Augmented Reality in Large Enterprises: A Case Study

Sam George
Cisco Systems, Bangalore

tcworld Stuttgart, 2017
AR: Blurring the lines between the virtual and the real

© Oormila Vijayakrishnan Prahlad: http://www.oormila.com/
Agenda

• Brief intro to AR
• AR and Technical Communication
• Cisco Implementation
• Technology Limitations
• Operationalizing AR
• Future of Enterprise AR
AR and Technical Communication
Cisco Implementation of AR
Technology Limitations

Current AR apps recognize objects mostly through markers
Challenges

Router with cables attached in the lab
Operationalizing AR

- Custom vs Off-the-shelf
- Target Audience
- Content Choices
- Scaling the Solution
- Customer Feedback and Effectiveness
Custom vs Off-the-Shelf Software

- Pilot projects
- Ease of deployment
- Dynamic, real-time info
Target Products and Audience

- Roll out for all products?
- Installation use case
- Expert vs lesser-skilled workers
Content Choices

- Spatially aware content
Content Choices

- Spatially aware content
- Informed reality
- Content partnership with Product Management, Customer Support
Scaling the Solution

- Develop writer skills
  - Visual thinking
  - 3D models
  - Shift in narrative perspective
- Templates and reusable artifacts
- Customer adoption strategy
Customer Feedback and Success Measures

- Showcase pilots to customers
- Success measures
  - Decline in support requests
  - Increase in customer satisfaction
Future of Enterprise AR

- Content Security
- AI and machine learning to recognize objects in all scenarios