Digital transformation through Augmented Reality (AR) - indexAR

Value Proposition

We help companies bring their products and services in front of customers through a content delivery tool in Augmented Reality (AR).

In the context of Digital Transformation this can lead to performance increases in the areas of Sales, HR and Marketing.

indexAR is a tool for delivering AR content fast and easy. It takes 5 minutes to setup and deliver an AR experience through indexAR, instead of 5 months through classic solutions.

It's like YouTube, but for 3D content instead of videos.

Industry Prioritized Scenarios

- Optimize sales and marketing processes to reduce costs (face to face visits, travel costs, presentation materials);
- Improves customer experience (deliver a 3D digital version of your products and services in front of your customers, wherever they are).
- Take your brand to your customers wherever they are.
- Be memorable trough the immersive experience you provide to customers;
- You can exhibit your products and services all over the world through a 3D virtual environment;
- Improve your training material through immersive visual content.
- Guide and collaborate with customers remotely
- Help your teams adapt to rapidly changing environment

Technologies

- **Microsoft Azure**
- **Unity**
- **ARKit**
- **ARCore**

Target Customer Profile

Product Profile	Target Segments	Primary Personas
• On-premise customer • O365/Azure customer	• Enterprise • SMC • Public sector	• CEO or CXO • VP/ Dir of Marketing • VP/ Dir. Sales • VP/ Dir. Business Development • VP/ Dir. of Ops

Industries

Focus Industries	Vertical	Industry Prioritized Scenarios
Industry 4.0	Multiple verticals (including Automotive)	• Transform customer experiences • Reach your customers • Train your employees • Organize virtual exhibitions events
Real Estate	Residential	• Reach your customers wherever they are • Bring future projects in front of customers in a mater of minutes and let them interact with a 1:1 scale 3D model of the building • Allow your customers to customize the living environment
	Office	• Reach your customers & Optimize brand performance • Present & customize portfolio
Healthcare	Pharma & Life Sciences	• Provide immersive educational material • Assist patients that are using your product • Present your products during medical events (virtual or on site)
Manufacturing	Industrial Solutions	• Reach your customers & Optimize brand performance • Train your employees
Retail	Retailers	• Reach your customers & Optimize brand performance
	Consumer Goods	• Reach your customers & Optimize brand performance
Financial Services	Banking	• Deliver an outstanding customer experience

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Industry Use Cases

Focus Industries	Vertical	Scenarios	Use case
Industry 4.0	Multiple verticals - including Automotive	• Transform customer experiences. • Reach your customers. • Train your employees. • Organize virtual exhibitions events.	1. **indexAR for Automotive** https://youtu.be/nIy2upIP34E 2. **Factory 4.0 - app tutorial** https://youtu.be/19MroONqSjc 3. **Bosch Rexroth 3D products** https://youtu.be/1-nlBHocBHs 4. **Phoenix Contact** https://youtu.be/l_kz4Z66XvM 5. **ifm electronic -** https://youtu.be/RxhFEkaskZM 6. **Accenture -** https://youtu.be/pvD1ZPTI58Y
Real Estate	Residential	• Reach your customers wherever they are. • Bring future projects in front of customers in a mater of minutes and let them interact with a 1:1 scale 3D model of the building. • Allow your clients to customize the living environment.	1. **indexAR for Real Estate** https://youtu.be/9OrH7fmY9lM 2. **Riverside Residence** https://youtu.be/gfMBpVIgsLM 3. **Riverside Residence - Salonul Imobiliar (2019)** https://youtu.be/kVXyF6WT-6k
	Office	• Reach your customers & Optimize brand performance. • Present & customize portfolio.	
Healthcare	Pharma & Life Sciences	• Provide immersive educational material. • Assist patients that are using your product. • Present your products during medical events (virtual or on site).	1. **indexAR for Medical** https://youtu.be/dR7BlfTvDaM 2. **Virtual presentation space in AR (by indexAR)** https://youtu.be/_v4359dMmpA 3. **Anatomy content (not developed by indexAR)** https://youtu.be/2zh8tG1Te9k 4. **Medical – HoloLens (not developed by indexAR)** https://youtu.be/Dc5xEC0nQSQ
Manufacturing	Industrial Solutions	• Reach your customers & Optimize brand performance.	1. **indexAR for Automotive** https://youtu.be/nIy2upIP34E 2. **Factory 4.0 - app tutorial** https://youtu.be/19MroONqSjc 3. **Bosch Rexroth 3D products** https://youtu.be/1-nlBHocBHs 4. **Phoenix Contact** https://youtu.be/l_kz4Z66XvM 5. **ifm electronic -** https://youtu.be/RxhFEkaskZM 6. **Accenture -** https://youtu.be/pvD1ZPTI58Y
Retail	Retailers	• Reach your customers & Optimize brand performance.	1. **Interior Design – Furniture (by indexAR)** https://youtu.be/0y7RLfWG05I 2. **Virtual presentation space in AR (by indexAR)** https://youtu.be/_v4359dMmpA 3. **George Demo (by indexAR)** https://youtu.be/d0LxwE2VC90 4. **George @Bucharest Gaming Week 2018** https://youtu.be/h8oRQopDsOk
	Consumer Goods		
Financial Services	Banking	• Deliver an outstanding customer experience.	1. **indexAR Banking Solutions -** https://youtu.be/il76gVU-Wsc 2. **Sales guide StartUp Nation Campaign assisted by indexAR** https://youtu.be/zg2c1NIeX84 3. **Yearly Forum of Payment Solutions by BNR** https://youtu.be/Oi-TjIyTwpk

