



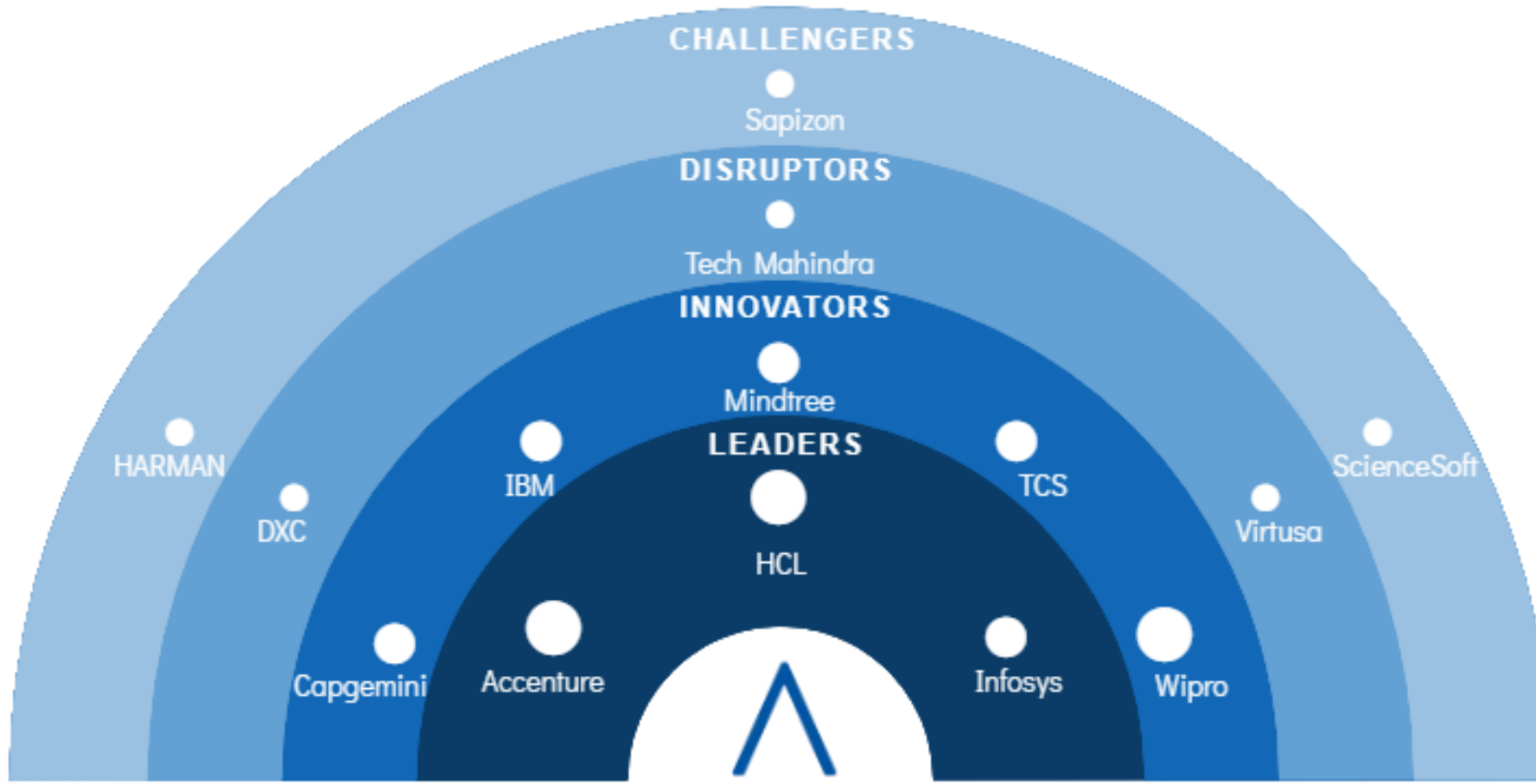
AR/VR/XR Services 2022 RadarView

Service provider profile

May 2022

Avasant recognizes 14 top-tier providers supporting the enterprise adoption of AR/VR/XR

Practice maturity ○ ○ ○



HCL: RadarView profile



Practice overview

- Active since: 2014
- Practice size: N/A
- Active clients: N/A
- External certifications: N/A
- Delivery highlights: Operating across 53+ countries

