



CareAR Sales Playbook

June 2024

Playbook Overview

This master playbook aims at providing a single source of reference for CareAR. It includes all the information needed to support your selling effort. The playbook covers market overview, horizontal and vertical use cases, challenges, target customers and buyer personas, value proposition, competitive analysis, platform and solution overview, sales development diagnostic, opportunity detection, pricing, demo sales strategy, partner ecosystem, resources, and key contacts.



Playbook Overview

Market Overview

Horizontal & Vertical Use Cases

Key Challenges

Target Customers & Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations & Market Insights

Platform & Solutions Offerings Overview

Sales Development Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Market Overview

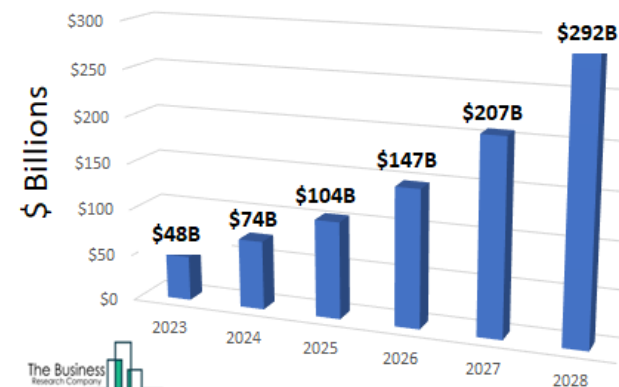
CareAR™ is an augmented reality and interactive 3D (i3D) visual support platform that helps organizations digitally transform their support experience with game-changing AR capabilities. The global augmented reality software rapidly expanding 40%+ market growth is driven by “3D modeling, workflow optimization, visualization, remote collaboration, and others.”

Manufacturing and healthcare are consistently the greatest percentage to provide real-time visual AR assistance and interactive 3D (i3D) self-solve guidance for their technicians, field workers, employees, and customers using smartphones, tablets and wearables.

Transportation/automotive, energy/utilities, telecommunications, airlines, and oil & gas are additionally AR rapidly expanding vertical segments. Real-time visual direction with graphical self-solve and self-training for inspection, compliance, maintenance, and repair are establishing innovative technology.

CareAR is certified ServiceNow and Salesforce integrated augmented reality solution. CareAR enables teams to extend augmented reality and i3D as part of a seamless user experience within Customer Service Management, Field Service Management, and IT Service Management.

Augmented Reality Global Software
40.9% CAGR Annual Growth Rate



Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market Insights

Platform & Solutions
Offerings Overview

Sales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

MARKET OVERVIEW

Primary Markets for AR & i3D

Contact Center Support	Field Service Management	Inspection and Compliance	Knowledge and Self-Learn
CareAR® Assist augmented reality captures customer support real-time device awareness with overlaid graphics replacing voice description. Augmented reality enables service employees collaboratively engage and reduce technician truck rolls for customer and employee experience benefits.	CareAR® Instruct empowers field technicians with interactive 3D (i3D) step-by-step visual direction. On-site support teams learn each step and immediately select 2D, video, and paper-based content that optimizes maintenance and repair with rapid speed and results.	Device inspection and compliance requirement is increasing complexity for less experience workers. CareAR® Instruct is a digital visual guidance with step-by-step graphical regulatory direction. AI/AR visual verification confirms specific action specifically for inspection and compliance action.	Global organizations seek to pass along knowledge and optimize training with pressure to reduce cost. CareAR® Instruct collaborating with CareAR® Assist introduces next generation step-by-step visual direction with interactive 3D graphical understanding and training.

AR & i3D Engage:

With contact center support agents	With employee and contractor on-site field service technicians	With field service experience range of technicians and contractors for safety and compliance	With contact center and field service teams
------------------------------------	--	--	---

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market Insights

Platform & Solutions
Offerings Overview

Sales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

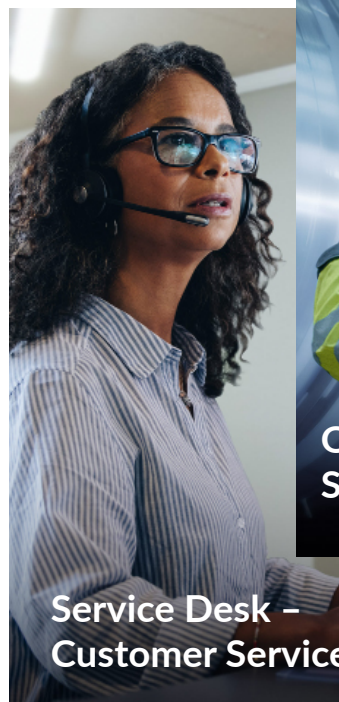
Partners Ecosystem

Resources

Key Contacts

HORIZONTAL & VERTICAL USE CASES

Key Use Cases for SXM



Playbook Overview

Market Overview

**Horizontal & Vertical
Use Cases**

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

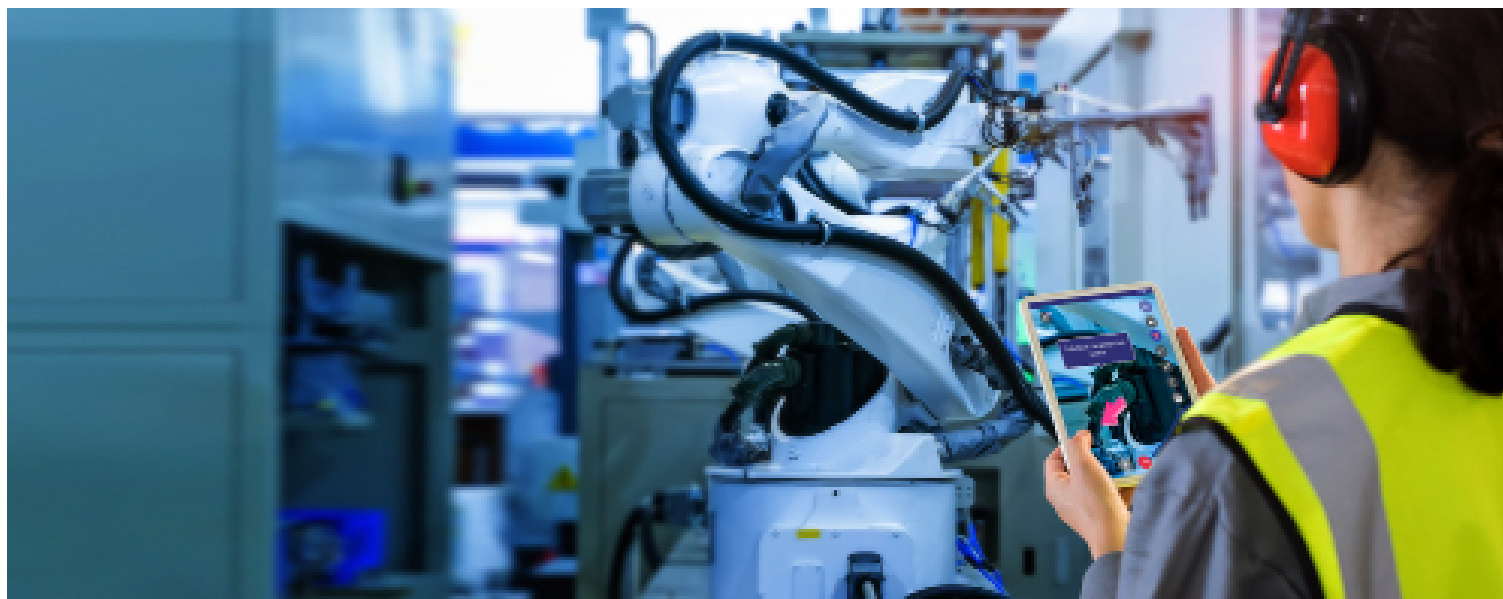
Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Manufacturing Use Cases



Challenge

- Skills shortage, retiring workforce, reduce in-house staff
- Just one hour of downtime can cost \$300,000 to \$5 million depending on company size. Time spent for maintenance workers is a result of traveling to areas in a factory.
- Safety and Compliance audits
- Available training for manufacturing employees and contractors

Use Cases

- Supercharge front line workers with use of AR and i3D-based tools & instructions
- Increase employee safety with expert self-guidance to verify compliance with AI-based visual verification
- Find issues in the line/facility before they occur
- Upskill the workforce and removing travel/dispatch time
- Deflect dispatches and improve first time fix rates

Playbook Overview

Market Overview

**Horizontal & Vertical
Use Cases**

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Healthcare



Challenge

- Hospitals are challenged by stringent regulations that require preventative maintenance and repairs
- The primary causes of healthcare equipment downtime are inadequate maintenance (25%), product failure (14%) and mishandling (14%)
- In-house technicians do not always have easy healthcare device vendor access to support documentation and paper-based guidance

Use Cases

- CareAR Assist using hands-free wearables quickly to identify complex components not easily visible or accessible and remotely verify procedures
- With CareAR Assist, technicians can survey maintenance and capture critical details on video for compliance and training
- CareAR Assist remote assistance and CareAR Instruct Self-solve reduce travel and downtime costs
- CareAR Instruct delivers inspection step-by-step visual guidance to ensure rigorous Healthcare procedures are followed and verified to confirm regulatory compliance

Playbook Overview

Market Overview

**Horizontal & Vertical
Use Cases**

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Energy & Utilities



Challenge

- Decentralized energy generation makes power generation points on the power grid more complex to maintain and repair
- Utilities must optimize geographically distributed water flow sensors
- Energy and Utility companies must inspect regularly to fulfill regulatory requirements
- Energy and utility companies offer significant under-training to their field service workers

Use Cases

- CareAR Instruct delivers in-the-moment visual step-by-step guidance for specific power generation points for speed repair
- CareAR Assist for remote flooding inspections by remote experts reduce truck roll delays
- CareAR Experience Builder enables quick author or update self-guided CareAR Instruct experiences for new equipment, procedures or customer reported issues.
- CareAR Assist and Instruct using augmented reality and i3D technology help attract a greater span of generational talent for maintenance and repair.
- CareAR Assist will increase remote solve rates and reduce truck rolls with carbon emissions savings

Retail

[Playbook Overview](#)[Market Overview](#)[Horizontal & Vertical Use Cases](#)[Key Challenges](#)[Target Customers & Buyer Personas](#)[CareAR Value & KPIs](#)[Competitive Landscape](#)[Analyst Relations & Market Insights](#)[Platform & Solutions Offerings Overview](#)[Sales Development Diagnostic](#)[Opportunity Detection](#)[GTM Model & Pricing](#)[Demo Sales Strategy](#)[Partners Ecosystem](#)[Resources](#)[Key Contacts](#)

Challenge

- 83% of retail support services identify technology as significantly helpful across daily tasks.
- Nearly 54% of the retail employees surveyed said that they want a greater investment from their companies in maintaining, improving, or expanding the technology they have to use at work.
- Globally, over two-thirds of store associates rate their devices as important or very important for their job.