Product

We provide:

1) the <u>content management platform</u> that allows companies with a few drags and drop actions to setup and deploy an AR experience on their own;

2) a free mobile app (<u>iOS</u> and <u>Android</u>) for the customers, allowing them to see those products & services in front of them as if they were real.

Differentiators

Content delivery tool	• indexAR is a tool for delivering **AR content** fast and easy. It's like YouTube, but for 3D content instead of videos.
Fast	• takes **5 minutes** to setup and deploy an AR experience through indexAR, instead of 5 months through the classic solution of building your own app.
Easy	• No coding skills needed, just **drag and drop** to manage content**.** • The content management platform allows companies with a few drag and drop actions to create an AR experience & manage the content on their own 24/7.
Efficient	• indexAR helps companies get rid of: o **IT** and **UI/UX Design costs**; o complex technical solution that need to be developed; o need to develop their own app.
Flexible	• **Additional features** can be developed to address customer's needs.
Integration	• We can provide a **direct access link** to **your content in AR** that can be added to a call-to-action button. No development needed to integrate our solution with your eCommerce solution or other digital channels.
iOS & Android	• The mobile app is available both on iOS and Android.
One stop shop	• We provide, through our partners, all the services needed (**content creation** and **3D modelling**) to bring you idea to life.

Sales

Pricing Strategy

Monthly fee	• It's for long time Campaigns (sales, marketing, etc.) Ex. Virtual Showrooms, Preview Real Estate project, etc. • Starts at **1000 Eur/AR Story/month.** (VAT not included) The standard AR Story (Campaign) package consists of: o 1 GB of storage o 1TB of traffic o Regular updates and maintenance. • Depending on the clients specific needs the offer can be customised.
One-time fee	• It's for a few day events (sales, marketing, etc.) Ex. Product Launch, Brand awareness, product activations, public events. • Starts at **1000 Eur/AR Story**. (VAT not included) The standard AR Story (Campaign) package consists of: o 1 GB of storage o 1TB of traffic o Regular updates and maintenance. • Depending on the clients specific needs the offer can be customised.
Additional Features	• Additional features can be developed. A custom quotation can be issued. • Existing Additional Feature cost an 200 EUR/ month/ AR Story. • Ex . **Access Story Link.** It allows your users to go directly to your AR Story without having to browse through the app. • **Story Status Private** - Your users won't be able to see other AR Story besides yours.

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KPIs, Use Cases & Conversation Starters

Guide and collaborate with customers remotely (**Primary Personas:** CEO or CXO, VP/Dir of Marketing, VP/Dir. Sales)

KPIs	Use Cases / Challenges	Conversation Starters
• Increase in Online Sales	• Orchestrate relevant customer journeys to re-engage customers and nurture leads (Marketing, Sales).	• A survey of sellers indicated that digitally enabled sales interactions are now more than twice as important as traditional sales interactions.
• Basket size (units sold per transaction)	• Reach more customers, wherever they are, by bringing your products and services in front of them through Augmented Reality (AR). (no need for showrooms or exhibition events).	• A lot of companies today have adjusted to the pandemic situation by offering their customers a digital experience with their products and services through AR.
• Increase in customer base		
• Customer Retention Rate	• Customers can get access to your entire product portfolio, not only a few of the products you get to exhibit in you showroom.	
• Opportunity Conversion Rate	• Make it easy for buyers to have access to your products and services 24/7.	• 75% of companies expect some permanent shift to remote working.
• Revenue from New Customers	• Bring your products to life with virtual 3D demos (Product Visualize).	• 67% of customer journey is done digitally. How do you nurture leads and retain customers?
• Revenue per customer		

