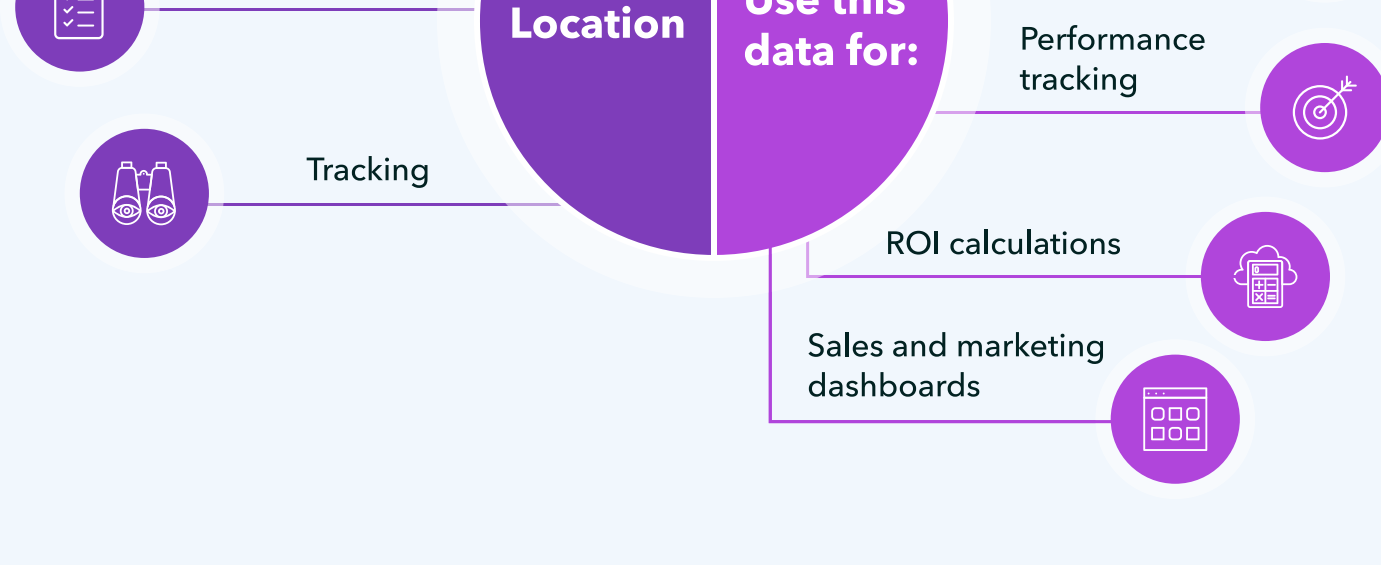


Top 3 Integrations for Extended Reality

Companies leading the way with XR are getting optimal ROI and efficiencies by using integrations to unlock the full potential of technology. Sharing data and resources between applications creates new opportunities and a more robust tech ecosystem that enables workflow automation, insight generation, and better customer outcomes.

Extended reality (XR) creates novel data types.

These include:



Integrating XR with other parts of digital infrastructure maximizes the value of investments.

In our 2023 Digital Maturity and Mixed Reality Trends Report, we asked “When implementing an XR platform, what other services and/or platforms are most important to integrate with that XR platform?”

This is what we found.



XR INTEGRATION

1 Analytics and AI

Anything that generates data is a candidate for analytics and artificial intelligence (AI) integration. Enterprises use the data generated from XR to improve their training, remote assistance, and other XR initiatives. They also use it to better understand their workforce capabilities.

of survey respondents...