Use Cases

- CareAR Assist supports customers to identify technical issues on device purchased from organization.
- CareAR Instruct interactive 3D step-by-step graphical self-learn unboxing and self-train device use.
- CareAR Assist remote assistance and CareAR Instruct Self-solve enhance retail customer experience with empathy and ownership for brand differentiation.
- Remote expert real-time visual awareness with overlaid graphical direction speed customer issue time to resolve and reduce time to wait for onsite technician visit.

Playbook Overview

Market Overview

**Horizontal & Vertical
Use Cases**

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Telecom Use Cases



Challenge

- Telecommunication inspection and emergency repairs require highly skilled technicians trained to handle sophisticated hardware
- 34% of telecom providers experienced at least 15 incidents per year, with mobile operators spending some \$20 billion on network outages and service degradation.
- High cost of truck rolls
- Expand service coverage with generalists instead of specialists

Use Cases

- Visual remote support & resolution via CareAR Assist directs field service technicians with real-time remote experts
- Technician with remote CareAR Assist experts can remotely “visit” more locations, enable critical routine maintenance, decrease equipment downtime and provide full consultative support to field
- CareAR Instruct enables telco technicians to prepare with step-by-step visual guidance prior arriving on-site.
- CareAR Experience Builder enables telcos to self-create visual training for specific device installments and updates
- Geographically distributed telco technicians can get immediate remote expert guidance with CareAR Assist on cell phone towers

Playbook Overview

Market Overview

**Horizontal & Vertical
Use Cases**

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

IT Services Use Cases



Challenge

- Skills shortage, aging workforce, reduce in-house staff
- Downtime is expensive
- Security & Compliance
- Access to IT/Data Server premises is highly controlled, so as much off-site work is preferred

Use cases

- CareAR Assist to help troubleshoot & resolve IT server, install issues saving time, cost and reduces inspection times
- Vendor Techs (e.g. from Server / Network vendors) can remotely “visit” IT server rooms, enable critical routine maintenance, decrease equipment downtime and provide full consultative support to field personnel
- Data center operations– install, support, security and troubleshooting
- Internal IT techs can invite remote experts into troubleshooting session with full audit trail
- CareAR Instruct Self-guided instructions for customers or field techs

KEY CHALLENGES

SXM Platform Addressing Key Challenges

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases**Key Challenges**Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts



KEY CHALLENGES

Challenges for Customers and Employees

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

70%

of customers
are using
self-service
channels, but
only 9% succeed

Source: Gartner



46%

of field service
teams reporting
struggle to meet
service level
agreements

Source: Field Service



73%

of organizations
have identified
an aging
workforce as a
potential threat

Source: TSIA



50%

of field techs
find their tools
and technology
difficult to use

Source: Bain &



77%

of field service
companies use
a contingent
workforce

Source: Field Nation



KEY CHALLENGES

Cost Efficiency is a factor

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Dispatch

Cost of a truck roll can be \$1,000 or more Examples have shown that 25% of the time the dispatch was not needed

Source: TSIA



Talent

The bottom quarter of the service workforce costs organizations 84% more than the top quarter

Source: Aquant



Efficiency

8 out of 10 technicians call a coworker when they get stuck. Which can double an organization's field technician cost

Source: Service



Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

**Target Customers
& Buyer Personas**

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market Insights

Platform & Solutions
Offerings Overview

Sales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

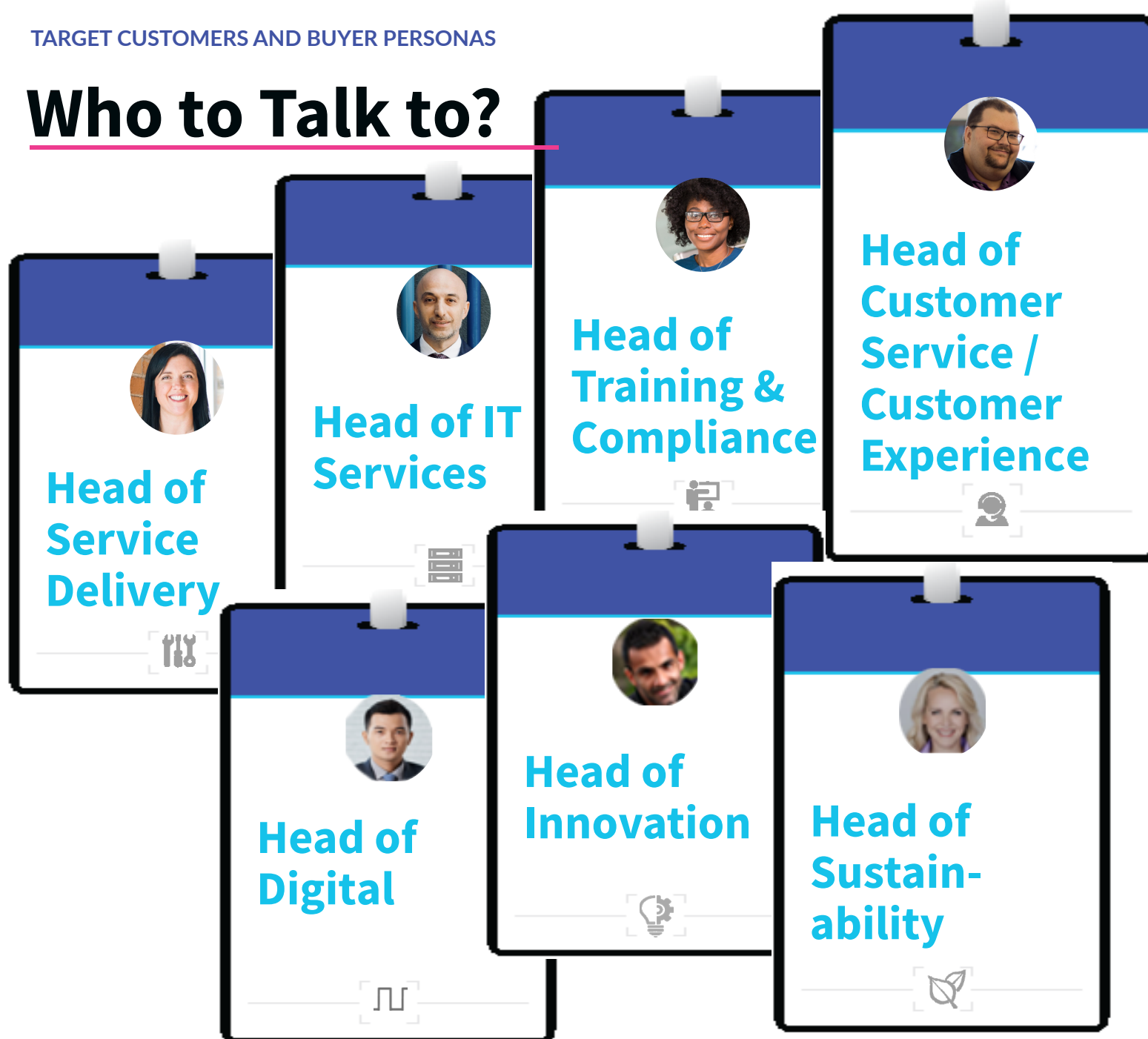
Partners Ecosystem

Resources

Key Contacts

TARGET CUSTOMERS AND BUYER PERSONAS

Who to Talk to?



TARGET CUSTOMERS AND BUYER PERSONAS

Buyer Personas

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

**Target Customers
& Buyer Personas**

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

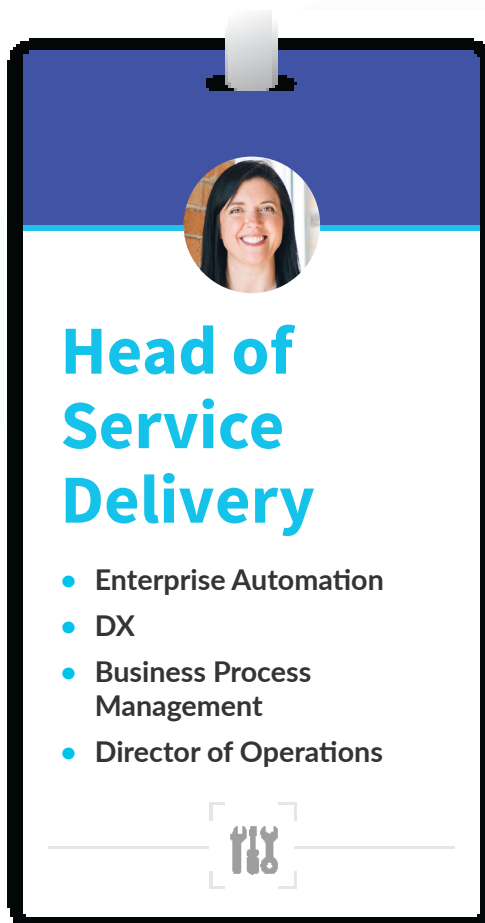
GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts



Relevant Challenges

- 1 hour of downtime can result in \$300K to \$5M/hour
- Downtime can be a killer
- Severe skills gap in field, aging workforce
- Tech in trucks are expensive
- Not fixing problems first time

Goals

- Increase bottom line, save money & cost by decreasing truck rolls & solve problems first time
- Deliver critical information to frontline workers
- Enable faster expert knowledge transfer Increase efficiency with real-time expert guidance

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

**Target Customers
& Buyer Personas**

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

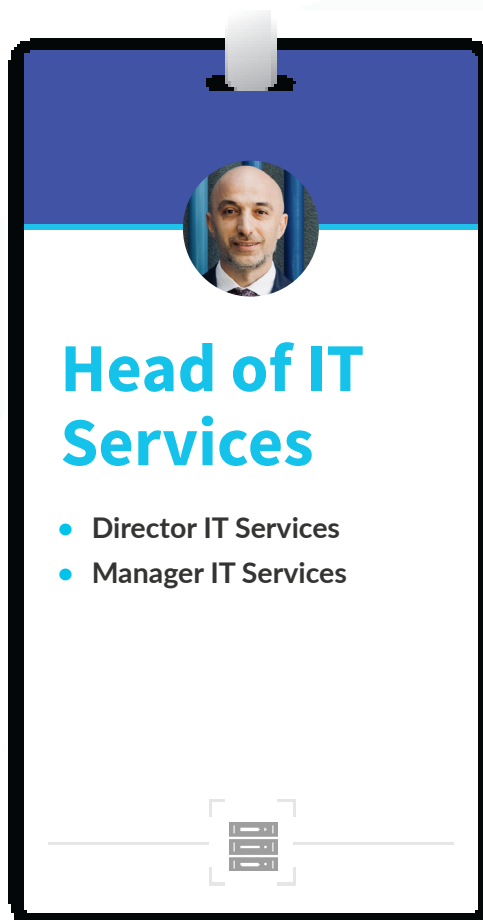
Partners Ecosystem

Resources

Key Contacts

TARGET CUSTOMERS AND BUYER PERSONAS

Buyer Personas



Relevant Challenges

- Replace, troubleshoot or fix servers
- Need access to experts who can see what they see, instruct and fix issues

