



Transforming

Marketing & Sales with

AUGMENTED

REALITY

Discover how AR can increase revenue, accelerate sales cycles, and energize customer engagement

## Driving Digital Transformation with AR

### Industrial AR has arrived—and adoption is accelerating

While consumer-focused virtual reality (VR) has claimed the media spotlight, augmented reality (AR) has quietly been transforming enterprise business. IDC has identified an AR market value of over \$20B in 2019, reaching as high as \$120B by 2022—and that's *excluding* consumer spending on AR. [Global Market Insights](#) has similar projections, and identifies that the lion's share of AR investment will be driven by industrial usage; with industrial spending on AR more than double any other sector by 2024.

### Key verticals benefiting from industrial AR

While AR will be making an impact across many verticals, the use of AR is currently reshaping sales and marketing in the following markets:

- ☒ Industrial products
- ☒ Automotive
- ☒ Medical devices & life sciences
- ☒ High-tech & semiconductors
- ☒ Federal, Aerospace & Defense

## Level-set: AR defined

- Augmented reality overlays physical assets with digital information—including schematics, instructions, annotations, and performance and condition status.
- AR is experienced across a range of video-enabled hardware, from touchscreen mobile devices to purpose-built wearable headsets.
- AR software provides several key functions, including target recognition which identifies and locks onto the correct physical assets, the projection of data overlays, and in some cases, the integration of real-time data.



## How AR is Transforming Marketing and Sales

While augmented reality offers benefits across the value chain, there are specific applications of AR that are particularly well suited for improving marketing and sales activities. Depending on whether your organization is modeled towards business-to-consumer (B2C), or business-to-business (B2B), there are some unique and compelling business benefits to AR.

### AR benefits for enterprise markets

In a business setting, augmented reality can reduce engagement costs, enable rapid and deep customer personalization, and accelerate the selling process. A direct primary benefit for B2B is that AR models are significantly easier to fabricate, transport, and customize than assets themselves, or physical models of the same.

In these settings, marketers and sales people are involved in the customization and delivery of AR experiences to prospective customers.

### AR benefits for consumer markets

For consumer-focused selling, augmented reality cuts through crowded markets with brand and product differentiation, offering greater customer engagement through the buying process. Key value drivers for consumers include personalizing their own product experiences, seeing them in an at-home context, and virtual accessories and tools that enhance product experiences and brand loyalty.

In these settings, AR experiences are often tailored to be self-guided by the customer, providing a range of customization and features unavailable via traditional media (e.g. brochures, etc.).

## AR eliminates marketing and sales constraints

Sellers of industrial products can face inherent constraints. Products may be too large, heavy, or expensive to bring to tradeshow. Limitless customization potential can make demonstration versions seem generic or unsuitable. Customer locations may be inaccessible, impractical, or even hazardous to ship to. But by using realistic and customizable digital counterparts to physical products, sales and marketing can more easily and cost-effectively:

- Engage prospects with interactive product demonstrations at any number of physical events.
- Provide unlimited customization to meet customer inquiries on the fly.
- Stage, position, and configure virtual products to contextually fit on-site at a customer location.



## Product Visualization and Demonstration

*AR reduces costs and heightens the customer experience—from virtual product demos in showrooms and tradeshow floors, to virtually staging products at the customer's location.*

### Marketing: Demo fabrication and delivery

With the right AR authoring platform, companies can fabricate unlimited “digital twins” using existing product data. Customers can experience these digital twins via wearable headsets or mobile devices; the results are much more immersive, without the spatial or cost restraints of physical product demonstrations. Using AR, companies can scale up marketing efforts and accelerate the resulting sales pipeline.

### Sales: Customization and visualization

Sales teams can easily create immersive, life-sized, and 3D AR experiences—capable of being fully customized to customer requirements. Questions, concerns, and iterative customization can happen in a fraction of the time and with little cost. For B2C engagements, customers can more confidently preview customizable products without needing to have them fabricated before purchase.