TOP WAYS TO COMBINE AR AND AI¹:

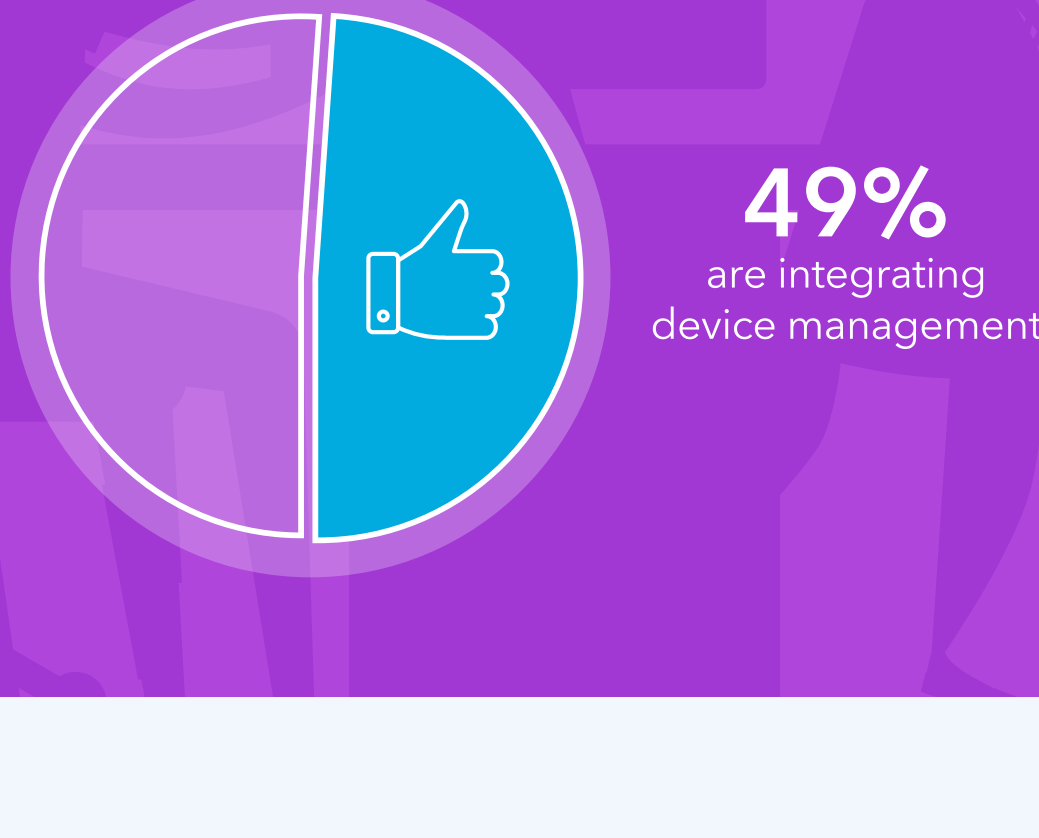


2 Device Management

XR INTEGRATION

Head-mounted displays (HMDs) represent the largest capital expense associated with XR adoption. Any successful XR initiative requires buy-in from the IT teams that will support the back-end infrastructure.

of survey respondents...



WITH DEVICE MANAGEMENT, IT TEAMS CAN:



