




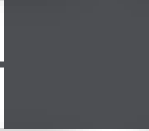


Get
to the future,
+ *faster* *

Metaverse – BITC 2022

Karthikeyan Dhayalamani



Metaverse Agenda

-  Define Metaverse
-  CXO Opportunities
-  Unpacking the Metaverse (Aspects)
-  Types of Metaverse
-  Opportunities & Prioritization Framework
-  Demo and Potential Challenges

Metaverse Definitions

The metaverse is a **digital reality** that combines aspects of social media, online gaming, augmented reality (AR), virtual reality (VR), and cryptocurrencies to allow users to interact virtually

- INVESTOPEDIA

The Metaverse is a collective virtual open space, created by the convergence of virtually enhanced physical and digital reality. It is physically **persistent** and provides enhanced immersive experiences

- GARTNER

A set of virtual spaces where you can create and explore with other people who aren't in the same physical space as you

- FACEBOOK



METAVERSE



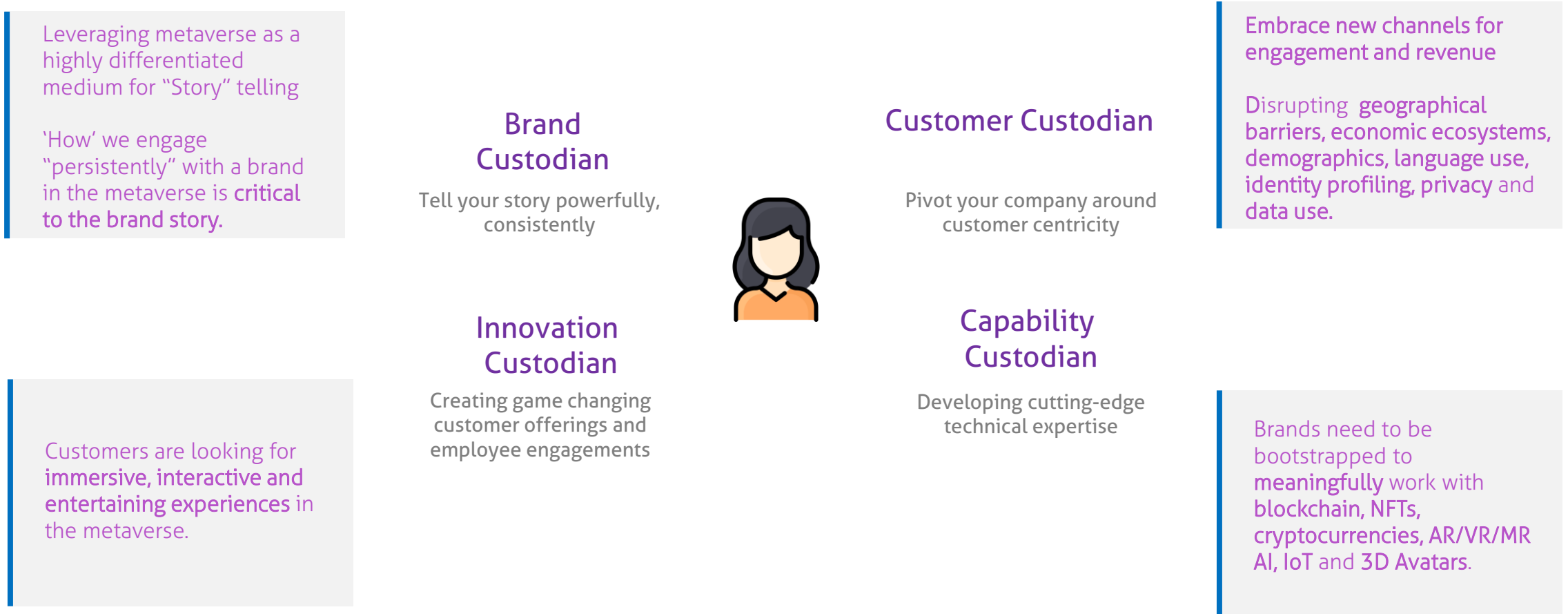
A place or places
beyond our Universe that
is immersive & persistent



Gartner Predicts 25% of People Will
Spend At Least One Hour Per Day in the
Metaverse by 2026



CXO opportunities in a radically different business ecosystem...



Reach - Brand Presence |
Engagement - Customer Immersion |
Conversion & Loyalty - Crypto & NFT based commerce

Let's unpack the Metaverse

Let's step back for a moment to make sense of all that stimulus.

