Gartner
Peer Community™

Extended Reality (XR) in the Enterprise

Extended Reality (XR) has yet to achieve widespread use in enterprise organizations. Is there a business case to be made for XR, and do enterprise tech leaders see a future for it? Read on to find out.

One-Minute Insights:

- Many tech leaders are deploying XR within their organizations
- Headsets, smartphones and smart glasses are the most common XR tools currently in use
- End-user training is a popular use case for XR
- Many tech leaders are concerned with the investment risk of deploying XR
- Tech leaders believe that XR could improve the scope of employee training, allow for remote monitoring and support product design and development

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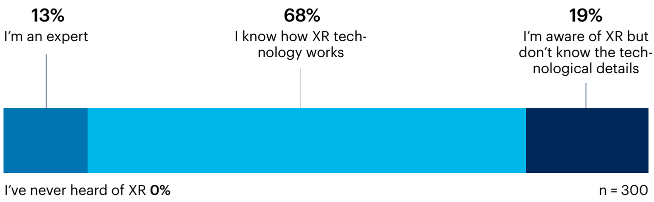
Data collection: July 19 - Nov 15, 2022

Respondents: 300 IT, engineering and infosec leaders

Most tech leaders understand how XR works and many are deploying it in their organizations

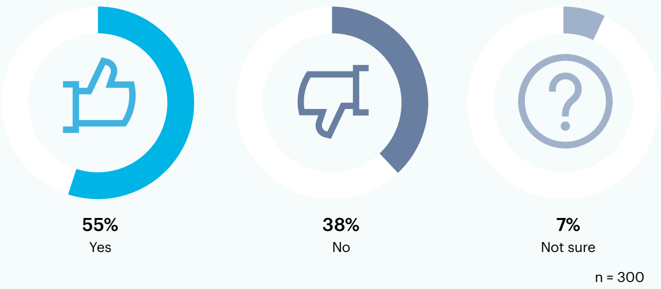
Most respondents (68%) know how XR technology works, but only **13%** consider themselves **experts**.

How informed are you about extended reality (XR) technology?



More than half (55%) of respondents are **currently deploying XR** in their organization.

Is your organization currently deploying XR?



Among those who **haven't** yet deployed,

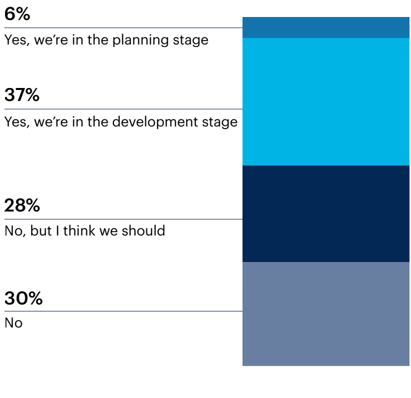
43%

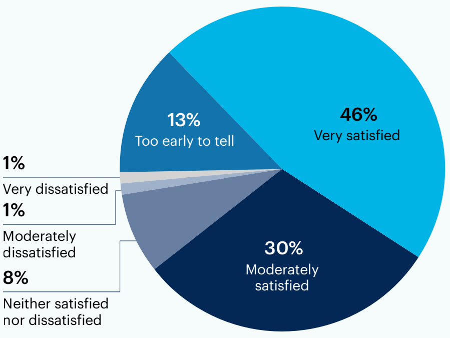
are in either the **development or planning stage.**

Is your organization planning to deploy XR?

Not sure **0%**

n = 115





Most (76%) respondents are **satisfied** with the way their organization has deployed XR technology.

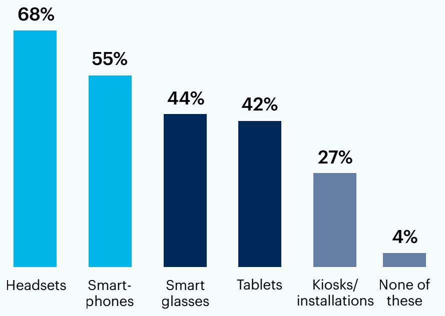
Are you satisfied with your organization's deployment of XR?

n = 165

> “We are using XR in our office very effectively.”
>
> - VP, professional services industry, 10,000+ employees

Headsets are the most commonly used XR device, followed by smartphones and smart glasses

Headsets (68%), smartphones (55%) and **smart glasses (44%)** are the top three categories of XR **tools and devices** currently in use by respondents.



Are you using any of the following tools/devices/peripherals as part of your organization’s XR adoption?