3 Customer Relations Management (CRM)

XR INTEGRATION

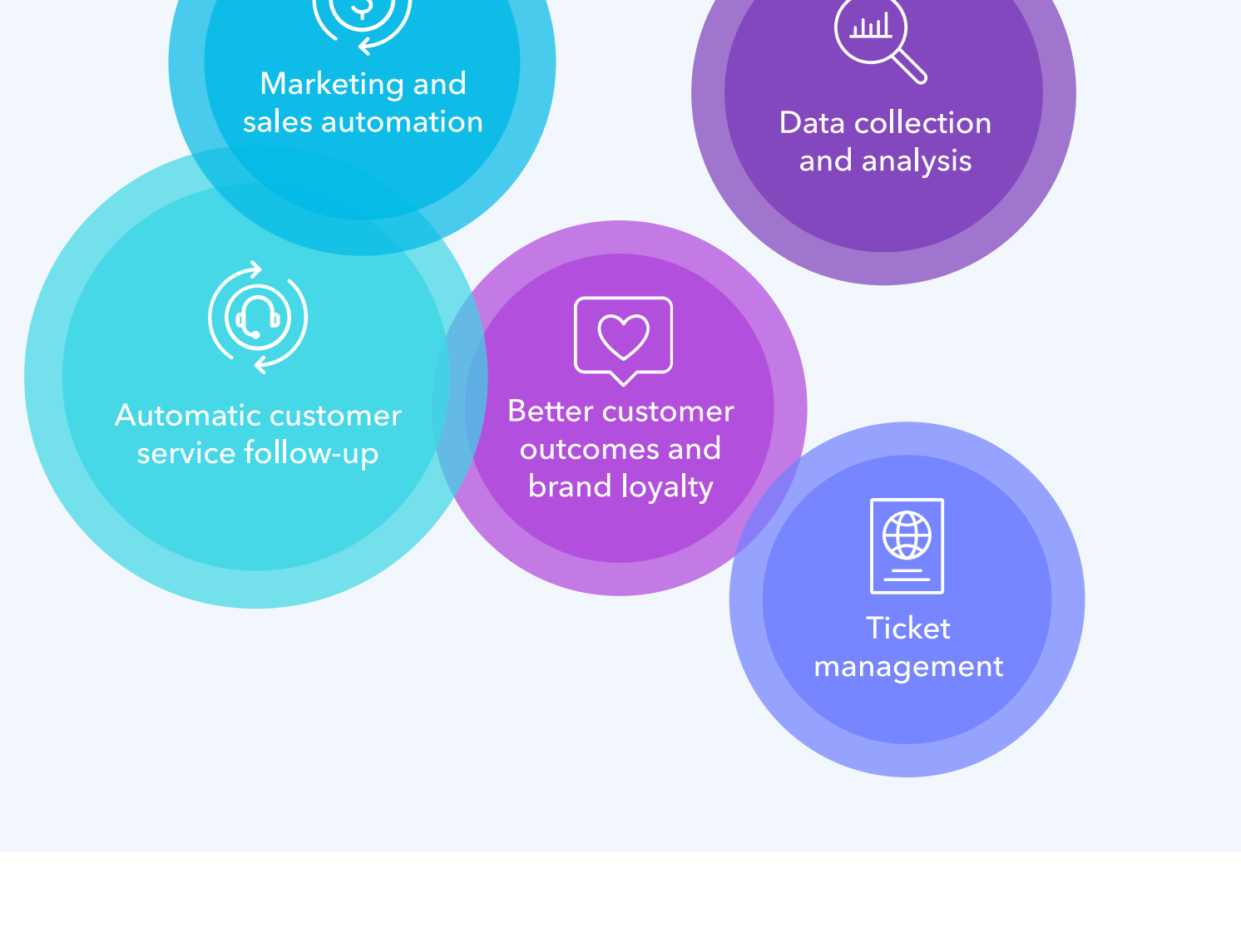
Though not applicable to every XR use case, CRM integration is incredibly valuable for organizations that leverage customer-facing AR or VR uses like remote assistance or virtual try-on². When using CRM to manage interactions with your customers, creating an integration with XR enables you to get most out of both solutions.

of survey respondents...



Overall size of CRM market: USD \$57.83 billion in 2021³

TOP REASONS TO INTEGRATE CRM WITH XR:



[Download the entire 2023 Digital Maturity and Mixed Reality Trends Report to learn more.](#)

XR is unique to any other technology—these collaboration channels and environments often have unique content requirements, usage scenarios, and security demands. As XR hardware and platforms continue to mature, the barriers to formation continue to fall, and companies that have been hesitant to adopt will find fewer and fewer reasons not to. For companies looking broadly into enterprise digitization, XR should be an integral component—along with

AI and analytics, IoT, collaboration, device management, and the cloud, XR can provide immense value.

Source:

¹ <https://www.fingerit.com/blog/building-incredible-mobile-experiences-by-combining-ar-and-ai/>
² <https://www.forbes.com/sites/4dmlondon/2021/05/20/virtual-try-on-is-more-than-a-pandemic-trend-and-these-brands-are-reaping-the-rewards/?h=513ba5d56c82>
³ <https://www.fortunebusinessinsights.com/customer-relationship-management-crm-market-103418>