

Metaverse: A Revolutionary Game Changer For Business.

Metaverse may be in its early stages of development, but business leaders agree that in two years, its impact will be felt across all areas of business, changing how companies manage, nurture, and interact with employees, customers, and partners. To understand the potential of the emergent Metaverse—its applications, challenges, risks, and opportunities—Wipro surveyed 550 top global business and technology executives across the US, UK, and Germany.



Driving Value Beyond Customer Benefits.

Top benefits expected in two years by leaders vs. non-leaders

In two years, the Metaverse will revolutionize the way business gets done. Beyond customer benefits, firms see a broad variety of operational, strategic, and financial benefits of embracing the Metaverse.

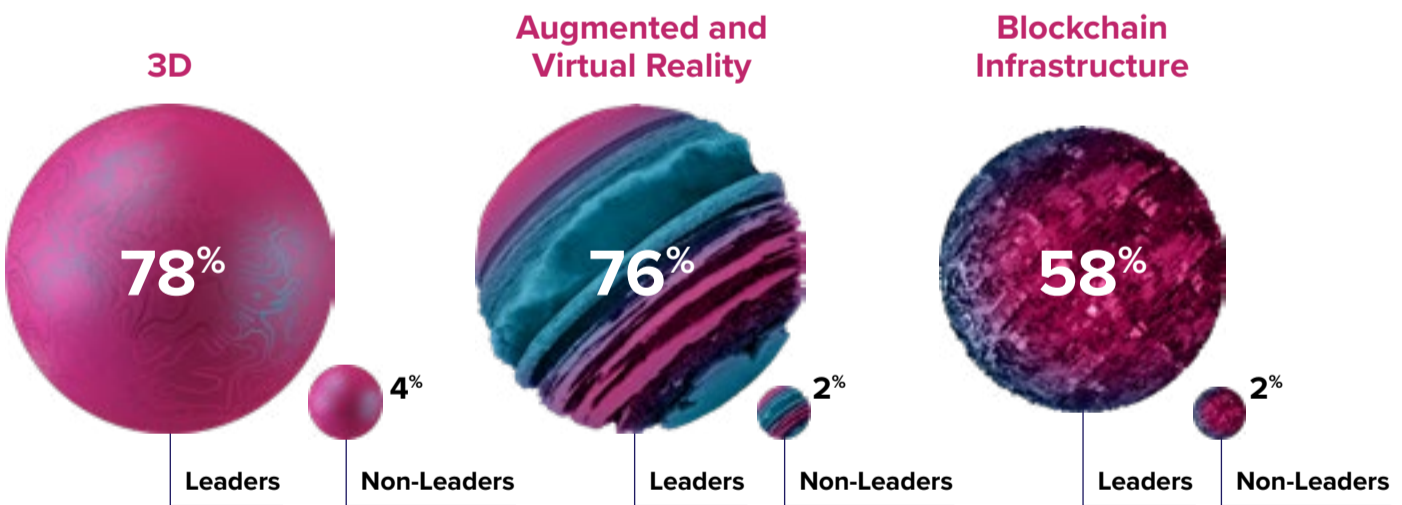
• Leaders
• Non-Leaders



Metaverse Leaders are Stealing a March.

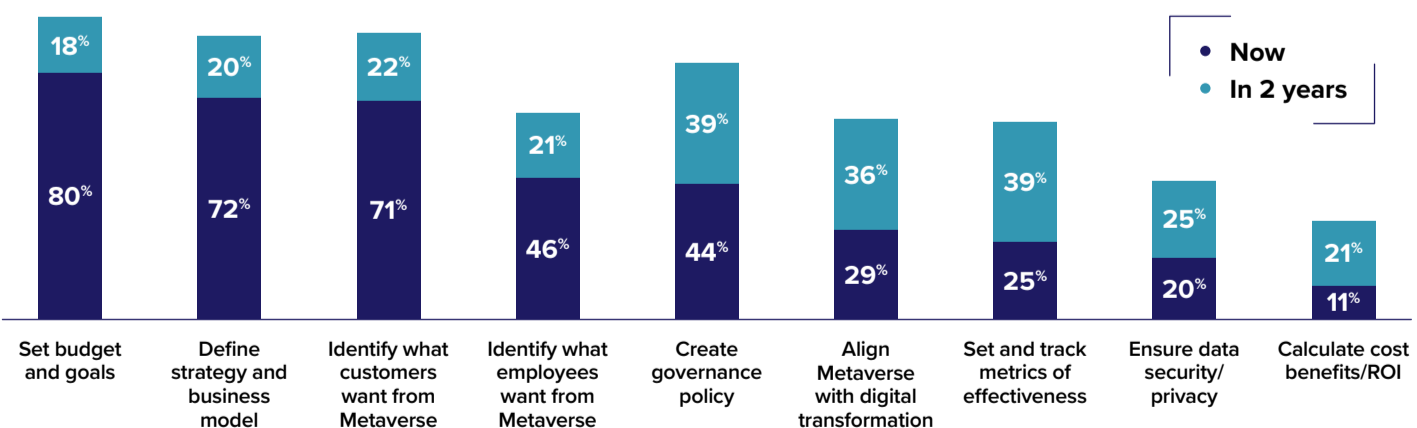
Top emerging technologies incorporated into Metaverse applications

Metaverse leaders are well advanced in integrating emerging technologies to create truly immersive experiences across their businesses and drive a new era of innovation.



The Roadmap to Metaverse Leadership.

Steps taken by leaders to implement Metaverse strategy, now and in two years



Clearly leaders are more advanced on all fronts and illuminate the roadmap to effective Metaverse deployment. In two years, most leaders will have set the stage for Metaverse implementation.

Conclusion.

CXOs recognize the Metaverse as more than hype and much more than a customer engagement platform; it's a convergence of technologies that will transform and have significant business implications, involving the nuts and bolts and cross-functional activities fundamental to business success. While some companies have already made significant investments, it's not too late for others to start their journey now.

The survey's full results will be available in a report shortly. You can register at www.wipro.com/digital/metaverse to be notified when the report is live.