Other **0%**

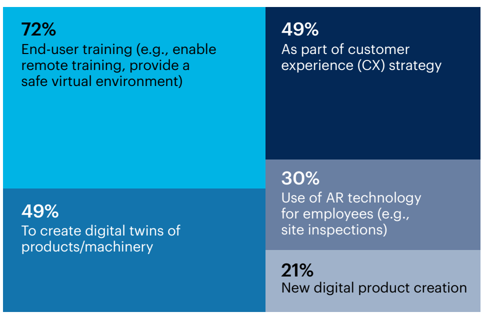
n = 165

> “[XR] will enhance the virtual world.”
>
> - Director, finance industry, 10,000+ employees

Tech leaders are interested in XR for end-user training, but are skeptical of the investment risk of implementing this technology

End-user training is the most popular reason for adopting or planning to adopt XR.

72% of respondents **credit XR’s ability** to **facilitate remote training and provide safe, virtual environments** as a reason for adoption.



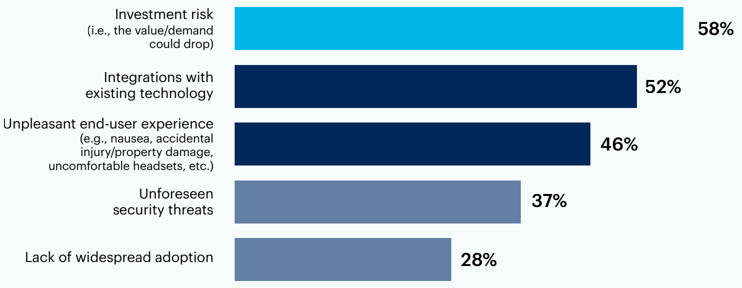
What were the reasons your team decided to adopt or is planning to adopt XR?

Employee engagement (e.g., attend meetings as “virtual beings”) **20%**, Part of cost reductions strategy **14%**, As part of an overall metaverse/digital realm strategy **11%**, Marketing/ advertising strategy **9%**, Executive pressure **7%**, Investor pressure **3%**, None of these **0%**, Other **0%**

n = 214

Respondents identified investment risk (58%), problems integrating with existing technology (52%) and **unpleasant user experience (46%)** as the top barriers to XR adoption.

What are the main barriers to XR adoption?



The need for physical devices to use XR **27%**, Skills gaps (i.e., too few professionals with XR experience) **20%**, Costs (e.g., initial investment in devices, etc.) **19%**, Lack of business use case **16%**, End-user skepticism (e.g., lack of demand/potential uptake) **14%**, Lack of executive interest **10%**, Unforeseen regulatory/governance challenges **5%**, None of these **0%**, Other **0%**

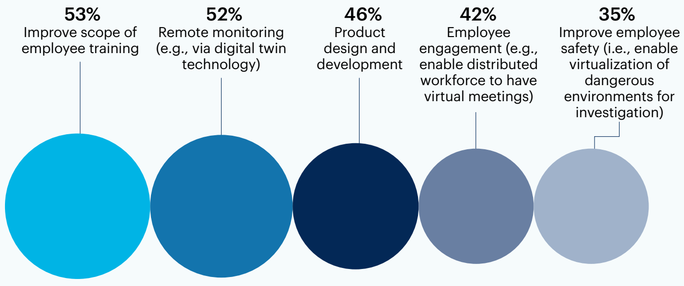
n = 300

> “Lack of widespread adoption is the main barrier.”
>
> - C-suite, software industry, 10,000+ employees

XR has potential for employee training in enterprise, and some tech leaders believe it will have a role to play in the future

Respondents identified **XR’s ability** to **improve** the **scope of employee training (53%), facilitate remote monitoring (52%)** and **support product design and development (46%)** as its top three opportunities.

What are the top opportunities with XR for enterprise?

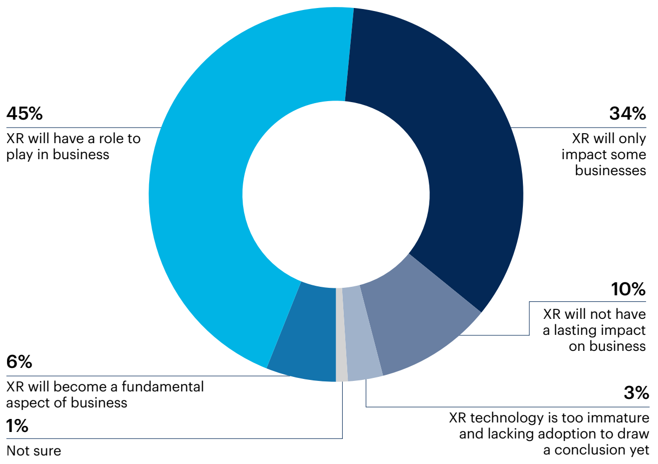


Customer experience **26%**, Cost reductions (i.e., virtual tests instead of physical tests; remote observation to reduce on-site workforce demands, etc.) **19%**, Marketing **14%**, None of these **1%**, Other **0%**

n = 300

Almost half (45%) of respondents believe that XR will **play a role in business** in the future, while **34%** believe it will **only impact some businesses.**