Goals

- Efficient worker/employee productivity
- Uptime of servers
- Reduce Downtime when networks go down
- Integration with hands-free glasses like RealWear etc. for their field/IT workers

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

**Target Customers
& Buyer Personas**

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

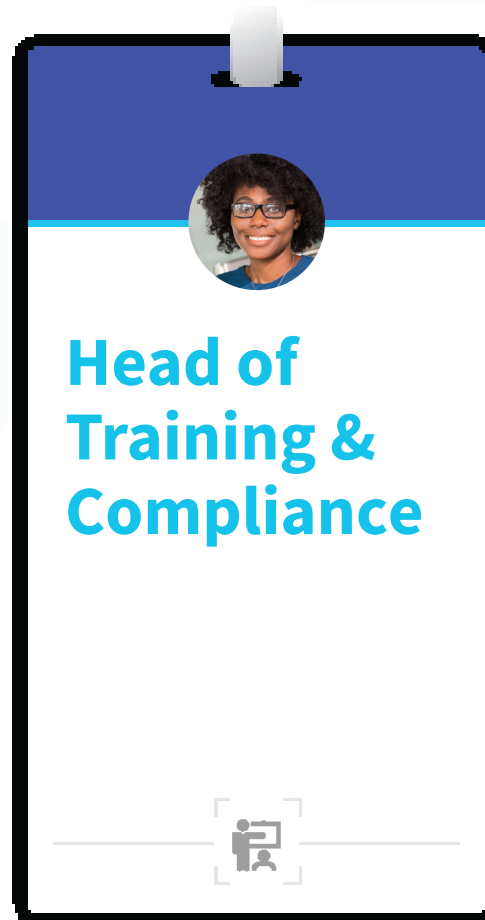
Partners Ecosystem

Resources

Key Contacts

TARGET CUSTOMERS AND BUYER PERSONAS

Buyer Personas



Relevant Challenges

- **Training:**
There is a shortage of skilled workers. Attrition is really high. So, having more field techs or L1-L2 resources trained with AR based instruction and on-job instructions is of importance
- **Compliance:**
There is a need to ensure that workers avoid using unsanctioned apps to have sessions with experts

Goals

- **Training:**
Ensure as many expert hands trained, and the few pool of experts can be most efficiently utilized and trained (train the trainer etc.)
- **Compliance:**
To ensure no compliance risk to workflows & operations, and being able to do it remotely as efficiently as possible
- **Health and Safety**
Validate inspection, maintenance, and repair actions follow appropriate specific direction

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

**Target Customers
& Buyer Personas**

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

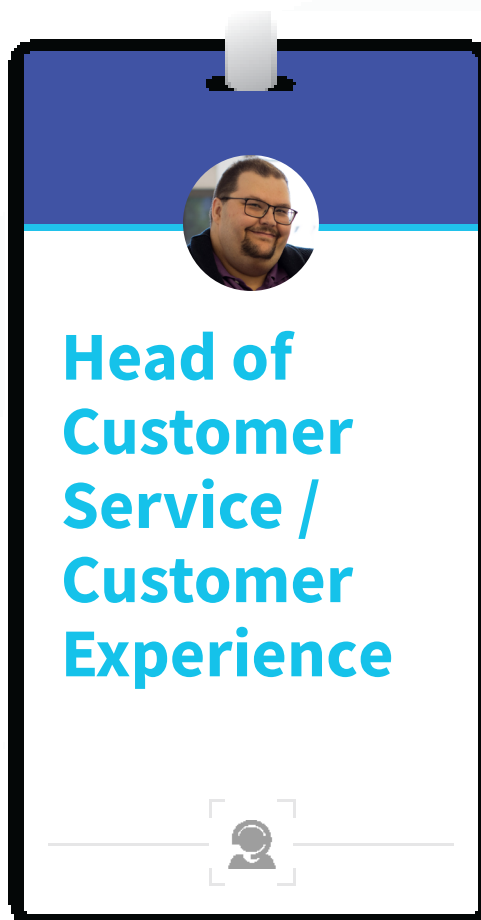
Partners Ecosystem

Resources

Key Contacts

TARGET CUSTOMERS AND BUYER PERSONAS

Buyer Personas



Relevant Challenges

- Poor CSAT due to not getting it right first time
- Difficulty to enhance contact center performance limited by voice scripts
- Repeat truck-rolls are an issue

Goals

- Increase CSAT/NPS
- Happy customers
- Reduce downtime
- Ability to provide self-help to customers with engaging visual self-solve and self-learn
- Enhance employee service experience

TARGET CUSTOMERS AND BUYER PERSONAS

Buyer Personas

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

**Target Customers
& Buyer Personas**

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

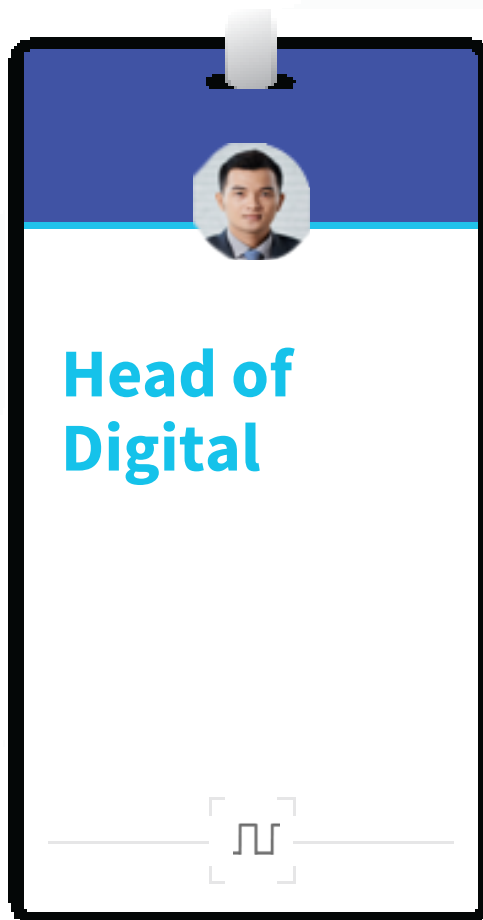
GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts



Relevant Challenges

- Reliance on legacy systems and machinery
- Increasing complexity for new technology
- Lack of proper technology maintenance skills
- Security concerns

Goals

- Replace paper-based direction with digital guidance
- Engage employees with visual engagement
- Enhance training with digital rapid distribution
- Digital technology includes security integration and employee access

TARGET CUSTOMERS AND BUYER PERSONAS

Buyer Personas

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

**Target Customers
& Buyer Personas**

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

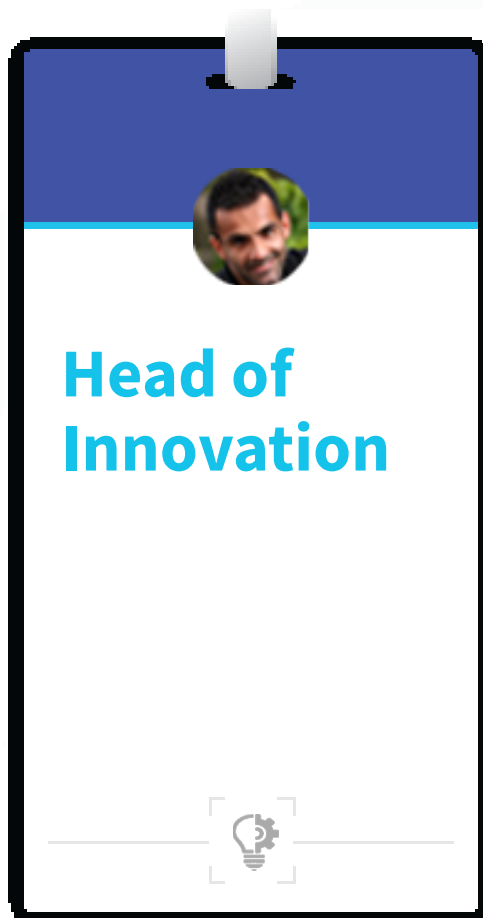
GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts



Relevant Challenges

- Organization relies upon dated support service and technology
- Difficult to identify best proof of new technology
- Identify key technology elements to support strategic vision
- Promotes creativity over standard budget limitations

Goals

- Identify better problem-solving technology with new employee skills
- Focus on new results that improve cost effectiveness
- Higher customer satisfaction and brand experience
- Increased employee engagement

TARGET CUSTOMERS AND BUYER PERSONAS

Buyer Personas

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

**Target Customers
& Buyer Personas**

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

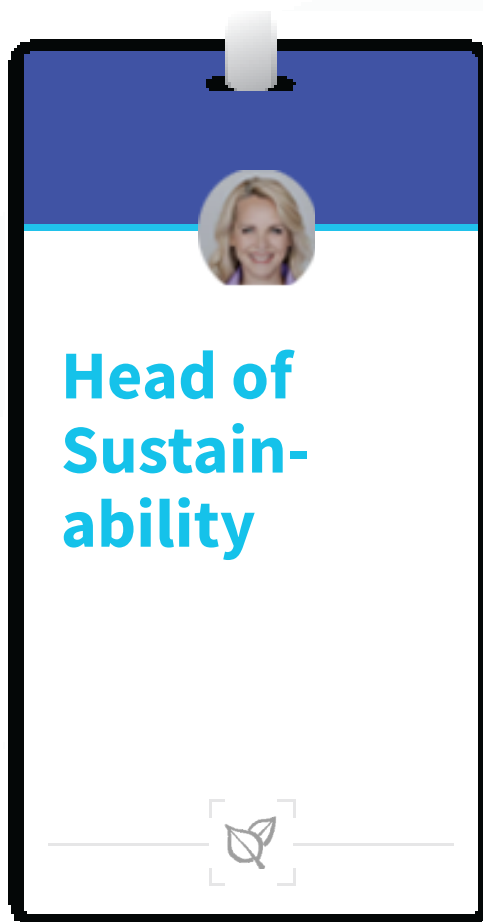
GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts



Relevant Challenges

- Optimize customer support service with more remote issue resolutions
- Sustainability is increasingly influencing buying decisions and loyalty
- Growing requirement for Environmental, Social and Governance (ESG) goals

Goals

- Reduce Truck Rolls – Graphical guidance increases remote solve rates
- Sustainability Metrics – Reduce fuel consumption and carbon footprint
- Boost Loyalty – Sustainability process change for competitive advantage
- Reduce Waste – Optimize First Time Fix Rates and accurate parts dispatch
- Employee Experience – Innovative organizational sustainability technology

