

Know Your Options – A Neutral Competitive Analysis of Enterprise AR Platforms to Support Adoption Decisions

Category:
Market Research Issues



Problems this Research Would Address

- Enterprise organizations stall at the AR pilot stage not because the technology fails, but because they lack confidence in committing to a platform - particularly when peers or competitors appear to be deploying on a different one.
- **Without neutral, comparable platform intelligence**, decision-makers worry about backing the wrong ecosystem, making the risk of scaling feel too high to justify to leadership and procurement.
- **Vendor-produced comparisons are not trusted** by enterprise IT and technology leaders who need independent, evidence-based analysis to make defensible platform decisions.
 - Emerging platforms such as Android XR are creating additional uncertainty — enterprises need to understand how new entrants compare to established options before committing to a development path.
 - Platform decisions affect hardware, software, MDM, security, support models, and long-term roadmap alignment — no single source currently covers all of these dimensions neutrally.
 - The deployment gap identified in AREA research persists in part because platform risk is unquantified and therefore unmanageable.

How would this research be conducted?

- **Define the evaluation scope and criteria** — identify 6–8 major enterprise AR platforms to evaluate and finalize a minimum of 10 evaluation dimensions (hardware ecosystem, SDK maturity, MDM support, security certifications, enterprise pricing, roadmap transparency, etc.), reviewed and approved by the Research Committee
- **Collect structured platform data** — gather data on each platform across all evaluation dimensions through a combination of vendor briefings, published documentation, SDK assessments, and secondary research.
- **Survey enterprise practitioners** — survey at least 20 enterprise practitioners currently evaluating or having recently adopted an AR platform to validate evaluation criteria relevance and capture real-world adoption confidence factors.
- **Conduct vendor briefings** — engage each platform vendor directly for a structured briefing covering roadmap, enterprise support model, security posture, and pricing, ensuring findings reflect current and near-term platform capabilities rather than outdated documentation alone.

Project Deliverables

- **Platform Comparison Report** — a neutral, structured assessment of 6–8 major enterprise AR platforms across at least 10 evaluation dimensions, with a scoring matrix enabling side-by-side comparison
- **Enterprise Buyer Decision Guide** — a practical tool helping technology leaders select the right platform for their specific use case, industry vertical, security requirements, and workforce context.
- **Annual update methodology** — a defined process enabling AREA to refresh the comparison report each year as platforms evolve, ensuring it remains a living, trusted resource for members.
- **Member webinar and executive summary** — a public-facing summary and a member-exclusive presentation of findings, giving AREA members direct access to the research team for questions and clarification.

How would this research be conducted?

1. **Score and rank platforms** - apply the validated evaluation framework to produce per-platform scores across all dimensions, with evidence citations for every score to ensure transparency and reproducibility.
2. **Identify adoption confidence factors** - analyse practitioner survey data to determine which platform attributes most strongly drive or inhibit adoption confidence, and weight findings accordingly in the final comparison.
3. **Develop the decision guide** - translate the scoring matrix into a practical decision tool structured around enterprise buyer personas (IT leader, operations manager, procurement) and common decision scenarios (greenfield deployment, platform migration, pilot to scale).
4. **Validate and publish** - present draft findings to the AREA Research Committee and a selected panel of enterprise practitioners for review before final publication, incorporating feedback to ensure the report is accurate, balanced, and immediately useful.

Why This Research Matters

Enterprise AR adoption is slowing at the platform decision point.

- Many companies do not fail in pilot because AR does not work. They stall because choosing the wrong platform feels risky.
- Buyers lack a neutral comparison of major enterprise AR platforms. Vendor comparisons are not trusted enough for investment decisions.
- Platform choice shapes long-term outcomes. It affects hardware, software, security, MDM, support, pricing, and roadmap fit.
- New entrants like Android XR add more uncertainty. Buyers need to know how emerging options compare with established ecosystems.
- This research turns platform risk into a manageable decision. It gives members an evidence-based way to compare options, justify choices, and move from pilot to scale.

Bottom line:

This research proposal helps enterprises adopt AR faster by giving them trusted, side-by-side platform intelligence they can defend internally.