

Industrial Augmented Reality:

A Win-Win for Manufacturers and their Customers



Built-to-order products take the opposite of a one-size-fits-all approach. Buyers have **unique, personalized needs** and product requirements that make sales cycles lengthy and complicated. With AR, full-scale digital representations of built-to-order products make the sales process **more collaborative** for the buyer and seller.

4 Ways AR Is Getting Big Returns for Sales and Marketing

1. INCREASED REVENUE

Companies who use AR see year-over-year business growth:



- Interactive 3D experiences increase customer engagement and understanding
- Manufacturers gain competitive advantage and more revenue opportunities
- Customers experience products in a whole new way

2. SHORTEN SALES CYCLES

46% of organizations view mobile technology as critical to improving product information management.*

- Product descriptions and images in a brochure can't tell the full story
- AR helps customers see and understand hidden features, workflows, and processes
- AR empowers customers to make purchase decisions confidently and quickly



3. REDUCE COSTS

AR is proven to dramatically reduce the time and cost of resources required to address buyers' needs;*



- Large, heavy built-to-order products are expensive to transport and assemble
- Modern AR software is affordable and virtual product demos can take place anywhere
- AR eliminates the need to update printed collateral and physical materials after each product enhancement



4. IMPROVE CUSTOMER SATISFACTION

Optimizing the customer experience is the top priority for 3 in 5 organizations when they explore improving product information.

Interactive AR experiences ensure customers know exactly what product they're ordering. This improves satisfaction, especially for built-to-order products. AR lets you deliver the exact product a customer wants, perfectly, the first time.*

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Learn more about how leading sales and marketing organizations are using industrial augmented reality.

[†] Aberdeen Group
* <https://www.ptc.com/en/resources/ar/white-paper/ventana-ar-sales-marketing>