



Submission Option #4

Your name: Christine Perey	
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Your e-mail address cperey@perey.com	
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>	
Size and Growth of Enterprise AR Market (2018-2021)	
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>There are many market research firms and analysts examining the current size and forecasting the growth of the total global AR and VR market. These experts are classifying, measuring and predicting business opportunities in diverse ways. The press releases announcing availability of these reports with very large figures are often cited as part of business plans and blog posts. Unfortunately, most AR market growth forecasts include consumer as well as enterprise, AR as well as VR and those that exclusively focus on the enterprise and industrial use cases for Augmented Reality are limited in depth, clarity or scope. Their high cost is often prohibitive or difficult to justify. As a result, enterprise AR providers as well as customers and investors must make investment decisions based on market size information they develop internally or that does not match their experience or target markets.</p> <p>Goal of research project: This research project will develop a 3 year market size and growth forecast report and quantitative model for enterprise Augmented Reality using AREA-defined use cases and AREA member target markets. This will permit AREA members to understand the potential market growth and risks and to plan their future investments accordingly. Based on interviews with AREA members of all segments as well as public economic models for growth of 15 industries, and using top down and bottom up methods of market sizing, the research will produce realistic figures and forecasts. In addition, by having the growth forecast model as a tool (Excel), the AREA members will be able to tailor their forecasts based on target markets (e.g., industry, geography, use cases) and using assumptions with which they have “tuned” to their business needs.</p>	

Long term impacts of this research: AREA members will have the best possible estimates of enterprise AR product and service size and growth for their planning purposes. In addition, the AREA will release the industry definitions, product and service classes and use case descriptions/requirements which form the core of the forecast model so that commercial market analysts and market research firms can re-use, adapt and potentially standardize their forecast models on the AREA's framework.

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. Through interviews with AREA members and experts in enterprise Augmented Reality, develop full set of classifications and definitions for target markets, products and services and use cases for use in a market sizing model.
2. Develop market size and growth forecast model for enterprise Augmented Reality products and services segments focusing on operational and productivity use cases (not marketing and sales use cases)
3. Use the custom enterprise AR market model to estimate the 2018 market size and predict growth of the same segments for three consecutive years.
4. Prepare a report explaining all the variables in the model, adjustable assumptions and possible risks for using the model.

Who do you think has expertise to conduct this research?

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

\* Tom Mainelli, IDC VP for Devices and AR/VR; Chris Ambrosio, Strategy Analytics; Tim Merel, Digi-Capital; Mike Boland, ARTILLERY