

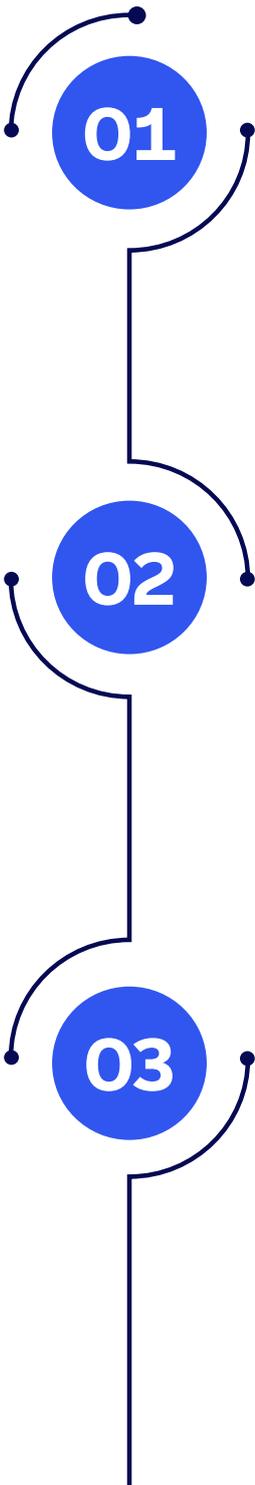
# How to accelerate enterprise AR adoption: Your essential guide

Five key steps to making your AR project a success



Since their introduction just a few years ago, industrial augmented reality (AR) solutions have had a tremendous impact on the way shop floors and warehouses operate. AR technology has put early adopters ahead of the competition by speeding up processes, reducing errors, and improving operational efficiency. But if you're new to AR, where do you start?

**Here are five key steps to make your AR project a success:**



**Step 1. Identify the right use case.**

It hurts to watch companies choose technology that looks cool over technology that's practical. You can avoid making this mistake. Instead, opt for a solution that is ready to be implemented at an enterprise scale and that can actually impact your key business metrics. Define feasible objectives and, most importantly, make sure your focus is on making it easier for employees to do their jobs.

**Step 2. Deliver a complete solution.**

Start by selecting a strong solution provider that supports you every step of the way, from choosing the right hardware and software, to implementing the solution, to training your workforce. And don't stop there: You need a partner that has the right integration and customization capabilities that will make your digitalization efforts a success. Note that your supplier's ecosystem of partners is a crucial aspect to consider when getting started with AR and wearable solutions.

**Step 3. Focus on acceptance.**

When it comes to new technologies, there are always early adopters and skeptics. Focus on the first category – those who are excited about AR – and make them your champions. Give them all the support they need, and actively drive onboarding and training. Usability will be the deciding factor for them. Look for user-friendly solutions that are used in large-scale projects. The number of users is a good indicator for usability and adoption.

## Enhancing success with the Technology Acceptance Model

The Technology Acceptance Model measures several factors that impact the long-term success of the implementation of new technology. The table below indicates the significance of each factor when it comes to AR and wearable technology:

Name	Short explanation	Importance
<b>Performance expectancy</b>	The extent to which users believe that AR will help them do their job effectively.	Critical
<b>Effort expectancy</b>	The perceived ease of using AR solutions.	Critical
<b>Social influence</b>	The extent to which users' coworkers or peers believe wearable technology should be used.	Medium
<b>Facilitating conditions</b>	Organizational and technical infrastructure that support the use of wearables and AR.	Medium
<b>Hedonic motivation</b>	The fun or pleasure associated with using AR.	Medium
<b>Habit</b>	The extent to which people are used to working with AR and wearables.	Low
<b>Behavioral intention</b>	A person's perceived probability of working with AR.	Low
<b>Use behavior</b>	The observable response with respect to the use of AR in a given situation.	Low

Source: Guest, W. et al. (2018). A Technology Acceptance Model for Augmented Reality and Wearable Technologies. *Journal of Universal Computer Science*, 24(2), p. 192-219.



