Unlocking the Power of Value Data to Enable Augmented Reality Adoption

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SUMMARY OF CONTENTS

Our Main Topics Today

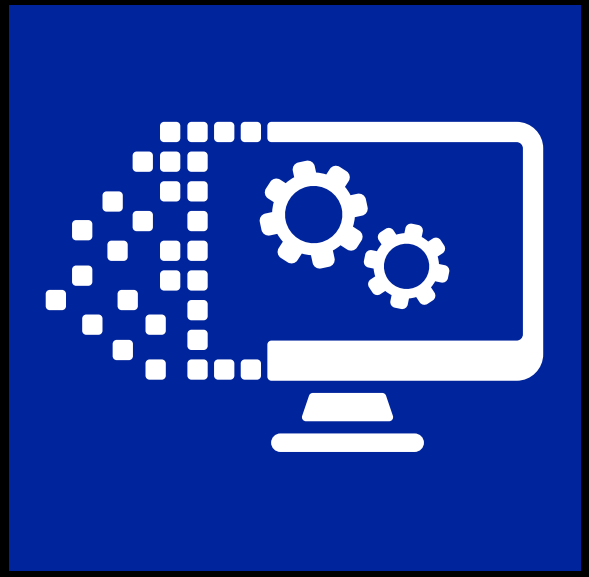
UNLOCKING THE POWER OF VALUE DATA

To Enable Advanced Manufacturing Adoption

The adoption of advanced manufacturing technologies, such as augmented reality (AR), necessitates more than just a shift in technical capabilities; it demands a profound cultural transformation within organizations.

THE NEED FOR CULTURAL TRANSFORMATION

Technical Adaptation vs. Cultural Transformation



VS

Technical Adaptation

Cultural Change

Enabling Cultural Transformation

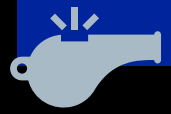
CULTURAL STRUCTURE

READINESS FOR CHANGE

COMMITMENT + ABILITY

MODELING BEHAVIORS

COACH + MVP



EXAMPLES: USING AR IN MANUFACTURING

Examples: Using AR in Manufacturing

FACTORY 1

FACTORY 2

WHAT IS AUGMENTED REALITY?

Examples: Using AR in Manufacturing

FACTORY 1

CREATE CULTURE

Entrepreneurial

Dynamic

FACTORY 2

COMPETE CULTURE

Results-Oriented

Competitive

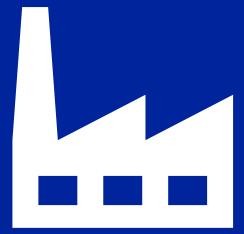
HOW DOES IT ADD VALUE?

Augmented Reality enables the "digital worker" through bringing the digital world to the physical environment through AR capabilities such as work instructions, training, or remote assistance.

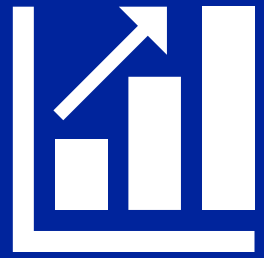
Examples: Using AR in Manufacturing

FACTORY 1

Eager to implement



Deployed

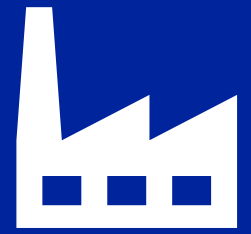


Produced successful results

FACTORY 2

Reluctant to implement

Convinced using Factory 1 results



Deployed

Use Numbers to Create a Compelling Narrative

FACTORY 1 RESULTS

29% **Learning Curve Rate** Improvement

0 **Defects** Generated

35%

Efficiency Improvement

with a technician with less than a year of experience

Use Numbers to Create a Compelling Narrative

FACTORY 2 RESULTS

50% **Shorter time to deploy**

0 **Defects** Generated

40%

Efficiency Improvement

with a technician with less than a year of experience

These results led to 2025 renewal as well as scaling faster than expected

LEVERAGING VALUE AND BENEFITS DATA

Importance of Quantifying Benefits

Analogy:
The Doctor and the Medicine

Quantifying benefits helps them clearly see the **value**, understand the **return on investment**, and justify the **change**.

Without those concrete numbers, the recommendation can feel vague, unsubstantiated, and less compelling.

QUANTIFYING VALUE

TANGIBLE BENEFITS

IMPROVES

- EFFICIENCY & THROUGHPUT
- TRAINING TIME
- ACCURACY AND QUALITY

INTANGIBLE BENEFITS

FOSTERS

- EMPLOYEE ENGAGEMENT
- COLLABORATION AND COMMUNICATION
- INNOVATION

DATA-DRIVEN STRATEGIES FOR OVERCOMING RESISTANCE

Data-Driven Culture Change Management Best Practices

DATA-DRIVEN CULTURE CHANGE

1. **LEVERAGE DATA-DRIVEN ANALYSIS**
2. **STRATEGIC ALIGNMENT**
3. **OPTIMIZED COMMUNICATION**
4. **ITERATIVE IMPLEMENTATION**

Techniques for Effectively Communicating the Value to Support Culture Change

1 LEVERAGE DATA-DRIVEN ANALYSIS

- Analysis from Past Deployments
- Precise Data-Driven Metrics
- Highlight Proven Benefits
- Share Success Stories

Techniques for Effectively Communicating the Value to Support Culture Change

2 STRATEGIC ALIGNMENT

- Tailor to Stakeholders
- Address Specific Pain Points

Audience-Centric Approach

- Deep-Dive Info Sessions
- Hands-On Workshops

Technical Stakeholder Engagement

Techniques for Effectively Communicating the Value to Support Culture Change

3 OPTIMIZED COMMUNICATION

- Involve Teams Early
- Empower Leaders with Insights

Establish Trust and Support

- Technical charts of analytics
- Infographics for complex insights

Visualize Impact

Techniques for Effectively Communicating the Value to Support Culture Change

4 ITERATIVE IMPLEMENTATION

- Performance Reporting
- Feedback Loops
- Continuous Monitoring
- Provide Updates

Data-Driven Culture Change Management to Overcome Resistance

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Q&A