



Submission Option #3

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What type of research project?	
Analysis of Software or Hardware Issues	Click here → <input type="checkbox"/>
Market Research	Click here → <input checked="" type="checkbox"/>
Business Process Innovation Issues	Click here → <input type="checkbox"/>
New Standards Development	Click here → <input type="checkbox"/>
Topic of proposed research project	
<i>Please make this field (the title of your submission) as descriptive as possible</i>	
How and When to Purchase Enterprise AR Products and Services	
Goal of research project (400 words)	
<i>When describing the topic you propose the AREA to study, focus on wider ambition, define the aim or desired result. What is the challenge that this research project would seek to address/resolve? Who's problem will this research project address? What you are looking to understand, create or find out more insight?</i>	
<p>Many enterprises are making investments in software, hardware and services for their AR projects knowing full well that the technologies are changing rapidly. On the one hand, “hands on” experiences with current AR solutions and systems are necessary to understand how to match today’s offerings with organizational and project requirements. On the other hand, the investments earmarked for AR might be more productively used and have longer shelf-life if delayed a few months or longer. All this needs to be balanced with the real need of the enterprise to achieve the expected benefits of AR as quickly as possible.</p> <p>Goal of research project: How and when to invest in AR products and services are important questions in rapidly changing technology environments, particularly as organizations are building up professional teams with AR design, production and management skills. Enterprise customers need this AREA research project to support strategic planning and to “futureproof” AR in their companies. The project will produce a report describing parameters a buyer needs to and consider and a simple framework that takes into account expected benefits with the current and future state of the technology, the pros and cons of building vs. buying, of waiting vs. acting now when making software, hardware and services purchases. The framework will be based on (and the report will describe) a new method for objectively assessing relative maturity of a range of different technologies and solutions commonly proposed for enterprise AR. It will also offer suggestions for how to manage capital costs with O&amp;M costs and start up delays without compromising on longer-term AR project metrics.</p>	

Long term impacts of this research: AREA members will have the best possible grasp on the maturity of a range of different technologies in which they can invest for strategic advantage.

What are the specific objectives for the research?

*Please use SMART objectives (Specific, Measureable, Achievable, Realistic and Time-based) – clearly define the objectives (these can be, for example, the preparation of specific deliverables) so they can be measured against the project outcomes.*

1. Develop a classification for potential purchases (investments) for AR projects (e.g., software, hardware, services, training, maintenance and other categories based on ROI calculator and primary research), providing examples of offerings and providers in each category.
2. Create objective product or technology “maturity” measures, based on primary research and in system easily updated by customer. Apply to evaluate maturity of segments (or subsegments) in each of the common AR project purchase categories (created in step 1).
3. Develop guidelines for estimating annual costs for maintenance and capital depreciation for top segments in the purchase categories
4. Develop guidelines and best practices (by segment or project) for optimizing the timing of purchases and/or extending the life cycle of an AR investment (“futureproofing”) while maintaining or improving project outcomes

Who do you think has expertise to conduct this research?

*You can suggest your own organization or a third party.*

\* AR-Experts.DE (Bjoern Schwerdfeger)

