

# AR Digital Twin in the Enterprise

- **Category:** Business Process  
Innovation Issues

# Current Situation

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- Digital Twin is emerging
- Digital twin solutions are mainly being used on design and operations on industry.
- Industrial enterprises generates huge amount of realtime data about their processes and the physical world every second. They're trying to map this data back to analyze their products, and processes in order to be able to enhance.
- Digital twins solutions and models can leverage digital transformation of enterprises by combining the data and visuality . The data is being created by the Internet of Things (IoT) and visuality provided by the augmented reality (AR). Developing a digital twin strategy can help the convergence of the digital and physical worlds.

# Problem this Research Would Address

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- Lots and lots of new companies claiming new features
- No one really knows what's digital twin and how much is useful/ready for enterprise use
- If AR Digital Twin is useful for enterprise customers, when and how to prepare

# Possible Questions the Research Would Answer

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- How do AR Digital Twin solutions differ from what is available today?
- What are the key enablers of AR Digital Twin?
- What are the best use cases for AR Digital Twin in Enterprise?
- What are the reality capture tools and best practices?
- How to integrate digital twin models and AR?

# Whose problem would be addressed?

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- *Providers of enterprise AR Platforms* would be able to more quickly/reliably
  - Assess if they have AR Digital Twin-ready solutions
  - Explain the AR Digital Twin for Enterprise trend consistently (low hype)
  - Focus on segments and use cases most likely to benefit from AR Digital Twin
- *Enterprise AR managers* would be better prepared
  - To evaluate (or defer) vendors/technologies, discuss options and plan
  - Discuss their use cases and requirements with potential AR Digital Twin providers

# How would this research be conducted?

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1. Conduct classic market research with interviews and desk study
2. Develop framework (define segments) and populate Enterprise AR Digital Twin vendor landscape
3. Compile, based on primary and secondary research, examples and analyze patterns to develop current best practices/recommendations

# Deliverables of this Project

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- A report compiling research findings and best practices/recommendations
- A market segmentation and landscape (spreadsheet) populated with names and details of AR Digital Twin in Enterprise providers, products and services
- Executive summary of findings for public release and a webinar

# Benefits to AREA Members

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- Increased (terminology, concepts, etc) understanding about AR Digital Twin (where, when and how to use AR Digital Twin technologies) in enterprise
- Ability to evaluate requirements and offerings
- Customers can begin to design their future enterprise infrastructure, products and services strategically