UNPACKING 'ASPECTS' OF THE METAVERSE

IMMERSIVE

Awesome-ness that defies
real world physics

INTERACTIVE

Product feature interactions

SOCIAL

Sub-culture with specific
behaviors like digital human
interactions

INFORMATIVE

Learn in emotionally resonant,
tactile ways

MARKETPLACE

Token and crypto economy
for Meta-commerce

COLLABORATIVE

Get things done together

SPATIAL/3D CONSTRUCT | HYPER-REALITY | VISCERAL EXPERIENCES

Types of Metaverse

- ✓ Highest Level of customization
- ✓ Highest Level of Experience
- ✓ Data Ownership
- ✓ Integration to CIAM & CDP

Custom Metaverse

Custom Use Cases by Brands

Metaverse Platforms

Facebook Meta

Virtual Worlds

Decentraland, Sandbox

Virtual Marketplaces

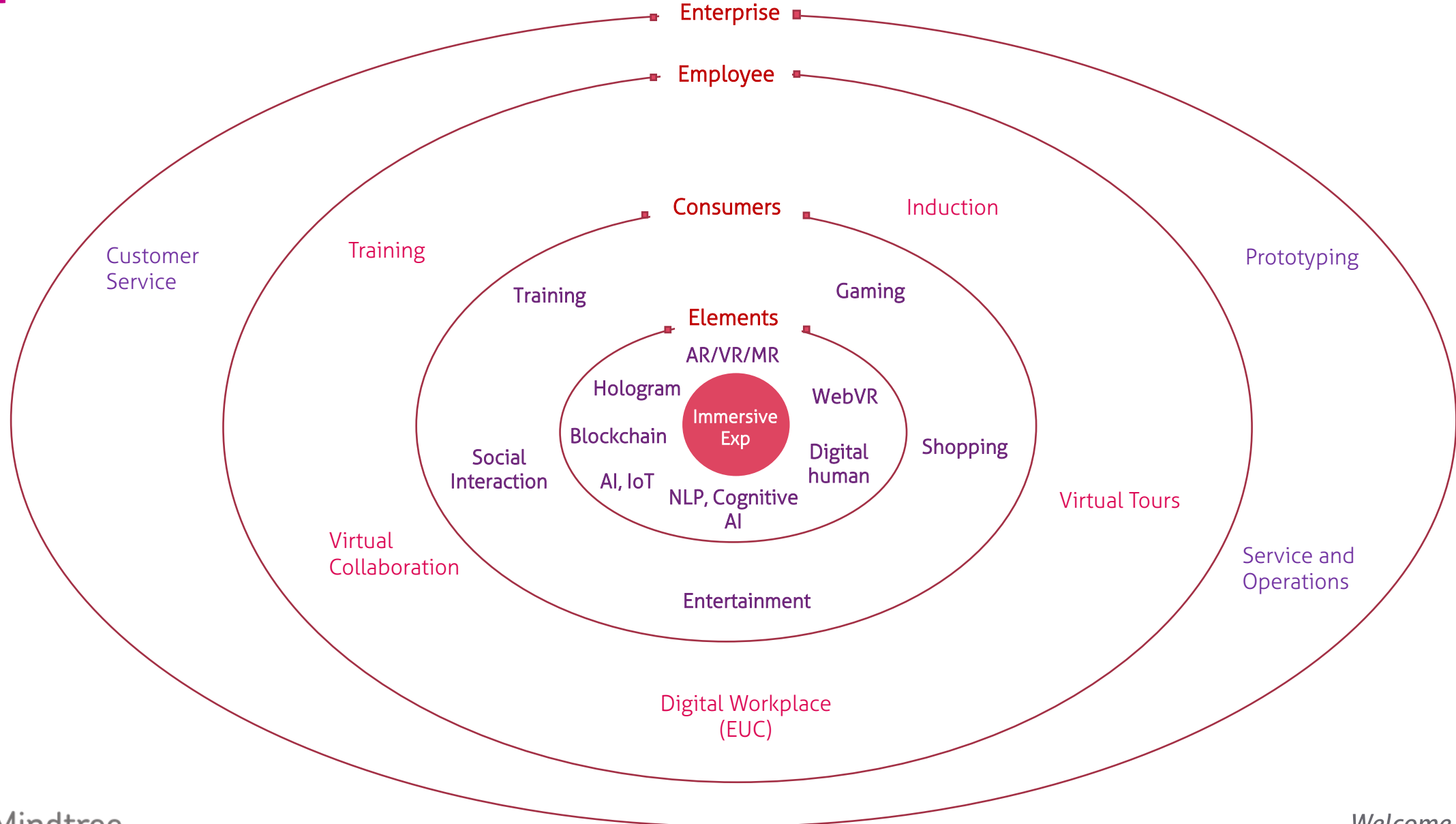
UNXD, OpenSea(NFT)