CAREAR VALUE & KPI

Value: Profit, People and Planet

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts



Make Money / Growth

- More effective AR visual resolve reduce truck rolls
- Enhance on-site technician performance with i3D graphical self-solve
- Optimize remote expertise with AR digital awareness and action



Increase Customer Satisfaction

- Real-time agent support visual AR awareness speeds resolution
- Customer i3D visual engagement improves device problem self-support
- Graphical guidance collaboration inspires customer support empathy that improves CX



Drive Operational Efficiency

- Increase first support touch resolution rates by empowering agents with visual awareness and
- Reduce/deflect truck rolls by improving remote solve over video and better right part resolution
- Reduce cost/ticket by reducing time to resolve
- Reduce or deflect support calls by improving self-help
- Reduce downtime by conducting visual proactive inspection
- View rich employee and customer analytics to maximize efficiency



Improve Compliance

- AR real-time guides on-site inspectors by remote experts
- Visual step-by-step i3D visual direction improves compliance
- AI-based Object and state detection verifies action



Sustainability

- Reduce carbon footprint by reducing number of trucks and miles driven
- AR and i3D optimize technician performance to improve right part problem fix
- Support team visual supports reduces on-site revisits

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market Insights

Platform & Solutions
Offerings Overview

Sales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

CAREAR VALUE & KPI

KPIs

**15-30% Reduction
in Service Delivery
Costs by Enabling
Shift-Left paradigm**

**Minimum
Disruption by
Integrating with
Existing Service
Delivery Processes
& Tools**

**Over 75%
Improvement
in MTTR**

**40-50% Savings
Over Traditional
Delivery Models**

**50%+ Improvement
in Handle Time,
FCR, Remote Solve,
Time to Resolve**

**Maximum Reuse
of Technology
& Knowledge Assets**



Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive LandscapeAnalyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

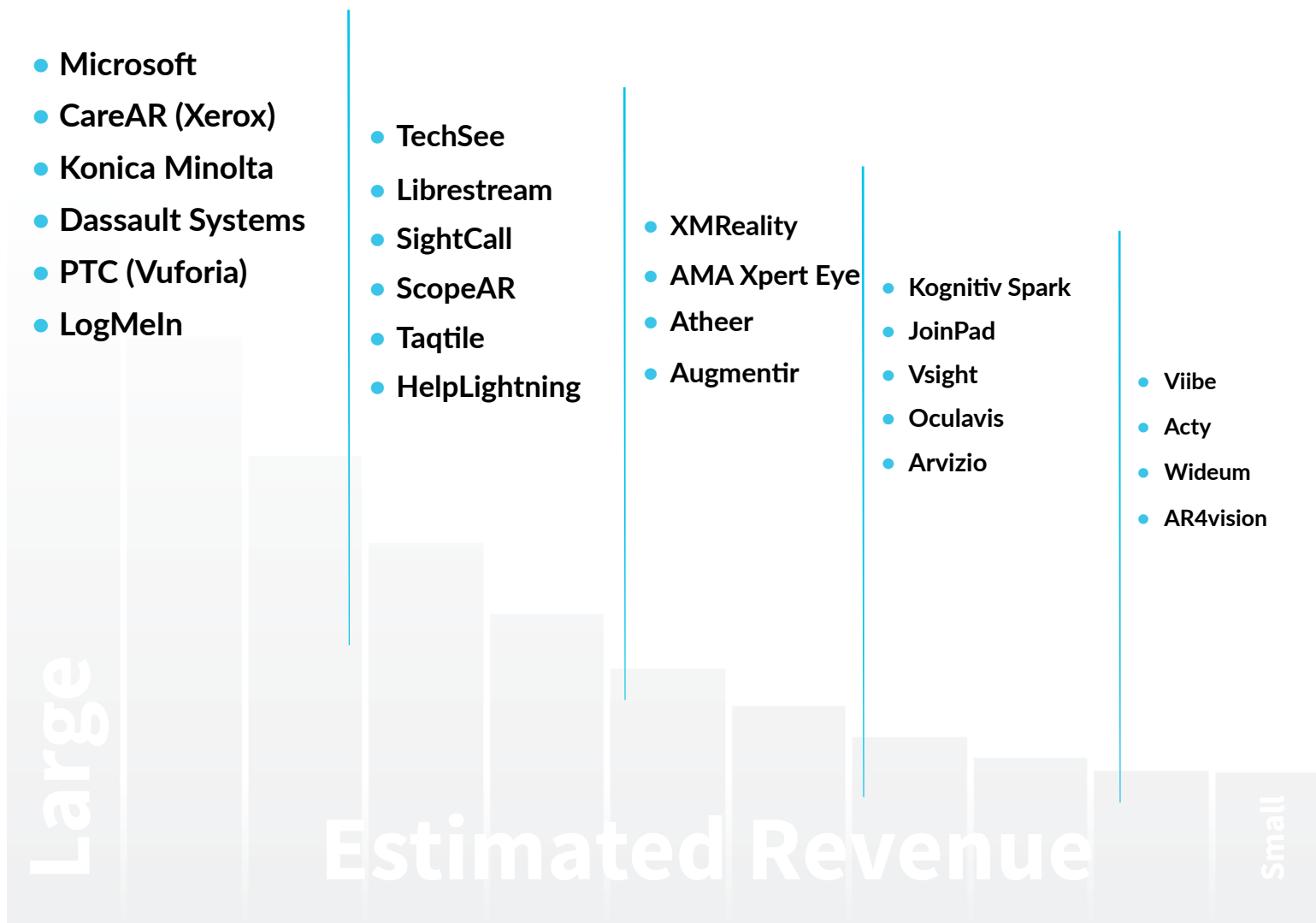
Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Competitive AR Landscape



COMPETITIVE HIGHLIGHTS FOR CAREAR ASSIST

Assist AR Competitive Landscape



Competitive Profile

• Maintaining live stream to 150 Kbps • GPS user location in visual session • Salesforce, MSFT, SAP, ServiceNow, Oracle, etc.	• Wearables with integrations • OCR recognize printed characters • Pen tool freehand snap to geometric	• Supports video to 300 Kbps • Record paused snapshot captured • Call participants by ranking "Chalker's"	• Emphasizes video is "their own stack" • Remotely control camera zoom • "Only AR Microsoft Dynamics connect"	• Ultra bandwidth to 30 Kbps • Cloud or premise based deployment • Translate 10 session languages
---	--	---	---	---

Why CareAR Win:

• User Experience – CareAR real-time anchored annotations stand out over no anchor for TechSee • Guidance - Richer tool set over TechSee browser only limitations • Multiuser Support – Unlimited AR conference calling without added cost	• User Experience – Rich annotation tools including AR measure, laser pointer, pulse, remote zoom • Adaptive Bandwidth – Adjusts variance below 500 kbps • Security – Encryption SOC 2, geofencing, & Data Sovereignty	• Limited Guidance Tools – Annotations arrows drawn by user, limited to 12 in a session, no 3D graphics, no zoom/laser pointer • No Video Capture – Only snapshot • Multi-User Limited – Multi-users within a single Chalk session capped at 5	• Real-time tagged graphics remain anchored without having to snapshot • Industry standard video infrastructure is more scalable and reliable • Unlimited AR conference assist session without added cost	• Rich real-time anchored annotation options includes AR measure, pulse and more. • App or Browser flexibility to engage users without or without app download • PC or Mac Remote expert support
--	--	--	---	--

Playbook Overview

Market Overview

Horizontal & Vertical Use Cases

Key Challenges

Target Customers & Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations & Market Insights

Platform & Solutions Offerings Overview

Sales Development Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

COMPETITIVE HIGHLIGHTS FOR CAREAR ASSIST

Assist AR Competitive Benefits

AR Engagement: User Experience Immersive

CareAR Assist technology provides innovative features that consider user experience challenges as well as operational requirements for remote expert guidance excellence with CareAR Instruct integration. Proof points include:

Real-Time Anchored Annotations

Graphical expert guidance location pinned within real-time AR video, which resolves remote tech/customer device movement challenges.

Why?

Computer vision maps the targeted space to enable an augmented reality experience beyond graphics overlayed on a video stream.

Engagement Agile

App or web browser client engagement flexibility facilitates AR collaboration based upon user preferences. Invites can also be issued via URL or join by code.

Why?

Enables flexibility based on user preference. Differentiated from competitors who only offer either an app only or a browser only AR experience.

Device Support

Standard smartphone, tablet, wearable, and drone integration supports wide range of remote assist use cases.

Why?

Enables augmented reality to be applied across a broad range of use cases with handheld, hands-free and aerial perspectives.

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive LandscapeAnalyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

COMPETITIVE HIGHLIGHTS FOR CAREAR ASSIST

Assist AR Competitive Benefits

Scalable Presence: Organizational Robust

The CareAR platform is optimized for challenging use cases with a significant number of users. Proof points include:

Engagement Scaled

Multiuser Assist session support without limits with secure cloud scaling for many simultaneous AR sessions.

Why?

Many AR competitors only support a 1 to 1 AR or concurrent user session of apply a ceiling cap on the number of simultaneous users within a session.

Global Presence

Secure cloud SaaS with support for multiple languages. CareAR also provides support globally.

Why?

Some AR competitors are limited to North America or specific regions. In some cases, customer support is also limited.

Security

CareAR Assist enables end-to-end encryption for every session based on SC2 Type 2 network foundation and media geofencing for user security. Data sovereignty options includes data secure limited when requested to Canada, EMEA, Japan and Asia PAC.

Why?

CareAR platform data sovereignty is currently unique against other competitors working together with significant data secure technology security.

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive LandscapeAnalyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

COMPETITIVE HIGHLIGHTS FOR CAREAR ASSIST

Assist AR Competitive Benefits

Enterprise Optimization: Organizational AR Impact

CareAR Assist scales with use case robustness and workflow integration. Proof points include:

Integration

Open API enables integrating with field service management and other systems. Packaged integration is available for ServiceNow and Salesforce

Why?

CareAR becomes a programmatic service extension. CareAR integration within ServiceNow FSM, CSM and ITSM platforms, Salesforce, and open API is a competitive differentiator.

Reporting

Usage and performance tracking provides success metrics visibility that identify frequency of use and enable remote solve success rates to be identified.

Why?

Enables CareAR business owners to prove performance results across a range of measurable metrics.

Experience Tracked

Snapshot and video recording captures AR sessions with all guidance for storage and retrieval within each CareAR user's own AWS S3 data repository.

Why?

Recordings enable technicians to prepare for an on-site visit and more quickly resolving issues without re-diagnostic delays.

