycle, your organization can avoid lengthy sales processes for custom or engineered-to-order products. Augmented Reality provides an easier and faster way for sales, engineering and customers to review all options and collaborate on which features are desired. Not only does AR accelerate the decision-making process, but it also decreases the amount of documentation and back-and-forth required between engineering and the customer to create and fulfill an order.

This improved clarity ensures your organization gets the order right the first time. As a result, customer loyalty and satisfaction increases because each customer receives exactly what they were expecting. Moreover, your company exceeds expectations by delivering engineered-to-order products faster than your competitors.

Vuforia Studio makes AR quick, easy and cost effective

What makes vuforia™ studio so special?

AR at your fingertips

The perception of creating content for AR experiences is that it can be complex, time consuming, labor intensive, difficult to scale and often requires experienced programming resources. Vuforia Studio's drag-and-drop interface makes it is easy to create compelling experiences.

You can easily leverage existing 3D content and integrate IoT and enterprise systems data without needing to write a line of code – effectively spending a fraction of the time and money typically needed to implement AR. And, you can import step-by-step animated sequences that elevate your AR experiences to the next level.

PTC is recognized as a global leader

PTC is recognized as a global leader in IoT and AR for Industrial Enterprises by Forrester Research and IDC, and was named Company of the Year by Compass Intelligence.

The Forrester Wave™: IoT Software Platforms

IDC MarketScape: Worldwide IoT Platforms (Software Vendors) 2017 Vendor Assessment

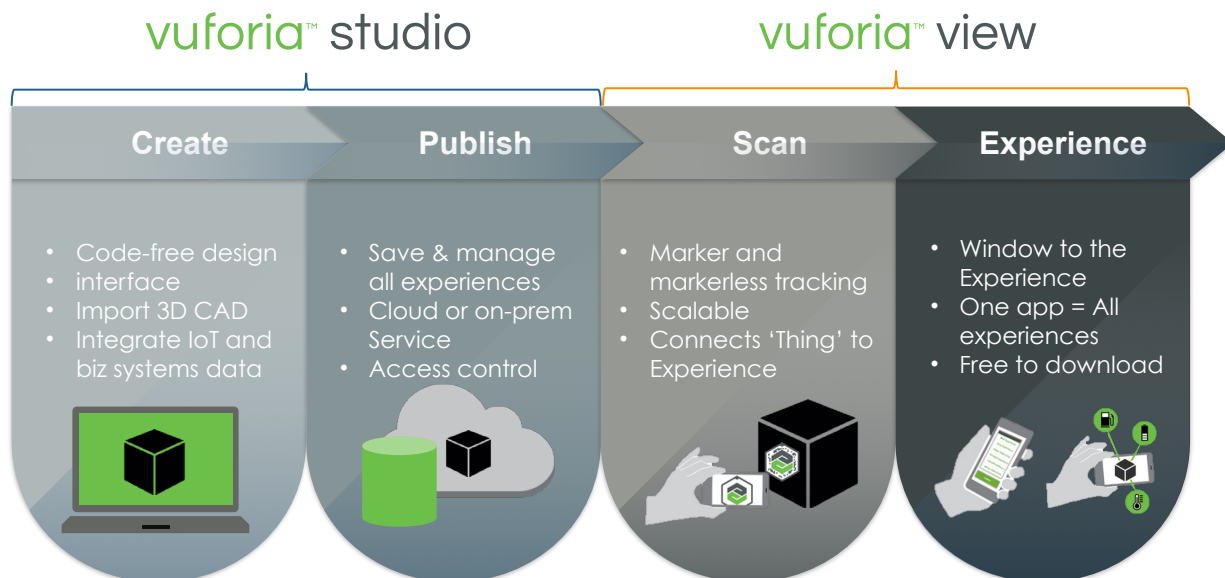# AR technology in minutes — without programming

vuforia™ studio

Vuforia Differentiators:

- **Ease of use at reduced costs:** an intuitive, drag-and-drop interface enables you to create AR experiences without any programming
- **Speed of content creation over other solutions:** create and publish AR experiences faster and stay ahead of the competition
- **Reuse existing 3D content and animated sequences:** leverage and extend your CAD investment
- **Scale your efforts through a single app viewer:** access and view all of your AR experiences at any time, from anywhere on any smart device

How it works in four easy steps:

What previously took weeks to achieve with other tools, can be accomplished in minutes with Vuforia Studio. Create, publish and view AR experiences following these four easy steps:

vuforia™ studio

vuforia™ view

Create	Publish	Scan	Experience
• Code-free design	• Save & manage all experiences	• Marker and markerless tracking	• Window to the Experience
• interface	• Cloud or on-prem Service	• Scalable	• One app = All experiences
• Import 3D CAD	• Access control	• Connects 'Thing' to Experience	• Free to download
• Integrate IoT and biz systems data			

Vuforia Studio in Action: A Case Study with Fujitsu

Enhance Sales and Marketing with Augmented Reality

Yes, AR is a cutting edge technology. And yes, AR can work for your organization. Fujitsu, a global communication and information technology company, offering a full range of products, solutions and services, used AR to reduce their sales process and modernize their business moving forward.

Fujitsu leveraged PTC Vuforia 3D Augmented Reality experiences to:

- Improve customer experience
- Accelerate sales
- Allow customers to quickly review products and features
- Have experiences in their own environment, in real-time and at scale

Click here to read the full case study and see how Vuforia Studio helped Fujitsu achieve such impressive outcomes.

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FUJITSU

With Vuforia Studio we can provide customers with [virtual] products that have yet to be manufactured without having to send a unit to location but still have to-scale examples that you can walk around and see the information.
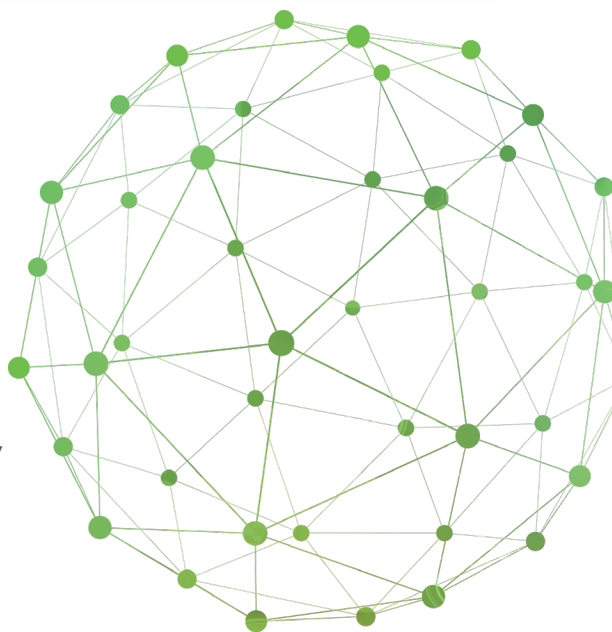
- Sandra Humphreys, Fujitsu

AR

supports better business strategies TODAY

PTC recognizes the potential AR has to transform the industrial enterprise

Successfully leverage AR to:

- Address pain points
- Increase customer satisfaction
- Drive sales
- Transform your go-to-market strategy

Contact us to help you define profitable use case for incorporating AR in into your sales and marketing strategies, and provide you the technology to easily and cost-effectively create and deploy it.

Contact an expert at PTC for a demo of Vuforia Studio!

Register for the Vuforia Studio Free Trial and start creating AR experiences for your organization!