



LANCEAR

AR FOR THE **NOW**-TERM

AUGMENTED REALITY CONSULTING & SERVICES

EXPERT STRATEGIES AND PROGRAMS TO
REACH SCALED AR DEPLOYMENT

- AR Assessments
- AR Workshops
- AR Interventions
- AR Program Management
- AR Process Engineering
- AR Marketing Services



CONTENTS

03 AR FOR THE NOW-TERM

Letter from Lance Anderson, CEO & Founder Lance-AR

04 AR ASSESSMENTS

Find out where you stand on core success factors for AR.

05 AR EDUCATION WORKSHOPS

Get up to speed on AR & build your action plan.

06 AR INTERVENTIONS

Beat "pilot purgatory" with proven deployment methodology.

07 AR PROGRAM MANAGEMENT

End-to-end management of your AR implementation.

08 AR PROCESS ENGINEERING

Bring SOP's & processes into AR, designed the right way.

09 AR SOLUTION PROVIDER SERVICES

Outsourced AR implementation services for your clients.

10 ACTION PLANS FOR SCALED DEPLOYMENT

There's no time like the present. Get started today.

A LETTER FROM LANCE



I founded Lance-AR in 2018 out of pure frustration at the lack of companies that had deployed AR at scale in the face of game-changing worker advantages and dizzying ROI's. With the vast number of AR-enabling industrial software solutions and the variety of AR hardware options available today, all evolving at Moore's Law pace, this was not the problem. Rather over my 4 years working with 100's of companies around the globe deploying 1000's of POC's and pilots, it became very clear that the problem was misdirected AR strategy and KPI, and a lack of a business and engineering services ecosystem to drive scale. Hence Lance-AR.

Let's be clear, we are a no-nonsense, straight to the savings, problem solving consultancy and services company, whose goal is to provide our clients more value for every dollar spent than with any other firm they've worked with. We're focused on AR for the Now-Term. Not AR for a distant future, but AR solutions that impact the current business cycle, and that can be iteratively expanded throughout an organization. AR transformation is not a 1-time project, but an ongoing business process that drives value and competitive advantage.

Don't know how to get started? Is your 'innovation' team is stuck in Pilot Purgatory? Are you live but can't deploy at scale? Is your ROI being squandered and resources wasted? This is where Lance-AR comes in. We have helped drive the largest AR deployments to date, and have witnessed 1000's more who failed to deploy... and we know why. We bring extensive industry knowledge expertise and hands-on AR experience to help you find your path to scaled deployment.

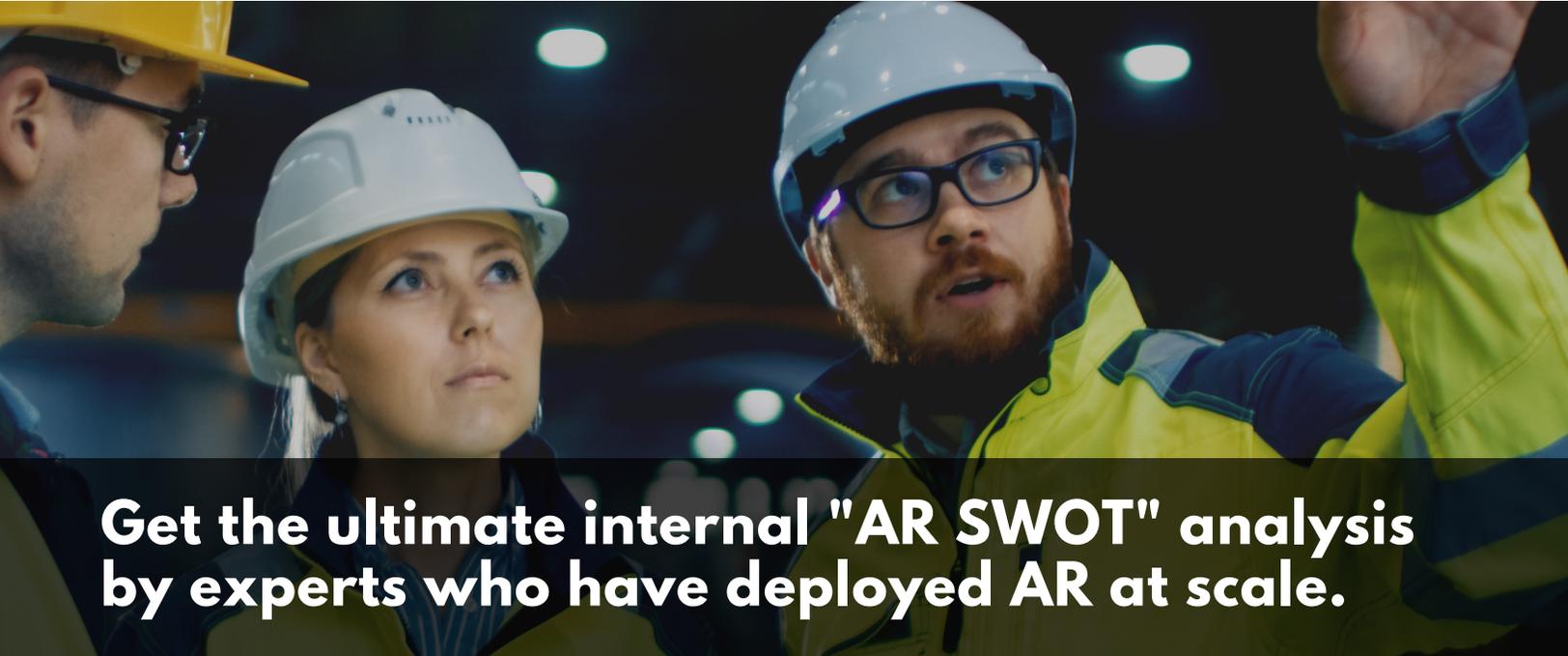
So if you're an enterprise who wants to implement AR to solve a business problem, look to Lance-AR to accelerate your AR journey and ensure a successful outcome. Learn about our service offerings on the following pages, and let's determine how we can partner to put AR to work for you - with a concrete plan for scaled deployment.

