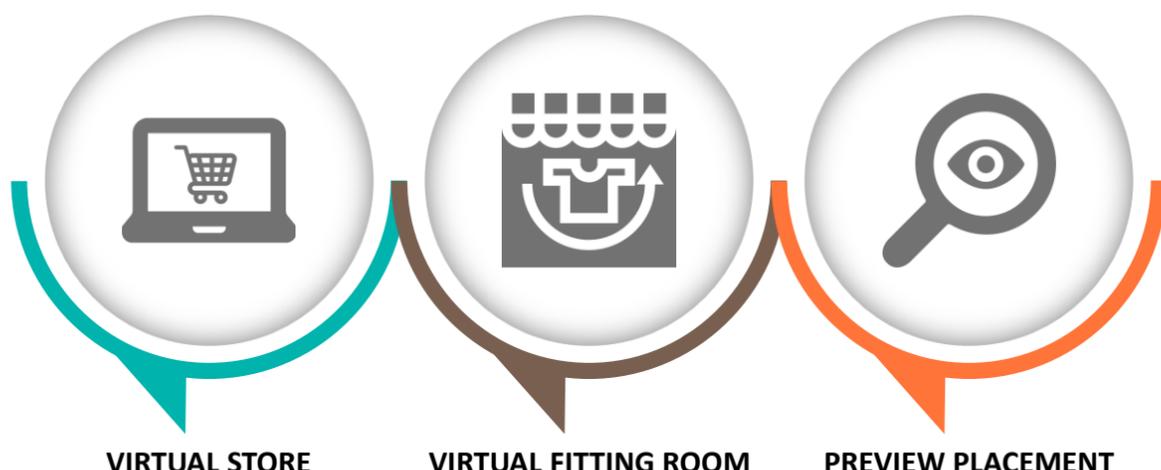


AUGMENTED REALITY (AR) and E-COMMERCE

With a pressing need to drive overall sales, e-commerce participants are increasingly inclined towards using platforms for virtual shopping experiences

KEY USAGE AREAS OF AUGMENTED REALITY – E-COMMERCE



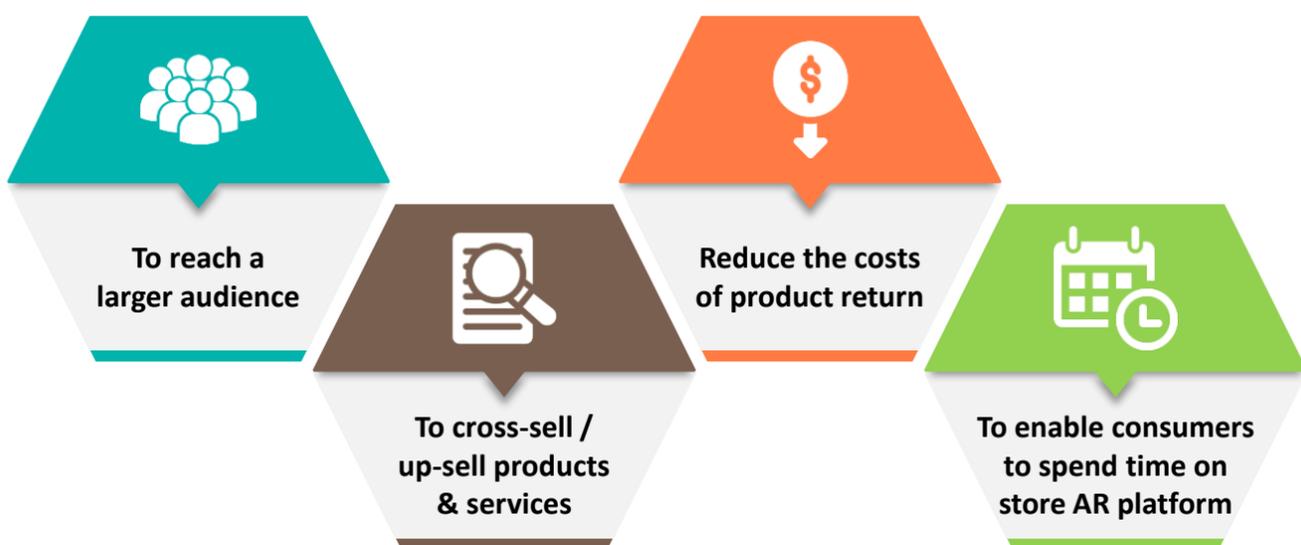
VIRTUAL STORE

VIRTUAL FITTING ROOM

PREVIEW PLACEMENT

- Due to the shoppers' inability to evaluate and envision the sense of using the product, e-commerce sales witness loss/delays in sales
- Augmented Reality allows the users to feel and evaluate the product

KEY DRIVERS



To reach a larger audience

To cross-sell / up-sell products & services

Reduce the costs of product return

To enable consumers to spend time on store AR platform

KEY PLAYERS

Platform Providers



Developers



Several companies, across sectors, have adopted augmented reality to create virtual experience for its customers

KEY APPLICATIONS ACROSS COMPANIES



IKEA, the Swedish home furnishing brand helps users to imagine how furniture would fit into the customer's living or bedroom, through an AR app IKEA Place

Sephora's virtual artist allows customers to virtually see how makeup looks on face before purchasing the beauty product

Banana Flame, an online fashion retailer launched an AR shopping app that allows people to virtually 'try on' clothes while they shop online

Tap Painter is an AR app that allows customers to determine which color is suitable to paint the walls

DATAMATICS' VIEW

- Datamatics expects the e-commerce market to become more customer-centric, driven to an extent by AR technology; however, our assessment revealed that many e-commerce businesses still lag behind in embracing the technology
- Businesses plan to leverage AR technology to improve customer experience, reduce operational costs and increase brand recall which is likely to boost company sales



To have an in-depth assessment of AR in your industry, please contact marketing@datamaticsbpm.com

ABOUT DATAMATICS BUSINESS SOLUTIONS LTD.

Datamatics Business Solutions Ltd. (DBSL) is a pioneer in providing intelligent Business Process Management (iBPM) services.

Our integrated offerings include; Database Solutions & B2B Marketing, Demand Generation & Sales Acceleration, Business Research, Finance & Accounting Outsourcing, Payroll and Contact Center Services. We leverage emerging technologies like Robotics, Machine Learning and Artificial Intelligence to power human-machine collaboration & enable seamless delivery. As a trusted partner to Fortune 1000 companies; our focus is on driving revenue growth, operational excellence, cost efficiency & customer intimacy for global clients.

We serve customers across the globe and industries like Media & Publishing, Technology, Banking & Financial Services, Events, Manufacturing, Healthcare, Automotive, Retail & CPG, Travel & Logistics and Telecom.