COMPETITIVE HIGHLIGHTS FOR CAREAR INSTRUCT

Instruct i3D Competitive Landscape



Competitive Profile

• VI Studio photos and videos AI self-authoring • Eve voice auto-guide • QR code to access visual self-solve	• Browser-based CAD import • Drag and drop step-by-step authoring • Templates provide speed authoring.	• Step-by-step visual cues lead the user • Real-time verification alerts on changes/errors • Wearables use case	• Important data from CRM o • Data from OCR, photos, videos, etc. • Log data is auto save to the CRM	• Drag & drop easy to create guides • Pinch & place spatial direction • Microsoft HoloLens ONLY
--	--	---	--	---

Why CareAR Win:

• CareAR i3D – MagicLens-based i3D exceptional quality image • Personalized – Instruct adds video and 2D Instruct content • Self – Author – CareAR Experience Builder makes it easy to self-author Instruct direction and launch with QR code	• Object & State – Computer vision and AI automatically visually verify Instruct user action. • ARElement-Instruct users view 3D object in AR anchored on a surface in real space. • Self -Author – CareAR Experience Builder Instruct self-author far easier than ScopeAR learning for use.	• Impactful – CareAR natural language search reveals most effective 2d and video content • Speed & Agility – Drag & drop Instruct create using customizable templates. • Object & State – Computer vision and AI automatically visually verify Instruct user action.	• Instruct step-by-step – SightCall Digital Flows is a text-heavy sequential checklist • Dynamic Guidance – Instruct state detection precision allows/prevents next steps • Forms – Capture Instruct user input with multi-answers, radio buttons, checkboxes, and more	• Device Support – CareAR supports handheld, tablets, and wearables beyond HoloLens • Generative AI – Easy to add visual device images to Instruct graphical direction • Cost – Need \$3,500 HoloLens/user + Dynamics with PowerBI for reporting
---	--	--	---	--

Playbook Overview

Market Overview

Horizontal & Vertical Use Cases

Key Challenges

Target Customers & Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations & Market Insights

Platform & Solutions Offerings Overview

Sales Development Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

COMPETITIVE HIGHLIGHTS FOR CAREAR INSTRUCT

Instruct i3D Competitive Benefits

Engaged Self-Instruct: Dynamic Engagement

CareAR Instruct immersively engages self-solve and self-learning users with interactive 3D step-by-step graphical guidance. Proof points include:

Intuitive Self-Solve

Interactive 3D augmented reality guidance overlays graphical direction on a visual device image that increases comprehension and helps avoid support calls.

Why?

Technicians and customers using smartphones or headsets engage with graphical direction that effectively guide users without 2D paper-based instructions or digital documents or assistance from remote experts or contact center agents

Hotspot Focus

Visual pointers direct attention for most impactful self-solve and self-learn.

Why?

Graphical points that stand out with color are contextually overlaid within the device field of view to focus user attention on most impactful device components to focus on.

Workflow Direction

Next step journey to completion guidance contextually overlaid with Computer Vision inspires engaging and effective self-direction.

Why?

Instruct step-by-step graphical direction standardizes self-guided workflows for consistency of direction, and quality of performance.

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

COMPETITIVE HIGHLIGHTS FOR CAREAR INSTRUCT

Instruct i3D Competitive Benefits

Content Innovative: Adaptive Learning

Use of existing supplemental video and 2D content programatically included within Instruct workflows enable users to tune learning based on content that best supports next-step effectiveness and comprehension. Proof points include:

Content Expansive

Video and 2D content create a rich AR Instruct experience by integrating with existing enterprise and Internet resources to supplement AR guidance and support different learning styles.

Why?

Instruct users are choice empowered with the ability to view and select supplemental video and 2D text-based content within Instruct to best match their level of knowledge and learning style.

Search Effective

Artificial Intelligence (AI) and Natural Language Processing (NLP) more accurately reveals impactful search results based on unstructured meaning.

Why?

Natural language search within Instruct makes it easier to find the most impactful content to answer an in-the-moment question within an Instruct hotspot. Innovative search technology adds user experience benefits especially as content resources expand.

Self-Solve Support

Instruct makes it easy for self-solve and self-train users to immediately collaborate with CareAR Assist for real-time remote expert assistance.

Why?

Assist remote expert visual guidance enables Instruct users to overcome challenging self-solve and training complex difficulty with immediate support.

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

COMPETITIVE HIGHLIGHTS FOR CAREAR INSTRUCT

Instruct i3D Competitive Benefits

State Aware: Dynamic Direct & Verify

Instruct state detection is a CareAR differentiator that enables dynamic and creative self-solve workflows base on equipment motion or lack of motion. Proof points include:

Component Identification

Instruct AI-fueled 3D object and part detection accurately maps parts and objects using computer vision.

Why?

Ability to accurately map components of a device with computer vision establishes a foundation for precise contextual guidance and to assign parts for state detection.

State Detection

Instruct AI technology captures and labels any dynamic state of motion to adjust guidance and verify action based on object presence.

Why?

Take self solve and self learning guidance to new levels by graphically presenting potential motion of components and identify and verifying actual user action for part adjustment or non-movement.

Forms Capture

Forms are utilized to capture specific data from Instruct users saved to the associated Instruct session history activity report.

Why?

Forms are supported in numerous ways including single answers, multi-answers, drop-down menu, radio buttons, and checkboxes. Graphical stars and thumbs up/down add a creative element for capturing feedback.

COMPETITIVE HIGHLIGHTS FOR CAREAR EXPERIENCE BUILDER

Experience Builder Competitive Benefits

Self-Author: Self-Create Instruct Visual Journey

CareAR Experience Builder is an easy no-code, web-based authoring application streamlining creation of visual instructional guides for CareAR Instruct. Proof points include:

Drag & Drop Visual

A web-based palette with drag & drop page templates and connectors makes it easy to author a 3D Instruct experience.

Why?

Experience Builder enables less experienced interactive 3D to access available tools and language models to rapidly self-create Instruct graphical journeys.

Create Immersive Engage

HotSpots and Rich Cards enable authors to define device focal points with supplemental content for users to self-personalize any Instruct experience.

Why?

Palette of visual options within Experience Builder offers adding available 2D, video and other available knowledge that can offer users self-choice within Instruct direction.

QR Code Deploy

Experience Builder authors takes advantage of QR codes making it easy for Instruct users located virtually anywhere digitally access Instruct self-solve and training visual guidance.

Why?

Instruct authors deploy and update any changes quickly using QR code access that is quickly available across any geographies.

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

CareAR Analyst Awards & Accolades

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market Insights

Platform & Solutions
Offerings Overview

Sales Development
Diagnostic

Opportunity Detection

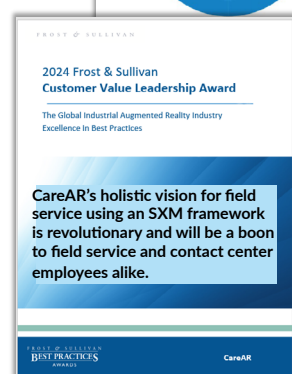
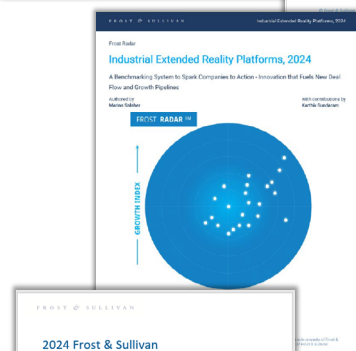
GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts



CareAR's foundational technology is an advantageous position.

[Link](#)



[Link](#)

Xerox CareAR Platform for Outstanding Remote Service & Support Technology.



Customer Engineering Services (CES) with CareAR solutions wins Most Innovative and New Approach to Service Delivery

QUOCIRCA
Sustainability Leaders Report
November 2023

Xerox is positioned as a leader, noting CareAR augmented reality (AR) remote service platform.



Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

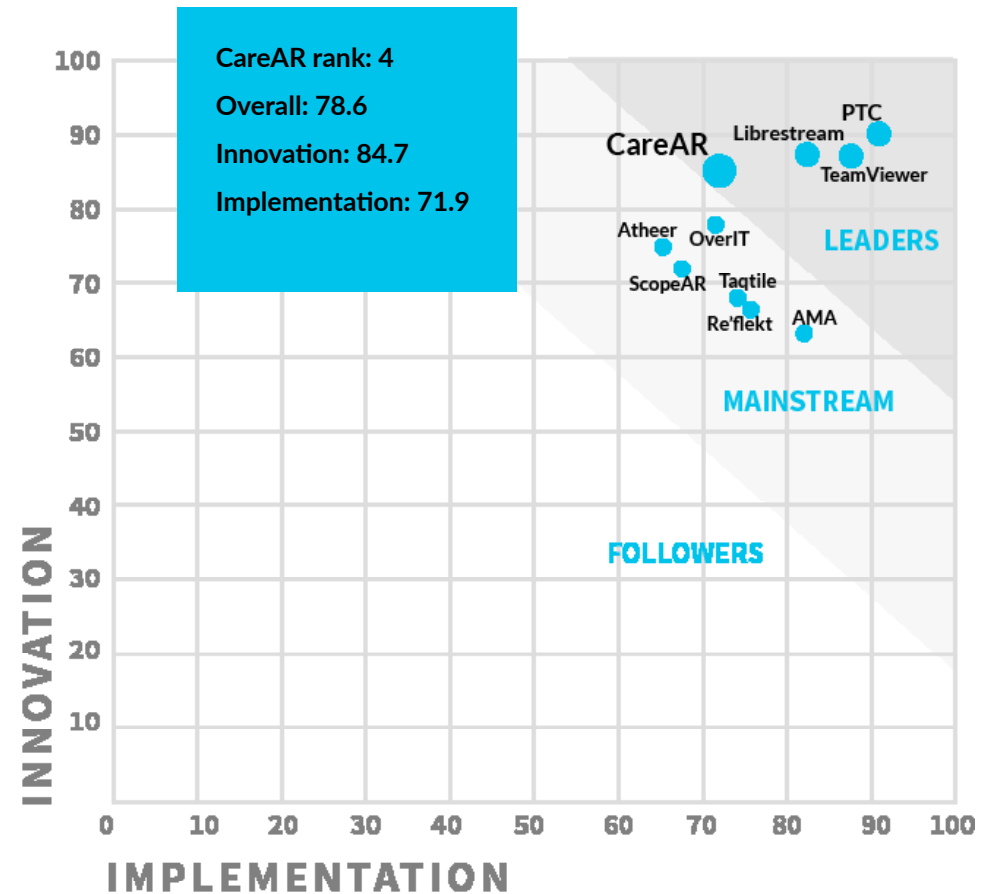
Partners Ecosystem

Resources

Key Contacts

ABI Research Names CareAR Leader in Enterprise Augmented Reality

ABI Research ranked CareAR a **Leader** and **Top Innovator** based on characteristics such as strength in innovation with notable integration dynamics and time to value for its CareAR® Assist, and CareAR® Instruct platforms.



Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

PLATFORM & SOLUTIONS OFFERINGS OVERVIEW

AR/AI Powered: Service Experience Management Platform



- AR/3D real-time annotations
- Interactive 3D self-solve
- Self-Create visual guidance



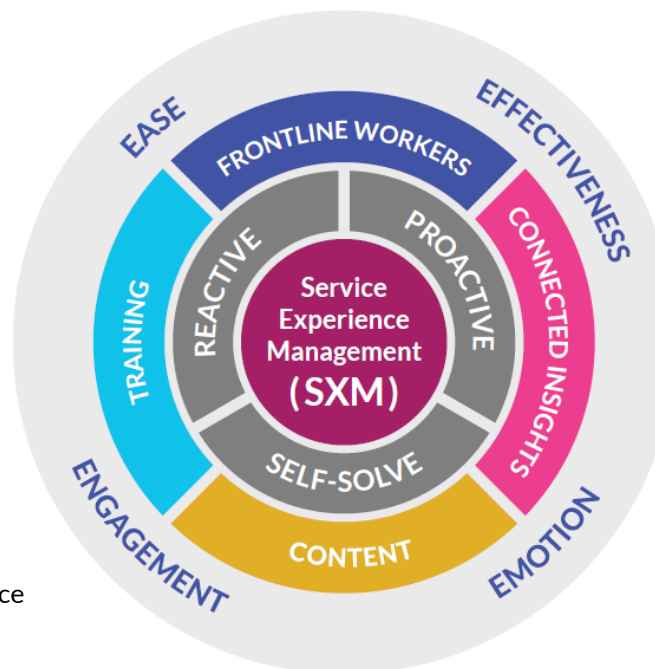
- Personalized visual direction
- Graphical comprehension
- Update content direction



- Collaborative visual workflow
- Dynamic image self performance
- Graphical speeds results



- Awareness and personalization
- Empathy and ownership
- Enthusiasm and acknowledgment



Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market Insights

Platform & Solutions
Offerings Overview

Sales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

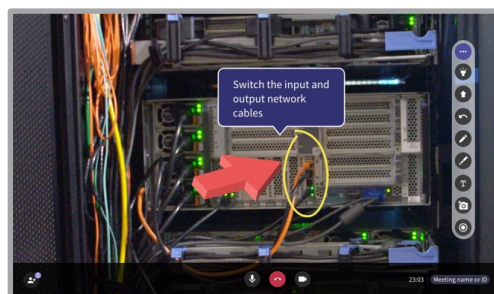
Partners Ecosystem

Resources

Key Contacts

PLATFORM & SOLUTIONS OFFERINGS OVERVIEW

CareAR Platform Suite: Making Expertise Accessible



CareAR® Assist

Live visual interaction

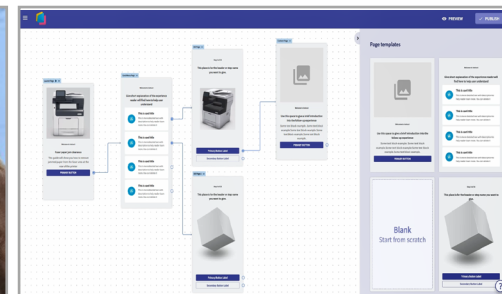
See and solve issues, remotely



CareAR® Instruct

Self-guided instructions

Make anyone an instant expert



Experience Builder

Self-author Instruct guidance

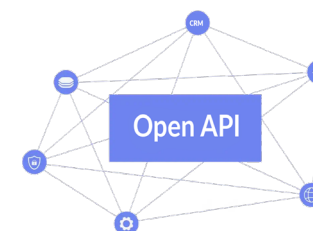
Drag-and-drop step creation



**DESKTOP TO DRONE: REMOTE-SOLVE, SELF-SOLVE,
PROACTIVE, WORKFLOW INTEGRATION**



servicenow
- CSM - FSM - ITSM -



PLATFORM & SOLUTIONS OFFERINGS OVERVIEW

CareAR™ Assist – Remote Expert Guidance

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market Insights

Platform & Solutions
Offerings Overview

Sales Development
Diagnostic

Opportunity Detection

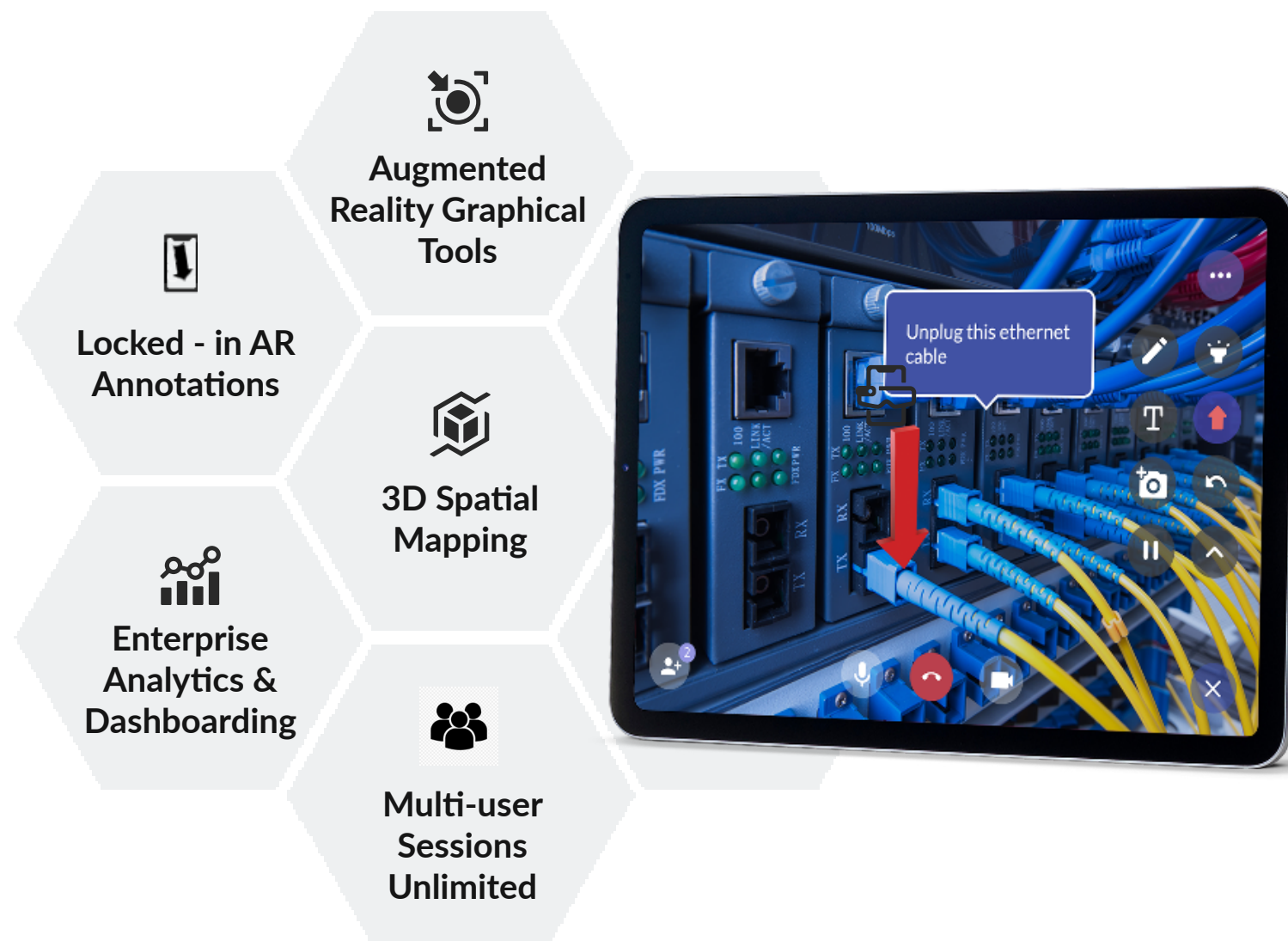
GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts



PLATFORM & SOLUTIONS OFFERINGS OVERVIEW

Our differentiation... Assist

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market Insights

Platform & Solutions
Offerings Overview

Sales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts



AR Engagement

User Experience Immersive

- **Real-time Anchored Annotations**
See-What-I-See AR video collaboration with in-the-moment annotations that “stick” delivers an enhanced AR user experience
- **Engagement Agile**
App or web browser client flexibility facilitates AR collaboration based upon user engagement preference
- **Device Support**
Standard Smartphone, tablet, and wearable integration supports wide range of remote assist use cases

Enterprise Optimization

Organizational AR Impact

- **Integration**
ServiceNow and Salesforce integration along with an open API enables comprehensive AR solutions integrated with enterprise-wide process and systems
- **Reporting**
Usage and performance tracking provides success metrics visibility
- **Experience Tracked**
Snapshot and video recording captures AR sessions with all guidance for storage and retrieval within each CareAR user’s data repository

Scalable Presence

Organizational Robust

- **Engagement Scaled**
Multiuser support without limits with secure cloud scaling for thousands of simultaneous AR sessions
- **Global Presence**
Secure cloud SaaS with support for multiple languages
- **Security**
End to end encryption, SOC2 Type 2, geofencing, and data sovereignty for Canada, EMEA, Japan and Asia-PAC ensure secure reliability

PLATFORM & SOLUTIONS OFFERINGS OVERVIEW

Session Engagement Agility

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

CareAR app (iOS, Android)

Real-time anchored annotations



↑ Participants in call
↑ Audio mute
↑ End call
↑ Enable camera

- ← Flashlight
- ← Zoom tool
- ← Arrow for pointing*
- ← Bullseye*
- ← Undo
- ← AR Measurement
- ← Laser pointer
- ← Pen tool*
- ← Text tool
- ← Screenshot video
- ← Share
- ← Pause video
- ← Record video
- ← Collapse menu

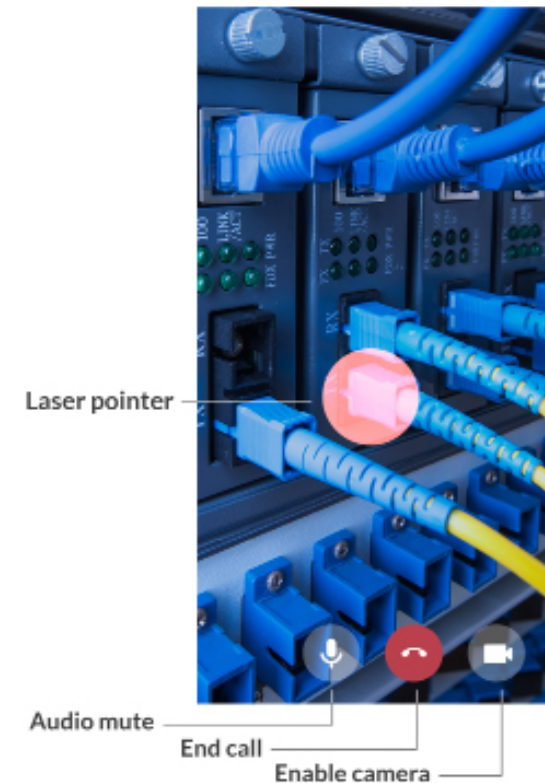
* Long press for additional tool options

CareAR Browser

No app download

Laser pointer tool is the only Assist annotation for web browser users.