LANCE ANDERSON
CEO & FOUNDER



AR ASSESSMENTS

You believe in the power of AR, but you don't know how to get started or got stuck along the way. What do you do to ensure success?



Get the ultimate internal "AR SWOT" analysis by experts who have deployed AR at scale.

HOW WE HELP

It takes both knowing the latest AR technologies, use cases and trends, and having the practical experience to design an AR solution that will be just right for your company.

This design needs to go far beyond the choosing of a brand of smart glasses and an AR SaaS platform. It must include the development of new processes, changes to IT systems, and an understanding of the impact on the operations, for a holistic solution that will deploy at scale and deliver on its promise.

Find out how you rank against the best practices in AR. We'll help you see the gaps, pitfalls to avoid, and will provide a clear path to success that only experience can provide.

WHAT YOU GET

- An experienced and agnostic assessment of your capabilities, gaps, and opportunities.
- An evaluation against AR best practices - to gauge how you line up for success.
- Vetted list of AR use cases that support the business strategy & deliver a compelling ROI.
- A persuasive business justification to make it through the financial approval process.
- Risk mitigation via a proven methodology to reach scaled deployment.

AR EDUCATION WORKSHOPS

You have business problems to solve, and AR may be the answer. But how do you ensure you drive AR transformation and actually deploy?



Quickly identify, evaluate and align on an AR roadmap that delivers rapid ROI.

HOW WE HELP

Our Workshops lay the foundation to start strong. Hands-on sessions give you a customized journey examining your company's people, data complexity, systems and IT challenges against the potential AR use cases. Ultimately, what's needed is a road map of AR projects that have been scoped, vetted, and prioritized, along with a proven plan to implement.

We are experts in AR best practices - from across industries and around the globe - and who know how to apply this knowledge to your unique business. Most importantly, we have followed through on strategies and seen them implemented. Without that practical experience, a strategy is just a theory.

By the end of a workshop, you'll not only have confidence and clarity, but a proven deployment strategy to fast-track your AR road to ROI.

WHAT YOU GET

- Private, on-site workshop - AR expert-led session at your facility with all key stakeholders.
- Expert market education - state of AR hardware and software today & near-term, and how to apply for maximum impact.
- Clarity on your best uses for AR that balance operational value with implementation complexity, cost, and probability for success.
- Alignment of your key stakeholders around the vision and requirements for AR transformation.
- A disciplined AR solution vetting process flexible enough to grow with you into an unknown but exciting future.

AR INTERVENTIONS

You've launched AR...and landed in Pilot Purgatory. You're stuck with no results to show for it - now what?



It's time for an intervention. Bring in an objective AR expert to turn things around.

HOW WE HELP

Our focus is on AR strategies that get implemented. When companies get stuck, we believe it's best to have an experienced & objective outside resource to successfully realign the organization for success.

Enterprise AR projects are not simply technical implementations or integration projects, rather they must be viewed as holistic transformation efforts. When AR initiatives stall, it's time to get all the stakeholders together to have tough discussions about AR value in your business.

Our intensive workshop-driven approach assesses what went wrong, and resets for success. This involves a broad group of stakeholders through interviews, reviews and visioning workshops. We redesign your AR initiatives and get broad alignment to the new strategy. You'll walk away with concrete deliverables and an iterative AR innovation process to ensure success.

WHAT YOU GET

- Face to face working session - AR expert leads hands-on intervention workshop at your facility.
- Objective and formal assessment of your AR readiness gaps, which processes failed, what resources did not deliver, what targets were misaligned.
- A recalibration plan to strengthen readiness, close those gaps, reset expectations and KPI's.
- Proven readiness strengthening activities directly integrated throughout revised project lifecycle, from design through deployment.
- Implementation guidelines - outlining a detailed roadmap to a deployment at scale.

AR PROGRAM MANAGEMENT

You have an AR budget and a plan. Now how do you fulfill your promise to Operations and the Board without cost overruns or performance failures?



Ensure your AR deployment goes to plan, overseen by experienced AR Program Managers.

HOW WE HELP

We're more than just consultants, we're implementers. We provide resources and expertise to improve the leadership capability of your team to guide your AR project to a successful outcome.