### Customer Success:

## ACCELERATING PIPELINE WITH AR PRODUCT VISUALIZATION

Specializing in grain storage, seed-processing, and protein-production solutions, GSI manufactures custom silos, barns, processing machines, and other large structures. These products are near-impossible to transport for marketing or sales purposes. Building AR experiences for their products eliminated these physical restrictions, and provided GSI with immediate benefits:

- Improved response at events, with engaging AR demos that drive word-of-mouth and foot traffic to their booths.
- Faster, more accurate responses to customer requests by replacing 2D blueprints and sketches with scalable and rapidly customizable AR models.
- Amplifying dealer effectiveness with scalable, customizable AR models than can be experienced with the customer on-site.





## Product and Brand Experience

*AR-enabled promotional and buying experiences provide customers with the convenience and customization of digital promotions, while preserving the immersion of physical interactions.*

### Blending digital and physical buying experiences with AR

Online vs. traditional buying experiences have trade-offs. Online storefronts provide ease-of-shopping, yet lack tactile experiences or the ability to visualize products in context. Meanwhile, brick-and-mortar stores deliver experiences that are more immersive, but are restricted by geography, relative inconvenience, and the inability to evaluate all available customization options. Augmented reality combines the best of both worlds to deliver customer experiences that heighten accessibility, customization, and engagement.

With AR, customers can select the exact version of the product they want consistent with online purchasing—and then interact with the digital approximation of that product in a way that offers greater tangibility and engagement.

After the selling process, AR-driven digital customization and user guides can help owners better understand and enjoy their purchases. Unlike static PDF guides, companies can upgrade and enhance AR experiences over time.

### Customer Success: AUGMENTED BRAND EXPERIENCES IN THE FIELD

A household name in high-performance bicycles, cycling apparel, and accessories, Cannondale is constantly seeking new ways to differentiate in a crowded market. This includes elevating the product experience for dealers and customers alike. Using PTC's Vuforia Studio, Cannondale has shifted their product and service experience into high gear, including:

- Providing dealers and mechanics with years of service and maintenance instructions—easily accessible as AR visualized guidance
- Empowering customers with an unlimited ability to preview any available color, feature, and model customization
- Extending AR experiences to bicycle owners, enabling riders to better maintain their bikes
- Establishing a new channel for sharing important product and marketing information with dealers, mechanics, and owners



## PTC Vuforia: Connect with Customers Using Enterprise-Grade AR

*The PTC Vuforia family of AR products delivers robust functionality and puts AR tools into the right hands—including accomplished AR developers, or sales and marketing professionals with no programming background.*

### Vuforia Studio: Rapidly author AR experiences

Vuforia Studio is ideal for subject matter experts with no prior coding expertise who seek to rapidly build effective AR experiences. Supporting a wide range of devices, from smartphones to wearable AR headwear, Vuforia Studio supports sales and marketing applications with the following features:

- Rapid development capabilities with a drag-and-drop UX
- Leverage existing digital assets, including CAD and animation sequences
- Enterprise scalability supports rich customization and localization
- Out-of-the-box support for mixed and assisted reality devices

[Explore Vuforia Studio](#)

[Try Vuforia Studio Today](#)

### Vuforia Engine: Elevate your brand with AR

PTC Vuforia Engine is the world's most deployed AR software solution—and for good reason. With unequaled computer vision and object recognition capabilities, Vuforia Engine provides the flexibility to develop and deliver immersive AR experiences to create demand, accelerate sales, enrich ownership, and strengthen customer loyalty. Vuforia Engine is unmatched in the following AR capabilities:

- Powerfully accurate image recognition provides flexibility to embed experiences in exciting new ways
- Seamless addition of exciting interactivity, such as virtual buttons and background effects
- Complete control to build fully branded AR for new or existing applications
- Integration support for complementary applications and hardware

[Explore Vuforia Engine](#)

[Evaluate Vuforia Engine](#)

## Next steps

The Vuforia product family from PTC is transforming how companies design, produce, operate, and service products. And with Vuforia Studio and Vuforia Engine, sales and marketing teams have access to powerful new AR-powered solutions. For sales, these capabilities reduce costs, while accelerating sales cycles. For marketers, AR offers an exciting new way to create immediate demand and build long-term loyalty with customers. Discover the benefits of AR—benefits that leaders like Cannondale and GSI are already enjoying through rapidly developed AR experiences for sales and marketing.



**Contact an AR Expert**

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