Appears as a small circle with a slight glow. As the laser pointer moves, the session participants will see the travel of the laser pointer.



PLATFORM & SOLUTIONS OFFERINGS OVERVIEW

Key Assist Features & Benefits



Rich Annotations

AR measurement, 3D arrows, flashlight, zoom, and more graphical tools

Benefit – Engagement and enthusiasm within real-time visual guidance



Multi-User

Include unlimited number of participants at anytime

Benefit – Support reach & complexity by dynamically adding users to any session



App or Browser

Offer flexibility to match customer requirements

Benefit – Achieve rapid visual support awareness and action based on customer preferred connectivity



Session Recording

Snapshots & video with annotations selective by session host

Benefit – Prepare technician prior on-site, deploy training examples, and capture customer visual support results



Security

End to end app. Hop by hop browser also including Firebase authentication and certificate validation

Benefit – Secure confidence



Multi-Language

Auto-sets based on device settings

French, Italian, German, Spanish, Portuguese, Japanese, Indonesian, Malay, Simplified Chinese (Mandarin)

Playbook Overview

Market Overview

 Horizontal & Vertical
Use Cases

Key Challenges

 Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

 Analyst Relations
& Market Insights

**Platform & Solutions
Offerings Overview**

 Sales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

PLATFORM & SOLUTIONS OFFERINGS OVERVIEW

CareAR Instruct™ – AR Self-Solve & Self-Learn

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market Insights

**Platform & Solutions
Offerings Overview**

Sales Development
Diagnostic

Opportunity Detection

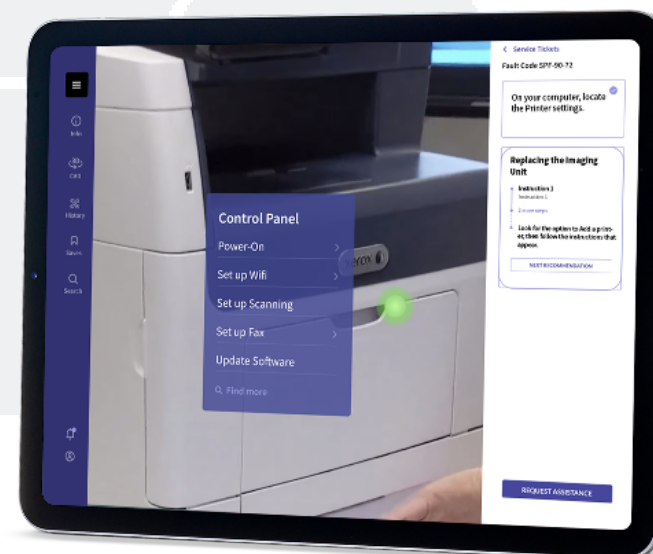
GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts



PLATFORM & SOLUTIONS OFFERINGS OVERVIEW

Our differentiation... Instruct



Engaged Self-Instruct

Dynamic Engagement

- **Visual Overlay**
Engage self-instruct with graphical step-by-step graphical and text guidance precisely overlaid on top of interactive 3d (i3D) device image within standard smartphones, tablets, and wearables
- **Hotspot Focus**
Visual pointers direct attention for most impactful self-solve and self-learn
- **Workflow Direction**
Next step guidance contextually overlay with Computer Vision inspires engaging and effective self-direction

State Aware

Dynamic Direct & Verify

- **Component Identification**
AI-fueled 3D object and part detection accurately maps using computer vision
- **State Detection**
AI technology captures and labels any dynamic state of motion for guidance and verification based on user action based on visual direction.
- **Dynamic Workflows**
Instruct state detection to allows/prevents next steps and verifies action accuracy with computer vision efficiency

Content Innovative

Adaptive Learning

- **Content Expansive**
Video and 2D content create a rich experience integrated with enterprise resources for different learning styles
- **Experience Empowered**
Experienced professional services rapidly delivers visual Step-by-Step immersive instructional content guidance
- **Search Effective**
Artificial Intelligence (AI) and Natural Language Processing (NLP) more accurately reveals impactful results based on unstructured meaning

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

PLATFORM & SOLUTIONS OFFERINGS OVERVIEW

CareAR Create: State Labeling & Detection

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

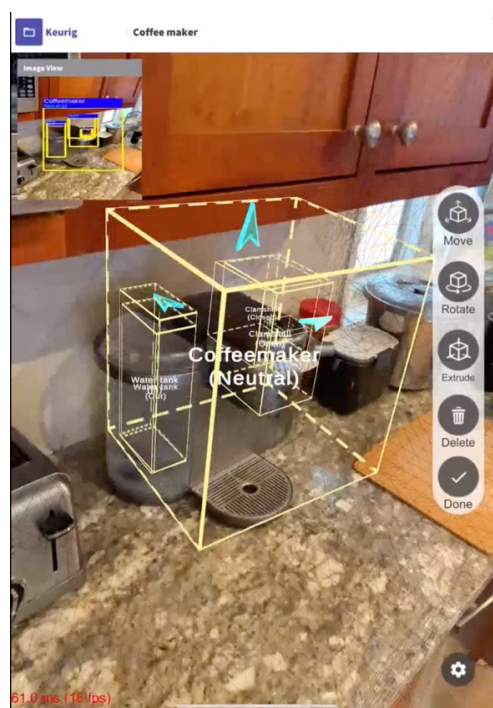
Demo Sales Strategy

Partners Ecosystem

Resources

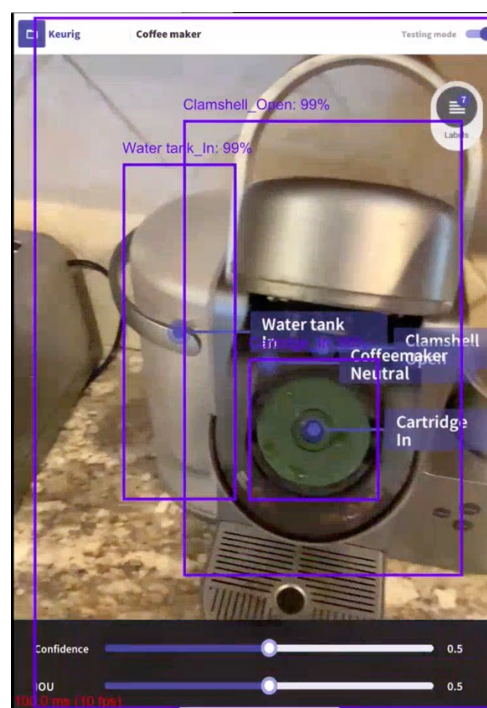
Key Contacts

Object/Parts/State Labeling



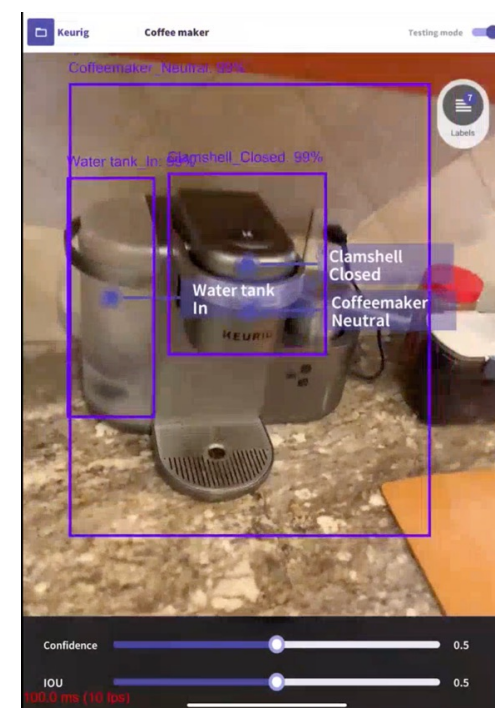
Object & Part Detection

Cartridge In - Detected
Clamshell Open - Detected



Object & Part Detection

Clamshell Closed - Detected



PLATFORM & SOLUTIONS OFFERINGS OVERVIEW

Key Instruct Features & Benefits

 Interactive 3D Visualize

Self moveable high-quality 3D accurately displays detailed components of device

Benefit – Upgraded 3D images with self-motion helps every user better focus on key issues presented.

 Merged with CareAR Assist

Makes it easy to immediately connect with a remote expert using Assist

Benefit – Users can access immediate support based on step direction difficult to understand.

 Visual Verification

Machine learning and AI-based object and state detection verify user action based on step direction

Benefit – Uniquely overcomes less experienced technical users with self-solve and self-learn.

 Step-by-Step Engaging

Visual direction with text for each step attracts users attention and adhered to direction

Benefit – Hotspots with graphical overlaying images immerse users far beyond paper-based guidance.

 Add Available Content

Supplement i3D with user search existing 2D and video content

Benefit – Allows users to search and select additional detail based on preference to comprehend based on each choice.

 Capture User Perspective

User ranking for engaging Instruct step guidance is survey gathered easily

Benefit – Wide range of forms options supported in numerous ways including answers, multi-answers, drop-down menu, radio buttons, checkboxes, graphical stars and thumbs up/down add a creative element for capturing feedback.

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic**Opportunity Detection**

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

OPPORTUNITY DETECTION

Ideal Profile of CareAR Customer



Large Field Service Organization

- 250+ field Service technicians
- Need to be constantly skilled up & trained
- Need access to knowledge & content



Skills-Gap & Talent Shortage

- Company facing huge skills gap – retiring workforce
- Need to bridge skills gap
- Technical experts are limited or hard to find
- Seeking cost-effective visual training



Use Case Reference Complexity & Downtime

- Organization is challenged by competition with better service
- Downtime is hurting and eating into profits
- Warranty costs are sky-rocketing



Contact Center Support

- Provide customer technical support for challenge device fix
- Improve agent support performance
- Reduce field service truck roll dispatch for cost savings and sustainability benefits
- Improve agent experience benefits and customer experience



Manage Knowledge, Content & Training

- Company looking to move from paper-based content to digital
- Manuals to AR & Digital instructions
- To Self-Solve instead of Reactive Service Desk or Field Dispatches
- Training of techs, harness knowledge & make it searchable/



Support & Service Costs are Sky-rocketing

- Company grappling with expensive truck rolls & dispatches, frequent return visits, incorrect parts dispatch
- Looking to reduce field service costs and improve field service performance
- CX/NPS scores are unsatisfactory

OPPORTUNITY DETECTION

Some Conversation Starters

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic**Opportunity Detection**

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Are you experiencing too many costly dispatches?

