

Redefining business interactions with Metaverse Conventions

HCLTech defines futuristic verticalized Metaverse solutions for Europe's leading science-based company.



The urgency for enterprises to embrace digital disruption across business domains became evident. It became clear that relying solely on analog approaches may not sustain business continuity, prioritizing innovation and collaboration in digital transformation. Europe's leading producer of commodity chemicals, nutrition, and petrochemicals, encountered challenges in keeping up with the leading trends. HCLTech, renowned for its expertise in augmented, virtual, and mixed reality applications, sought to alleviate the client's situation by finding a suitable solution.

The Challenge:

Enabling a real-adjacent social experience to minimize the reduction in participation

Client traditionally hosts an annual convention as a platform for global brands and business partners to explore and experience its latest innovations, product roadmaps, and demonstrations. However, the pandemic disrupted this event, forcing them to resort to a unidirectional broadcast on a video conferencing platform. While this allowed participation from all global customers, it came at the expense of the immersive experience and the opportunity to establish meaningful client connections. The challenge was to find a solution that revitalized the annual convention, enabling the client to recreate the engaging experience and foster valuable customer connections in the face of ongoing restrictions.

The Solution:

Development of a Metaverse application for a global clientele

HCLTech assessed the client's business objectives and concluded it is a candidate for Metaverse applications. Building on the HCLTech Metafinity platform, we crafted a convention center to open up prospects to host global enterprises while retaining the benefits of an in-person event.

The proof of concept application enabled delegations to join the event in a specially composed venue with their Nutrition and Health product line. Users could join and freely explore showcase stalls within the forum and converse with organizers. The application also enabled showcasing digital imprints of edibles created using client's commodity chemicals accompanied by their nutritional assessment.

The Objective:

To identify a solution to provide in-person experience in an online world

The client aimed to transition back to traditional in-person operations following the reopening of economies. However, this transition resulted in reduced engagement from international stakeholders. To address this challenge, they decided to seek assistance from HCLTech. By partnering with us, they aimed to leverage our expertise and experience to implement an innovative solution that would enhance stakeholder engagement and ensure the continued success of operations in an evolving landscape.



The Impact:

Enhancing customer experiences and improving business expansion opportunities

With an online presence reinstated in the Metaverse, globally distributed prospective partners, customers and patrons could attend and experience all of the client's offerings while retaining the ability to hold private conversations, interact and peruse product literature at will.



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