We oversee the project from design, through sourcing, through go-live to ensure your AR solution is delivered on-time, on-budget and fulfills the business goals to justify the investment. And at every step of the way, we prepare your team to successfully lead your AR transformation into the future.

Whether you need an expert to review your plan, specific technical resources to fill gaps in your team, or a fully outsourced project, we can provide the experts and proven methodologies to get you from ideation to implementation.

WHAT YOU GET

- A single accountable partner to turn all of the tasks and complex interdependencies into one cohesive, integrated program.
- AR solution design that hits all the components of success: process re-engineering, data, systems, IT, security, change management, and UI/UX.
- Vendor sourcing: expert guidance to guarantee the right solution sets, partners, and hardware including RFP's, selection, and negotiation.
- People management: drive all stakeholders and teams to work together for the common purpose of driving change and sustainable results.
- Deployment services: hardware/software testing, system integration, training, go-live support, scaled roll-outs.

AR PROCESS ENGINEERING

You're new AR platform is live, but who will re-engineer the 1000's of other processes your business requires to truly deploy AR at scale?



Leverage our team of process engineers to drive your AR workflow transformation.

HOW WE HELP

AR skilled technical and project resources are scarce, and your daily operations demand the full time attention of management. But enterprise AR transformation is not a one time SaaS implementation, rather it must be viewed as a long term continuous improvement strategy. We provide you with the manpower and unique AR expertise to re-engineer your processes to take advantage of what mobile AR can bring to your workforce.

Our experts are more than consultants and engineers. They have real-world operations experience and are highly-skilled in on-the-floor observation and assessment. This helps them to identify and prioritize the next AR solutions to deploy within the unique context of your company's people, processes, and systems. This is how AR truly scales within your organization.

WHAT YOU GET

- Process engineers with deep AR experience and industrial domain knowledge to re-engineer your processes to leverage the full value of mobile AR.
- Objective program manager, agnostic to the AR software/hardware platform, accountable for scaling AR transformation through your company.
- A proven methodology to identify and prioritize AR opportunities, balance internal risk and resources, define integration and deployment, and provide an enterprise roadmap for visibility.
- A mentor to collaborate with your internal team, manage all stakeholders, and create the feedback loop required to drive AR's value in your operation.
- A custom toolbox of checklists, guides and reports to provide repeatability and sustainability as new AR hardware and software evolve.

AR SOLUTION PROVIDER SERVICE

You have a great AR product, invested months into POC's and Pilots, met the KPI, but your client still has not deployed to scale?



Partner with LanceAR for aftermarket consulting & engineering resources to drive scale.

HOW WE HELP

We extend your team of experts and allow you to focus on your product and on new client acquisition. Our experienced bench of AR strategy experts and industrial process engineers can manage your project implementations, post go-live support efforts, and workflow expansions. You flex our muscles to drive scale, on demand.

We'll work with you to revive your stalled clients and re-align them for the scaled deployment of your AR solution. They will once again be a meaningful part of your pipeline with increased long-term potential, not just to scale, but to proliferate.

From C-Level strategy consultations, to co-sponsored AR Intervention workshops, to on-site AR project deployments, to long term workflow process engineering, the Lance-AR team is your partner focused on driving scaled AR deployment.

WHAT YOU GET

- AR Revivals: co-sponsored client workshops and interventions to course correct, realign expectations, re-tool teams, and implement proven methodologies.
- AR Program Management: for your clients without the resources or corporate alignment, our AR experts become their resource to drive the project from POC to production.
- AR Deployment Services: leverage our team to be your boots on the ground, to test, train & deploy your AR solution.
- AR Process Engineering: scale only comes with aftermarket expansion of users and use cases. We provide the iterative plan, workflow engineering, client system integration, and deployment support.
- Make it all repeatable via Lance-AR's full service marketing, demand gen, outsourced sales services



If You Haven't **DEPLOYED**, then You Haven't INNOVATED

Augmented Reality can and will be transformational for enterprise. Yet many are stuck in Pilot Purgatory, with no path to deployment. Waiting in limbo for the next disruptive AR innovation.

What's been missing?

Core deployment strategies, methodologies, and implementation services that true enterprise solutions need for scaled production deployment. The practical knowledge of how. How to implement AR. How to scale it. How to be successful, **Now-Term**.

What does it take?

A rare blend of AR experience, built on 100's of implementations globally – by people who understand how enterprise technology rollout really works. That's Lance-AR.

Lance-AR's enterprise AR Consulting and AR Process Engineering Services take companies across the chasm - from pilot to production and beyond, through proven action plans for immediate deployment and iterative AR transformation.

READY FOR **AR FOR THE NOW-TERM?**
WE'LL SHOW YOU HOW.





Make Augmented Reality a *Now*-Term Reality for Your Business



LANCE@LANCE-AR.COM



+1 (973) 714-6266



@AUGMENTEDLANCE



@AUGMENTED_LANCE



LANCE-AR



SAN FRANCISCO, CA



**If You Haven't
DEPLOYED**

**You Haven't
INNOVATED**

AR for the **Now-Term**

www.Lance-AR.com