30-40%

AR/VR/XR
services growth
YOY, June 2021

60%

Active client
growth
June 2021

Client case studies

- Developed a virtual reality (VR) immersive training application for technicians and quality engineers at a global medical devices company. It Improved retention rate up to 60%, enhanced worker efficiency by 30%–40%, and reduced training time and cost by up to 50%.
- Deployed an augmented reality (AR)-based remote assist solution at a Europe-based global healthcare solution provider for remote repair and maintenance of healthcare equipment. It reduced human error rate by 60%–70%, downtime by 20%–25%, and average service call duration by 40%–50%.
- Developed web-based AR app for a transportation company to enable end consumers with placement and visualization of accessories on their cars in real-time. It helps visualize the product before purchase by experimenting with product features such as color, size, etc.
- Developed a MR solution based on Microsoft HoloLens devices for doctors and practitioners at a surgical device manufacturing company to access real-time information on procedures and care services. It reduced human errors in analysis and treatment recommendations.

- Practice maturity ★★★★★
- Partner ecosystem ★★★★★
- Investments & innovation ★★★★★

Key IP and assets

- XRStudio: An integration-ready verticalized enterprise solutions
- Xtern: A XR service delivery platform to develop, publish and deliver extend reality (XR) use-cases/applications at scale
- DECODE: A device management platform to manage XR devices
- ADvantage Experience: An XR digital asset library for frontend components
- IATM: A device life cycle management solution to track and monitor XR devices

Key partnerships

Hardware providers

Software and platform providers

Sample clients

- A global medical devices company
- A Europe-based global healthcare solution provider
- A cosmetics and personal care company
- A surgical device manufacturing company
- A North American telecom provider
- A US-based chain of convenience stores and gas stations

Industry coverage

Banking
Financial services
Government
Healthcare & life sciences
High-tech
Insurance
Manufacturing
Nonprofits
Retail & CPG
Telecom, media & entertainment
Travel & transportation
Utilities & resources

Darker color indicates higher industry concentration: ●●●●●

Redefining customer experience with XR digital engineering services. Focusing on cross leveraging AI, ML, voice user interface, data engineering, and 5G.

Analyst insights

Practice maturity



- HCL offers a full spectrum of XR digital engineering services spanning across design consulting, application and data engineering, digital apps and content services, and XR lifecycle support aided by inhouse XR experts across multiple domains and ecosystem of start ups and product enterprises.
- It offer a suite of industry aligned XR use cases spread across product design, training, service and maintenance, marketing and sales, and warehouse and supply chain for healthcare, industrial, automotive, aerospace, and consumer packaged goods and retail sectors.
- The focus is on cross leveraging artificial intelligence (AI), machine learning (ML), voice user interface, data engineering, and 5G technologies to deliver integrated XR solutions at scale for enterprise adoption.
- In the past 12 months, it has developed two IPs—HoloLens surgical guidance system for orthopedic surgical procedure and marker-less and non-geometric surface detection for non-geometric AR projection. It has also launched several new products such as Xtern, a suite of development accelerators to create custom built XR solutions, and a Digital Stadium that provides digital match day experience for cricket enthusiasts.

Partner ecosystem



- HCL has established partnerships across the XR delivery stack, including content (Adobe), hardware (Intel and NVIDIA), network (Verizon), cloud and edge (AWS, Microsoft Azure, and Google Cloud Platform), and platforms (Microsoft, PTC).
- It partners with academia such as Carnegie Mellon University, UC Berkeley, MIT, and Stanford University and is well positioned to leverage the partnership for technical know-how and business use cases in AR/VR/XR.
- It leverages its startup accelerator and open innovation platform called eStiP to build, incubate, accelerate, and scale AR/VR/XR use cases across verticals along with an ecosystem of startups, venture capitals, and trade commissions.

Investments & innovation



- About 40% of HCL's AR/VR/XR investments are concentrated on increasing head count across the XR technology space through external hiring in India and other delivery centers.
- It is making significant investment is committed towards commercializing AR/VR/XR solutions and use cases. It includes a web AR-based solution for desktop, laptop, and mobile devices, VR positional tracking-based solutions for entertainment segment, XTERN as the XR service delivery platform with an integrated suite of software components to develop custom XR solutions with low-code tooling, and 5G content delivery services for AR/VR.
- It combines its expertise in hardware and software engineering, XR consultancy, and 3D modeling to achieve 30%–40% YOY growth over 4–5 years.

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