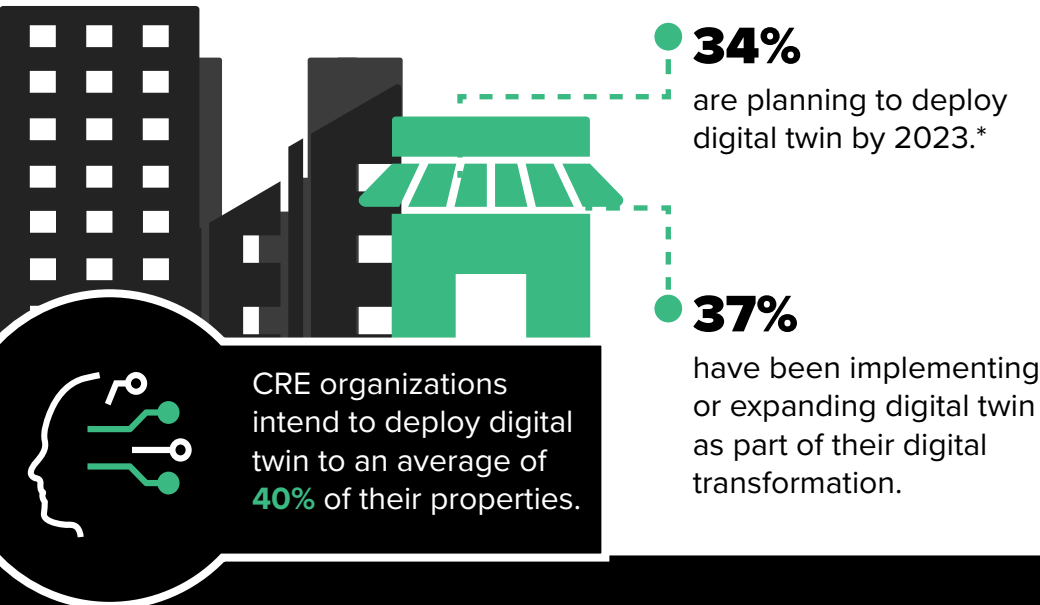


Transform Customer Experiences (CX) With Digital Twins

Commercial real estate (CRE) organizations are actively innovating towards customer-centricity.

DIGITAL TWIN TECHNOLOGY IS GROWING FAST IN APAC COMMERCIAL REAL ESTATE

CRE organizations are especially active in planning digital twin implementation:



INTERNAL RESOURCING LIMITS SUCCESS OF DIGITAL TWINS

CRE organizations must address gaps to leverage digital twins successfully.

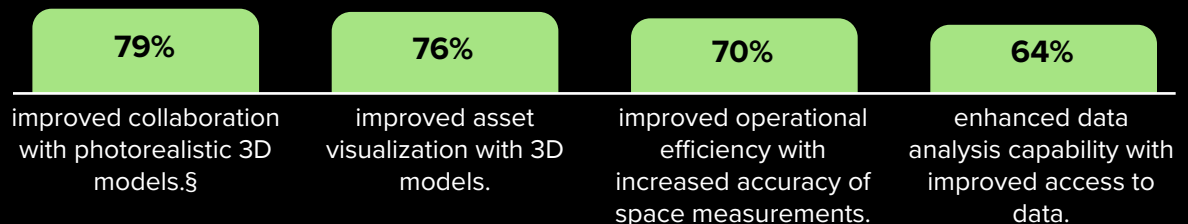
74% lack technology skills and knowledge.†

70% lack funding/budget.‡

46% struggle to leverage digital twins to complete sales virtually.§

DIGITAL TWINS BOLSTER INTERNAL OPERATIONS OF CRE ORGANIZATIONS

Maximize performance with digital twins.



DIGITAL TWIN IS A STRATEGIC FUTURE PRIORITY FOR CRE

CRE organizations aim to utilize digital twins holistically: for customers, employees, and partners.

73% strive to make content creation faster and more iterative.

73% want to create immersive augmented, virtual, or mixed-reality content.

65% prioritize improving IT capabilities to enhance employee experience.

60% seek to optimize value from external partners and suppliers.

Base: 186 APAC CRE business and technology decision-makers responsible for their organizations' digital twin technology

*Base: 117 APAC CRE business and technology decision-makers responsible for their organizations' digital twin technology who plan to deploy digital twin at their organizations

†Base: 74 APAC CRE business and technology decision-makers responsible for their organizations' digital twin technology whose organizations' top 5 challenges include lacking tech skills and knowledge

‡Base: 66 APAC CRE business and technology decision-makers responsible for their organizations' digital twin technology whose organizations' top 5 challenges include lacking funding/budget

§Base: 69 APAC CRE business and technology decision-makers responsible for their organizations' digital twin technology whose organizations' top 3 challenges include struggling to leverage digital twins to complete sales virtually

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

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