Optimize sales and marketing processes to reduce costs (**Primary Personas:** VP/Dir of Marketing, VP/Dir. Sales, VP/Dir. of Ops)

KPIs	Use Cases / Challenges	Conversation Starters
• Selling Cost as a % of Op. Rev	**Sales** • Lower the costs associated with the sale process (face to face visits, travel costs, presentation materials).	• Some of the costs associated with the sale process must be cut down / or they are not justified during the pandemic . Face to face visits, travel costs, showrooms are just some of the costs that can be diminished if you use Augmented Reality to take you products and services to your clients.
• Avg Revenue Growth	• Improves customer experience (deliver a 3D digital version of your products and services in front of your customers, wherever they are).	
• Increase win rate		
• Up-Sell / Cross Sell	**Marketing** • Be memorable trough the immersive experience you provide to customers.	• The engagement rate during virtual events has decreased since the start of the Covid19 pandemic. You could change this by providing your audience with an immersive experience in order to keep it engaged. For example, a virtual 3D exhibition space or 3D presentation of your products and services will resemble more to the former experiences they had, before the pandemic.
	• Take your brand to your customers wherever they are.	
	• Create a 3D virtual environment that acts like an exhibition space.	• You could also use this virtual 3D exhibition space or 3D presentation of your products and services for regular presentations in the future, not only online events.

Help your teams adapt to rapidly changing environment (**Primary Personas:** Dir of HR, VP/Dir of Marketing, Business Analyst)

KPIs	Use Cases / Challenges	Conversation Starters
• Customer retention	• Get the word out quickly by creating and delivering an AR campaign in 5 minutes instead of waiting for 5 months (at least) to develop your own app	• In these times of crisis it's important to be able to react quickly to the new challenges that appear from the market. If it takes you 5 months to be able to reach your customers and get your products in front of them it might be too late. This is how long it takes to build your own app that delivers Augmented Reality content.
• Time to onboard new team members	• Improve your training material through immersive visual content in AR	
• Effective time in task completion		
• Increase staff efficiency		• People get better at something if they can see how it's done. Now imagine being able give your employees an immerging training experience through the mobile device they already posses. Imagine being able to see inside a machinery how it works without any hazard of a work accident, as many times it's needed wherever they are. This cuts down training costs and improves the experience .

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Sales Action Plan

Client onboarding stages	Stakeholder involved	Steps
Stage 1	• Microsoft / Reseller • indexAR • Client	1. Presenting the AR content delivery tool – indexAR; 2. Identifying and understanding customer needs; 3. Presenting AR use cases that addressed similar needs (developed by indexAR & or by others); 4. Identifying the use case for that specific; 5. Presenting a draft proposal of a customized AR Story that could be delivered by indexAR.

Stage 2	• Microsoft / Reseller
	• indexAR
	• Client
		1. Gathering all the data necessary for a quotation:
		  1.1). business contacts of the other stakeholders from our client's side, that are needed to provide information about this project;
		  1.2). 2D designs, 3D models of the projects / products / equipment;

Stage 3	• indexAR
	• Client
		1. Submitting the quotation. It may include the following costs:
		  1.1). design (if the client requires from us to provide them with this additional service. Ex. characters, icons, products, etc.)
		  1.2). 3D modeling;
		  1.3). 3D animations;
		  1.4). voice over (audio guide that goes along with the animations);
		  1.5). custom feature (only if can be integrated with our core product)

Stage 4	• Client	1. Quotation approval.
Stage 5	• Client	1. The client submits all the materials and the information necessary for creating the content and setting up the AR Story (AR campaign).
Stage 6	• indexAR	1. Content creation – 3D models, animations, voiceovers.
Stage 7	• indexAR • Client	1. Uploading content on the platform, assisting clients to this regard.