### Step 4. Demonstrate the business value.

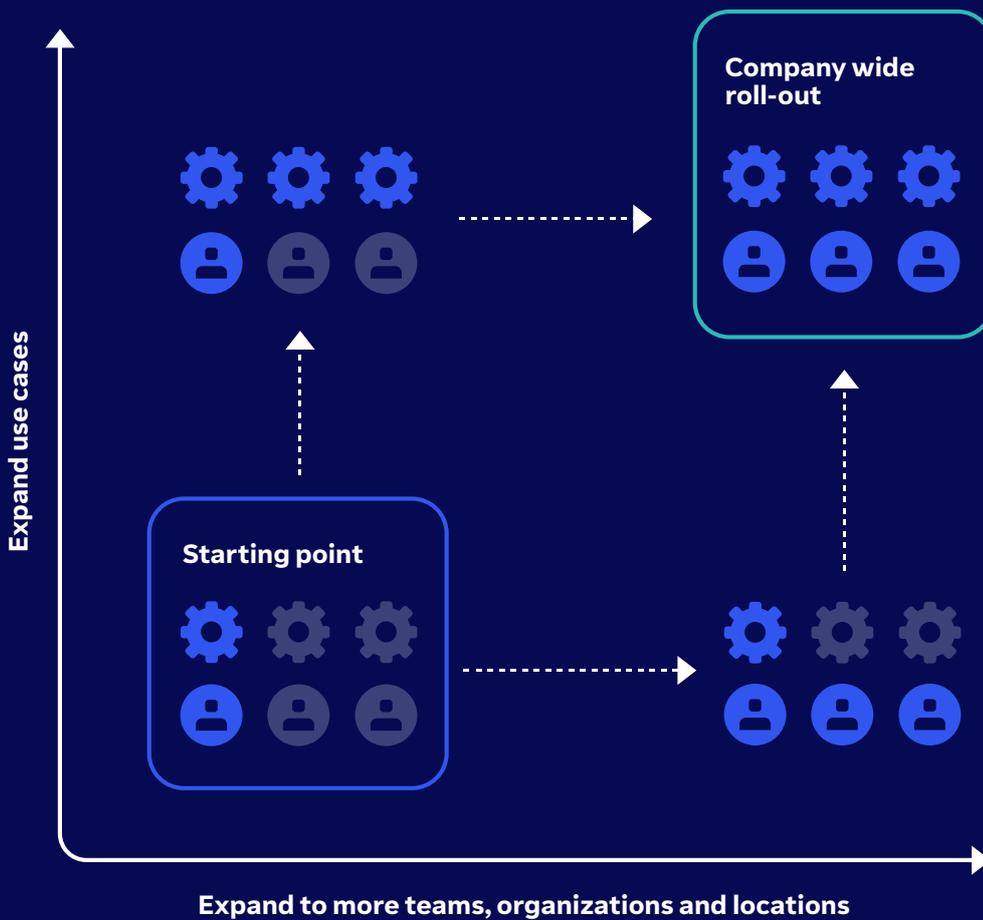
Generating measurable value is the focus of your AR project, so prioritize the top 3-5 business KPIs and define your baseline. At this point, it's crucial to achieve critical mass to get viable results. Incentives for AR usage can help you improve adoption among teams. Finally, communicate the results transparently across the wider organization.

# 05

## Step 5. Iterate, grow, and expand.

Start small by focusing on one area or one team. As explained in Step 4, select one key use case and accomplish measurable goals. Add more people and teams when you start to see improvements. Once the first iteration is a success, you can start expanding horizontally. Add more departments, more geographies, and grow use cases for every user or team.

### 'Iterate-grow-expand' strategy for industrial AR deployments



#### Legend:

- Number of users
- Number of use cases

## What do I do to get buy in from my workforce?

Show your employees that AR technology enables them to do their job better and ultimately makes their lives easier. Make sure to listen to their feedback: What are their pain points and their concerns? What can you do to solve them?

## How do I find the best smart glasses for my use case?

As simple as it sounds: Try them! Of course, an AR expert can help with a pre-selection and recommendations, but it all comes down to your individual use case. So, try and see which devices work best in your environment.