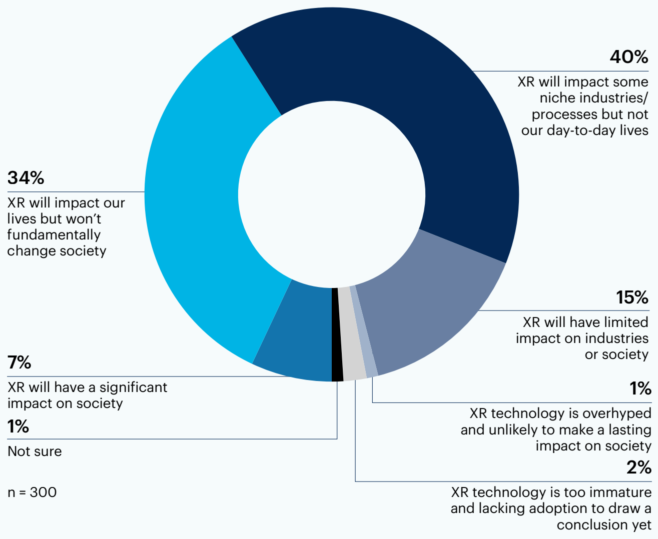
What level of impact do you think XR will have on business in the future?



n = 300

Around one-third (34%) of respondents believe that XR will **impact our lives**, but won't fundamentally **change society. 40%** think it will **impact** some **niche industries and processes**, but will not change our daily lives.

What level of impact do you think XR will have on society?



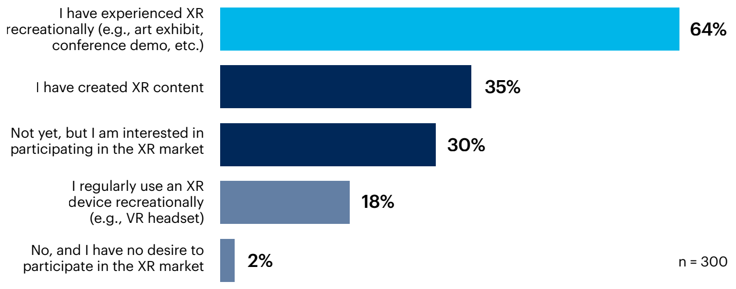
n = 300

> "XR will be useful in some industries like Healthcare etc. but may not impact some businesses at all for [a] long time."
>
> - Director, manufacturing industry, 1,000 - 5,000 employees

Many tech leaders have used XR recreationally, but fewer interact with it regularly

While **64%** of respondents have **interacted with XR**, only **18%** said they **use a device regularly.** Nearly one-third (30%) are not yet involved in the market, but are interested in participating.

Have you personally participated in the XR market?



n = 300

> "Cost/value factors will be important as this technology evolves. Society needs meaningful, cost-effective reasons to ever consider adoption."
>
> - Director, educational services industry, 1,000 - 5,000 employees

> "[XR is] important and growing in adoption. Will be a key to success in the coming years."
>
> - Director, professional services industry, 10,000+ employees

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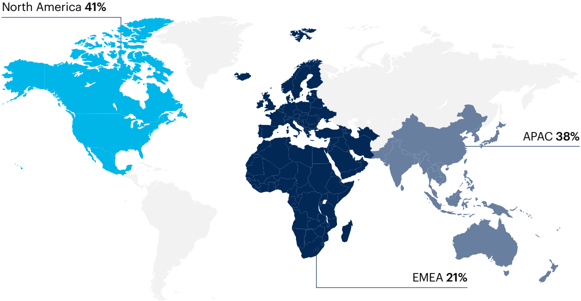
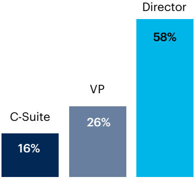
Respondent Breakdown

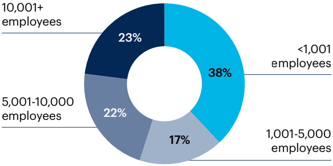
Region



Job Level



Company Size



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Source: Gartner Peer Community, Extended Reality (XR) in the Enterprise Survey

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