Gaming

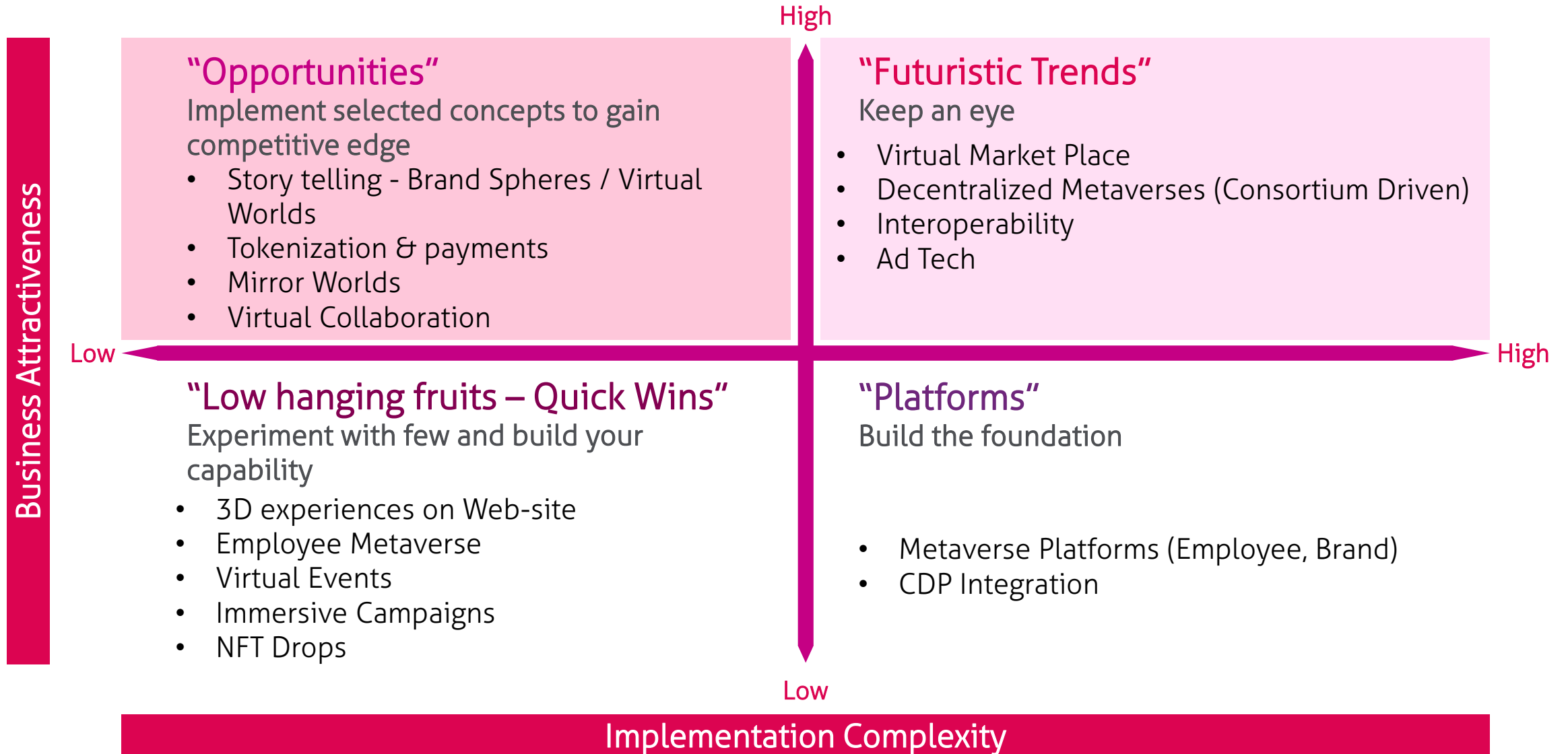
EPIC Games (Fornite) Roblox

Level of
Customization

Opportunities



Prioritizing the Opportunities..



Employee Induction and Engagement



Demo

Metaverse experience for new joiners

Potential Challenges in future evolution



Security & Privacy

- Data security and privacy issue – Copyright infringement
- Social Ethos and avoid harassment



Vulnerability

No Legislation or Regulations or governing bodies making the environment vulnerable



User data & control

- Control on customer data is key for success
- Basic data to create customized offerings, cross-sell, up-sell products



Hardware and Devices Cost

Weight of HMD's. longer usage and affordable cost for AR glasses will decide the pervasiveness

Welcome to possible