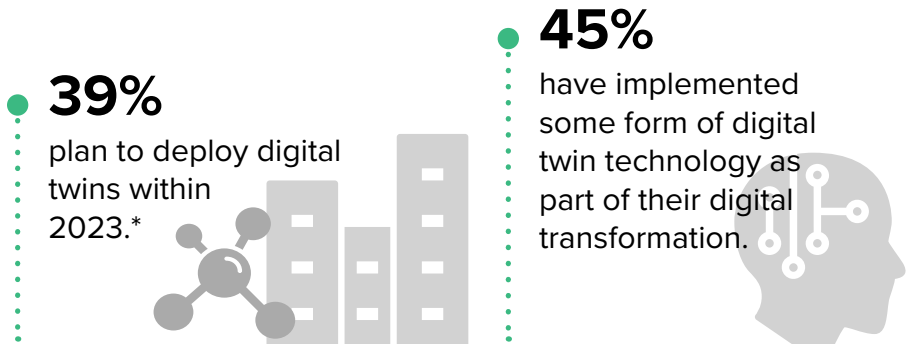


Transform Customer Experiences (CX) With Digital Twins

Digital twin technology is gaining traction in Asia Pacific (APAC).

DIGITAL TWIN TECHNOLOGY IS GROWING QUICKLY IN APAC

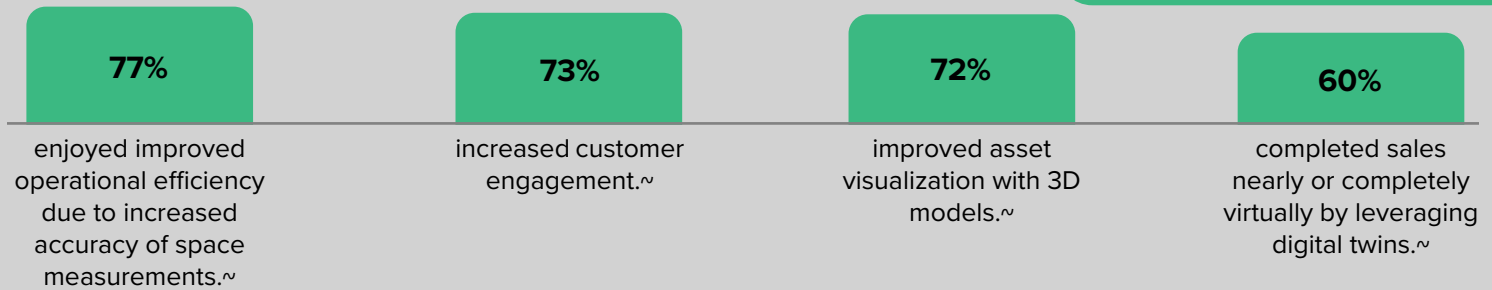
APAC organizations will invest rapidly in digital twins in the next two years:



APAC organizations intend to deploy digital twin to an average of **55%** of their properties (in square footage).

DIGITAL TWINS HELP APAC ORGANIZATIONS IMPROVE EFFICIENCY

Reimagine operations and traditional sales cycle with digital twins:



INTERNAL CHALLENGES THREATEN TO UNDERMINE DIGITAL TWIN BENEFITS

APAC organizations need the right people at different levels to successfully leverage digital twins:

69% lack employees with the relevant technology skills or knowledge.†

67% have difficulty attributing marketing performance to digital twin adoption.‡

60% said the lack of strategic guidance hinders their ability to leverage digital twins.§

DIGITAL TWINS ARE A STRATEGIC FUTURE PRIORITY FOR APAC ORGANIZATIONS

APAC organizations aim to understand customers and create more customer-centric experiences:



Base: 748 APAC business and tech decision-makers responsible for their organizations' digital twin tech

*Base: 410 APAC business and tech decision-makers responsible for and planning to deploy digital twin tech at their organizations

†Base: 293 APAC business and tech decision-makers responsible for their organizations' digital twin tech whose top 5 challenges include a lack of tech skills or knowledge

‡Base: 279 APAC business and tech decision-makers responsible for their organizations' digital twin tech whose top 5 challenges include difficulty attributing marketing performance to digital twin

§Base: 236 APAC business and tech decision-makers responsible for their organizations' digital twin tech whose top 5 challenges include a lack of strategic guidance

~Base: 338 APAC business and tech decision-makers planning to implement, upgrade, or expand implementation of digital twin tech at their organizations

Source: A study conducted by Forrester Consulting on behalf of Matterport, August 2022

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