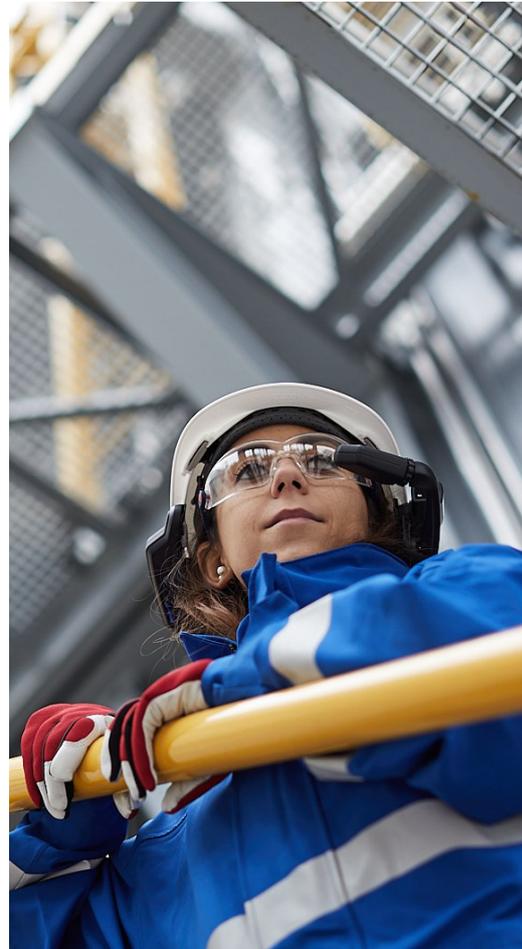
## In short: How to unlock the potential of AR for your business

Despite the multitude of things you can do with AR, focus on the ones that bring your business the most value.

Make sure your partner is a great fit. Look for someone with experience in the field and a comprehensive offering that covers everything you need, such as hardware, software, consultations, and training.

Demonstrate evidence of business value – digitalization is often perceived as an intangible concept that lacks real, measurable impact. So, define your baseline, see your KPIs improve, and don't forget to communicate the results!

Start small and expand – let people experience the advantages of AR, learn from the implementation process, and augment your ROI with every new installation.



## Next steps

Schedule a consultation, so you can...

- ✓ Define your business objectives
- ✓ Learn about AR best practices
- ✓ Evaluate AR Use Cases
- ✓ Develop your individual AR implementation plan
- ✓ Start your AR journey!

Ready to dive deeper?  
Check out our webinar with AR  
experts from TeamViewer and Vuzix

[Watch the full webinar](#)

## About TeamViewer

As a leading global technology company, TeamViewer offers a secure remote connectivity platform to access, control, manage, monitor, and support any device — across platforms — from anywhere. With more than 600,000 customers, TeamViewer is free for private, non-commercial use and has been installed on more than 2.5 billion devices. TeamViewer continuously innovates in the fields of Remote Connectivity, Augmented Reality, Internet of Things, and Digital Customer Engagement, enabling companies from all industries to digitally transform their business-critical processes through seamless connectivity.

Founded in 2005, and headquartered in Göppingen, Germany, TeamViewer is a publicly held company with approximately 1,400 global employees. TeamViewer AG (TMV) is listed at Frankfurt Stock Exchange and belongs to the MDAX.

[www.teamviewer.com/frontline](http://www.teamviewer.com/frontline)

**TeamViewer Germany GmbH**  
Bahnhofplatz 2 73033 Göppingen Germany  
+49 (0) 7161 60692 50

**TeamViewer US Inc.**  
5741 Rio Vista Dr Clearwater, FL 33760 USA  
+1 800 638 0253 (Toll-Free)

### Discover a new way of working

Are you interested in a demo?  
Would you like to test our solutions?  
Would you like an individual offer?

Contact our Frontline AR experts:  
[teamviewer.com/en/products/frontline/  
get-started/](http://teamviewer.com/en/products/frontline/get-started/)



## Stay Connected

[www.teamviewer.com](http://www.teamviewer.com)

Copyright © 2023 TeamViewer Germany GmbH and TeamViewer US. All rights reserved.