

AR Deployment Reality Check – A Meta Analysis of Current Enterprise AR Use Cases

Category:
Market Research



Problems this Research Would Address

Challenge	Impact if not addressed
Limited visibility into what is being deployed	Enterprises cannot benchmark their own activity or learn from peers
Existing research describes potential, not practice	Decision makers lack evidence of what works in real conditions
No structured view of use cases in production, pilot or development	Providers miss signals of actual customer demand
Member knowledge of what they want to deliver is fragmented	Opportunities for collaboration and shared investment are missed
Barriers preventing wider deployment are not documented	The same obstacles are encountered repeatedly across organizations
AREA research priorities are not grounded in current member activity	Research outputs may not reflect what members need

How would this research be conducted? (1–6)

The research would combine structured member research with a review of relevant existing AREA research and publicly available evidence.

1. Define an enterprise AR use-case taxonomy

Create a practical classification system for comparing use cases across organizations.

The taxonomy could include:

- Industry and business function
- Operational problem or objective
- User group
- Work environment
- AR device and interaction method
- Application type
- Level of collaboration or remote assistance
- Use of 3D content, spatial computing, AI, IoT, computer vision or other enabling technologies
- Integration with enterprise systems
- Deployment stage
- Business value and success measures
- Key barriers and dependencies

The taxonomy should remain understandable to business and operational stakeholders. It should not become a technical classification of AR components.

How would this research be conducted? (2 – 6)

2. Survey AREA members

Conduct a structured survey of AREA members to identify three categories of activity:

- AR use cases already delivered
- AR use cases currently being planned or developed
- AR use cases members would like to deliver but cannot yet implement

The survey should capture both enterprise users and technology or service providers.

For delivered use cases, the survey would examine:

- The problem addressed → The users and operating environment → The solution approach
- Deployment scale and maturity → Evidence of value → Lessons learned → Remaining limitations

For planned use cases, the survey would examine:

- The intended business outcome → Expected users and deployment environment
- Current development stage → Required capabilities
- Expected timeline → Factors that could accelerate or delay delivery

For desired but undelivered use cases, the survey would examine:

- The unmet business need → Why the use case is important
- The barriers preventing delivery → Missing technology or product capabilities
- Organizational, financial, security or regulatory constraints → What support would help the organization proceed

How would this research be conducted? (3 – 6)

3. Conduct follow-up interviews

Invite selected members to participate in short follow-up interviews.

Interviews would provide practical detail that cannot be captured through survey responses, including:

- How the use case originated
- What changed during implementation
- Why particular technology choices were made
- What failed or required redesign
- How users responded
- How value was measured
- What the organization would do differently
- What advice the member would offer to others

The interviews should focus on operational lessons rather than producing academic case studies.

How would this research be conducted? (4–6)

4. Review existing AREA research

Map findings against previous AREA research to identify:

- Use cases already examined in detail
- Areas where existing research provides supporting evidence
- Topics that require further research
- Changes in member priorities over time
- Whether previously identified barriers are still affecting adoption
- Where new technologies have changed the feasibility of established use cases

This would help the AREA build on its existing research portfolio rather than repeat earlier work.

How would this research be conducted?

5. Analyse the findings

Analyse the results to identify:

- The most frequently delivered use cases → The fastest-growing planned use cases
- High-priority use cases that remain undelivered → Common business problems across industries
- Differences between industries and business functions → Common deployment barriers
- Common technology and integration requirements → Use cases with strong evidence of value
- Use cases where value remains difficult to demonstrate → Opportunities for shared tools, guidance or future research
- Gaps between what enterprises want and what providers currently offer

The analysis should distinguish between:

- Proven use cases → Emerging use cases
- Aspirational use cases
- Use cases constrained by unresolved technical or organizational barriers

All member findings should be reported in an aggregated or anonymized form unless members explicitly approve attribution.

How would this research be conducted?

6. Create a practical use-case assessment tool

Develop a decision-support tool that allows members to:

- Find comparable AR use cases
- Filter use cases by industry, function, problem or deployment stage
- Review reported benefits and success measures
- Identify common implementation barriers
- Compare delivered, planned and desired use cases
- Assess the relevance of a use case to their own organization
- Identify related AREA research and resources
- Record their own use-case priorities

The tool should help members move from a general idea to a more clearly defined and actionable use case.

Project Deliverables

- Structured taxonomy of enterprise AR use cases
- Member survey questionnaire
- Summary of delivered, planned and desired AR use cases
- Analysis of the business problems being addressed by AR
- Analysis of deployment maturity across use-case categories
- Comparison of use-case priorities by industry and business function
- Summary of reported benefits and success measures
- Summary of common technical, organizational and commercial barriers
- Analysis of unmet requirements and market opportunities
- Selected anonymized member examples
- Searchable or filterable AR use-case assessment tool
- Report linking findings to relevant previous AREA research
- Executive summary suitable for public release
- Member-exclusive webinar presenting the findings
- Recommendations for future AREA research, guidance and collaboration

The final report should emphasize practical findings and actions. It should avoid becoming a literature review or a catalogue of theoretical AR possibilities.

Benefits to AREA Members



This research will give AREA members a current, evidence-based view of enterprise AR adoption and emerging demand. It will help members:

- Benchmark their AR activities against other organizations
- Identify proven and emerging use cases
- Find relevant examples by industry or business function
- Prioritize future investments and strengthen business cases
- Define realistic success measures
- Anticipate common implementation barriers
- Identify potential technology, research and delivery partners
- Recognize unmet customer and market needs
- Align product development with demonstrated requirements
- Share lessons while protecting confidential information
- Influence future AREA research priorities

The research will also help members shape the direction of enterprise AR by showing:

- What organizations have delivered → What they are planning → What they want to deliver → What is preventing wider adoption

The primary output will not be a ranking of AR technologies.

It will be a practical view of the business problems enterprises are solving with AR, the use cases they are pursuing and the conditions required for successful deployment.