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Customer Case Study

Customer Case Study

1 | Bucharest Gaming Week

Bucharest Gaming Week

Gamers were invited during Bucharest Gaming Week event by the Commercial Bank of Romania (Erste Group) to create the gaming room of their dreams.
The entire experience would take place in Augmented Reality inside a room build especially for this experience.
Inside the Bucharest Gaming Week AR Story gamers would find a series of gadgets, posters, furniture that could use for their task.
There were also a series of digital characters that gamers would randomly get access to (through an access code) in order to differentiate their creations from their competitors.
All their creations were shared in Instagram using #georgepeinsta hashtag. The ones that managed to gather the most votes won the competition.

Results: With this kind of gamified AR experience we managed to increase the average interaction time from 2 minutes (that is the average time for AR experiences) to 15-20 minutes.

Customer Case Study

2 | ShowOffDay - Continental Automotive
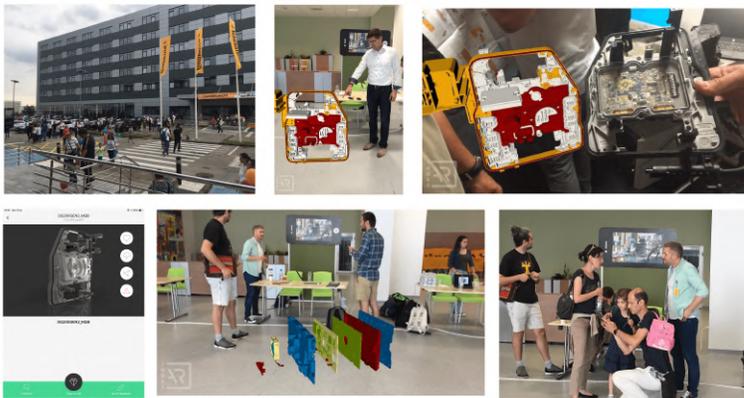
ShowOffDay - Continental Automotive

Once a year Continental Automotive organizes an Open Doors event.
On these occasions they invite people from the local community to visit their facilities and showcase the technologies they use or develop in their R&D departments.
Visitors interacted in Augmented Reality with pieces of equipment developed by the R&D departments from different facilities around the country.

Results: During this event we managed to bring in front of the visitors in Timisoara equipment developed by the R&D department from all over the country.

Customer Case Study

3 | Starup Nation by BCR

Startup Nation by BCR

The Commercial Bank of Romania was one of the banks involved in the Startup Nation campaign. They were one of the three banks in Romania that funded the startups qualified for this governmental grant.
During the launching events that took place in 6 cities in Romania they decided to provide their audience with a "digital flyer" in Augmented Reality.
Through this experience they addressed 3 issues: company account, the loan they provided startups with to implement the business plan and the assistance provided by them to the entrepreneur.
They also made this experience available to the personnel from the bank agencies to use in their presentations to the startups.

Results: The AR content was accessed repeatedly (between 5 - 10 times), more than 40 % of the downloads were made in the days after the event and overall 80% of the people attending the event downloaded the app.

Customer Case Study

Customer Case Study
4 Riverside Residence

Riverside Residence

Riverside Residence is one of the Real Estate developers that decided to bring its most recent project in front of their customers by using Augmented Reality (AR).
Their audience can interact with a 1:1 scale model of the houses like it was real, in front of them.
Riverside Residence is a residential community that brings together one storey houses designed with 3 or 4 rooms, integrated in a green urban park, to accommodate family life.
All houses feature a garden with an open-air terrace, complete with a connection to all utilities and advantages of a full-scale urban development project.

Results: They added an AR visual experience to enrich the information provided by the scale physical model and the video materials used in the sales process in order to increase the field visits..

Customer Case Study
5 Factory 4.0

Factory 4.0

It's an event that addressed Digital skills & Industry 4.0. topics, that took place in Bucharest on the 13th of October 2020.
It was a hybrid event, with approximately 50 participants on site and more than 1000 online.
The organizers and the representatives of the companies involved in the event decided to provide their audience with a 3D Augmented Reality Expo.
The purpose was to allow the attendees to preview & interact with industrial technologies through Augmented Reality (AR).
There were 5 companies that exhibited during this event: Bosch Rexroth, ifm electronic, Phoenix Contact, Accenture and Hygenium.

Results:
In the context of the Covid19 pandemic restrictions, the companies were able to bring their industrial solutions in front of their customers through an AR exhibition.
The AR content was accessed repeatedly during the event (560 times), and the following days (226 times).