Augmented and Virtual Reality in Operations
A guide for investment

Immersive technology has arrived, with AR the more widely practiced

Out of companies employing AR, 85% are experimenting and 15% are implementing

Out of companies deploying VR, 65% are experimenting and 35% are implementing

Leading organizations are already implementing AR-VR “must do” use cases

Companies in the US, China and France currently lead the implementation race

Large share of companies see over 10% operational benefits with AR/VR

Large-scale vs. small-scale implementation, AR

Large-scale implementation: 76%
Small-scale implementation: 24%

Large-scale vs. small-scale implementation, VR

Large-scale implementation: 67%
Small-scale implementation: 33%

How can organizations begin or enhance their AR/VR journey?

Source: Capgemini Research Institute, Augmented and Virtual Reality; N=152 and 275 organizations implementing at least two AR use cases at large scale and small scale respectively, N=116 and 220 organizations implementing at least two VR use cases at large scale and small scale respectively.