Are your budgets challenged by rising remote service costs?

How many call-backs do you get on the same issue? Too many truck rolls?

Are you concerned about the safety of on-site employees?

Are the wrong parts being too frequently delivered to customers?

Are you experiencing too many costly dispatches?

Do you have a large percentage of inexperienced technicians / contractors?

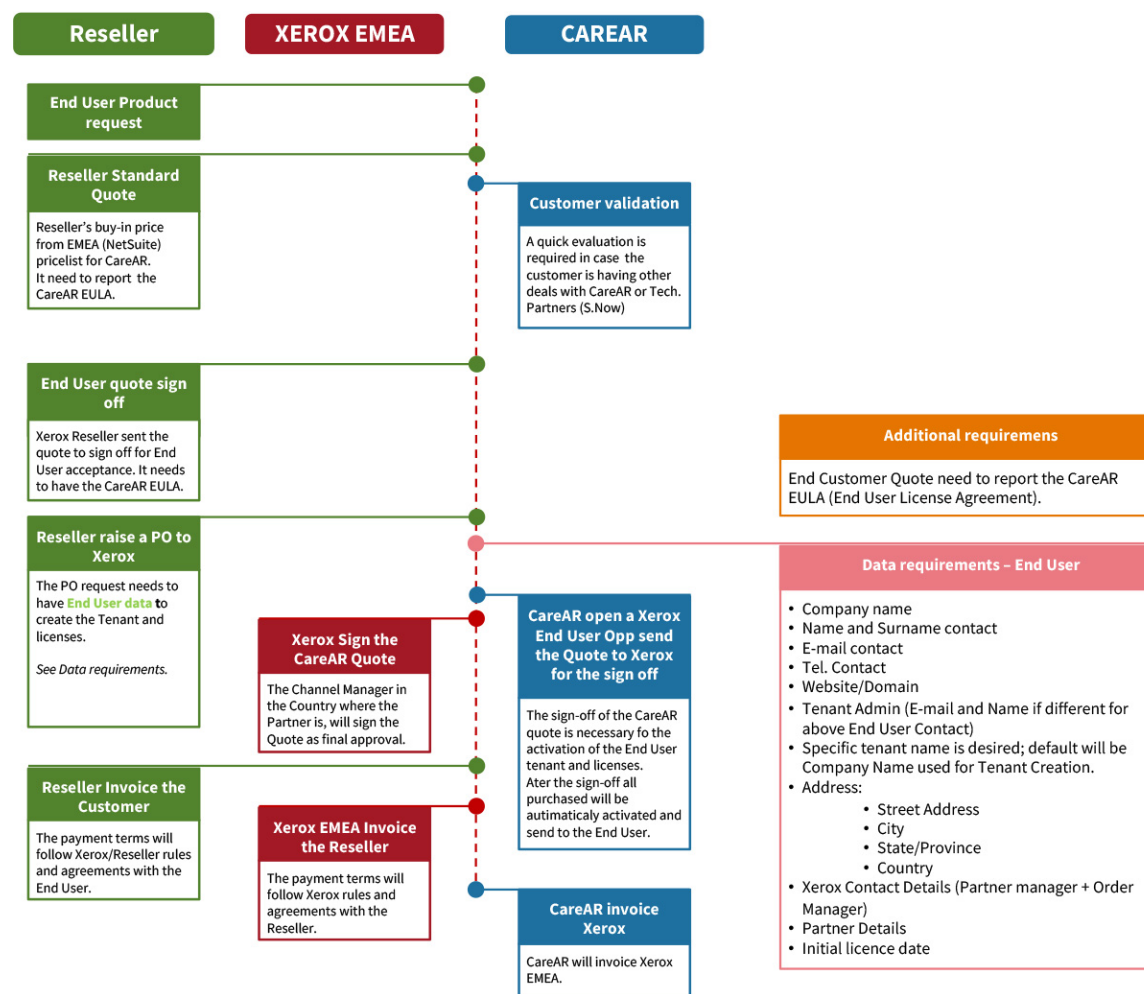
Does your company have a carbon footprint reduction initiative?

Does your company operate a Field, Customer or IT Services division?

GTM MODEL & PRICING

CareAR Pricing Requests

For CareAR pricing requests please contact your Xerox Contact.



Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

GTM MODEL & PRICING

CareAR Catalogue Pricing

Includes all standard platform features (Assist, Instruct, Experience Builder) and capabilities – 12-month term minimum with annual prepayment.

CareAR All-In Package						
Package Price (includes 1 CareAR tenant)			\$3000/month			
Products		Assist		Instruct		
License Model Option (pick one per product →)	Per-User	OR	Per-Session	Per-Experience	OR	Per-Session
Number of User Accounts	10		unlimited ¹	n/a		n/a
Number of Assist sessions/month	unlimited		50	n/a		n/a
Number of Published Experiences	n/a		n/a	10		unlimited
Number of Instruct sessions/month	n/a		n/a	unlimited ³		500

Add-ons	Price
Add-on User ² Price/month (sold in blocks of 5)	\$72/user/month
Assist Sessions (sold in blocks of 300)	\$125/month
5 Additional Published Experiences	\$500/month
Block of 18,000 Instruct Sessions	\$225/month
ServiceNow / Salesforce Connector	\$1,000/month
Premium Customer Success Package	\$1,000/month

Note that customers select a license model for both Assist (per user/per session) and Instruct (per experience/per session).

Add-ons can be added throughout the contract term and are 'pro-rated' to the end of the term.

All packages include access to the online Admin Portal for MACDs and analytical reporting.

- ¹ Initially provisioned with 1000 users; if more than 1000 needed, indicate to sales fulfillment.
- ² Only applies to Assist user license; not applicable to Assist usage.
- ³ Fair usage applies.

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

GTM MODEL & PRICING

CareAR Pricing Example

In this example, we have the following requirements:

- 50 Service Desk Users
- 350 Real-Time Support Sessions per Month
- 25 Installation Processes
- 2000 Installations per Month
- ServiceNow Customer

We can use the following table to identify the optimal License Model Option for both the Assist and Instruct services on the platform.

We calculate a monthly figure for all options and then use the optimal models to create the annual charges. (In this case, the Per-Session/Per-Session option).

CareAR Pricing Example								
Products	Assist				Instruct			
License Model Option	Per-User		Per-Session		Per-Experience		Per-Session	
Platform Charges	Platform	\$3,000	Platform	\$3,000	n/a	n/a	n/a	n/a
Additional User Accounts	40 ¹	\$2,880	n/a	n/a	n/a	n/a	n/a	n/a
Additional Assist sessions/month	n/a	n/a	300 ²	\$125	n/a	n/a	n/a	n/a
Additional Published Experiences	n/a	n/a	n/a	n/a	15 ³	\$1,500	n/a	n/a
Additional Instruct sessions/month	n/a	n/a	n/a	n/a	n/a	n/a	1,500 ⁴	\$225
ServiceNow Connector	Yes	\$1,000	Yes	\$1,000	n/a	n/a	n/a	n/a
		\$6,880		\$4,125		\$1,500		\$225
Total Monthly Charges				\$4,350	Total Annual Charges			
				\$52,200				

- ¹ Note that the platform includes 10 users as standard
- ² Note that the platform includes 50 Assist sessions as standard

- ³ Note that the platform includes 10 Experiences as standard
- ⁴ Note that the platform includes 500 Instruct Sessions as standard

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Demo Sales Strategy: Do's and Dont's

- Prepare prospects that augmented reality (AR) and interactive 3D (i3D) visual technology engage users with innovative results.
- Articulate benefits that graphical remote assist and self-solve work separately and together for unique employee experience (EX) and customer experience (CX) benefits.
- A demo should tell a story about solving a business problem by identifying most challenging support, safety, compliance, training, or cost savings key issue.
- Demos should NOT be the first or even second call. A more effective demo should be tailored to the customer level of basic AR and i3D understanding, focusing on each prospect primary challenge.
- Introduce self-authoring content creation, but lead demos initially with how step-by-step self-solve establishes guidance opportunities.

Have answers to questions beforehand:

- What is the prospect industry?
- What is their support team size?
- What is the opportunity size?
- What are the visual use cases?
- Remote Assist, Self-Solve, Self-Training?
- Smartphones, tablets, wearables interest?
- Are they currently using any visual support solutions?
- Do they use ServiceNow, Salesforce?
- Who is the audience, what is their role in the business?

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Educate Prospects: AR and i3D Users

Smartphones, tablets, wearables, and drones are devices used to engage with visual remote assist and self-solve use case. More than 90% of workers are currently using smartphones and tablets. Less than 5% of global employees are using smart glasses and headsets as noted by a Forrester 2023 report.

Smartphones and tablets are currently favored by employees. Android and Apple iPhone iOS are primary operating software with 2024 iOS globally market share is 25.58%. Android is at 38.58% US market share.

Android dominates the global smartphone market with a 70.69% share



iPhone is leading the mobile market in the US with a market share of 60.77%



CareAR Device Integration

CareAR Smartphone support include iOS 11 or later and Android 10.0 or later. Wearables include RealWear HMT-1, RealWear Navigator 500, Lenovo ThinkReality A3.

Sales Initial CareAR Use Benefits

CareAR innovative technology is new concept commonly for prospects. Some basic CareAR fundamentals pave the way towards successful business opportunities and more rapid sell success.

- **Rear-facing Camera** – CareAR Assist requires users relying on remote experts to ensure rear facing camera is pointed at device real-time visual support.
- **App or Browser** – Prospect organization supporting customers can allow customers to easily download the CareAR App or use their standard browser on their smartphone or tablet.
- **AR Mapping** – Augmented reality combines digital and physical device target, enables real-time visual interactions, and enables accurate 3D identification. CareAR Assist makes it easy to map site in 3D for graphical overlay guidance.

Available Resources

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market Insights

Platform & Solutions
Offerings Overview

Sales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Sales Enablement

- [CareAR Assist](#)
- [CareAR Instruct](#)

Solution Briefs

- [CareAR® Assist](#)
- [CareAR® Instruct](#)
- [Experience Builder](#)
- [CareAR for ServiceNow](#)
- [CareAR for ServiceNow](#)

Case Studies

- [Lock Out/Tag Out](#)
- [CES Technicians](#)
- [Soludoc](#)
- [Multinational Training](#)
- [Transportation](#)

White Papers

- [The journey to evolve and digitize with augmented reality](#)
- [The optimal tool for supporting a densely populated install base](#)
- [Enterprise AR: Benefits & Barriers](#)
- [Field service pro's guide to augmented reality](#)
- [Future applications of AR in field service](#)

One Pager

- [Field Service Management](#)
- [Customer Service Management](#)
- [Manufacturing](#)
- [Healthcare](#)
- [Automotive](#)



AVAILABLE RESOURCES

Competition & Newsletter

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

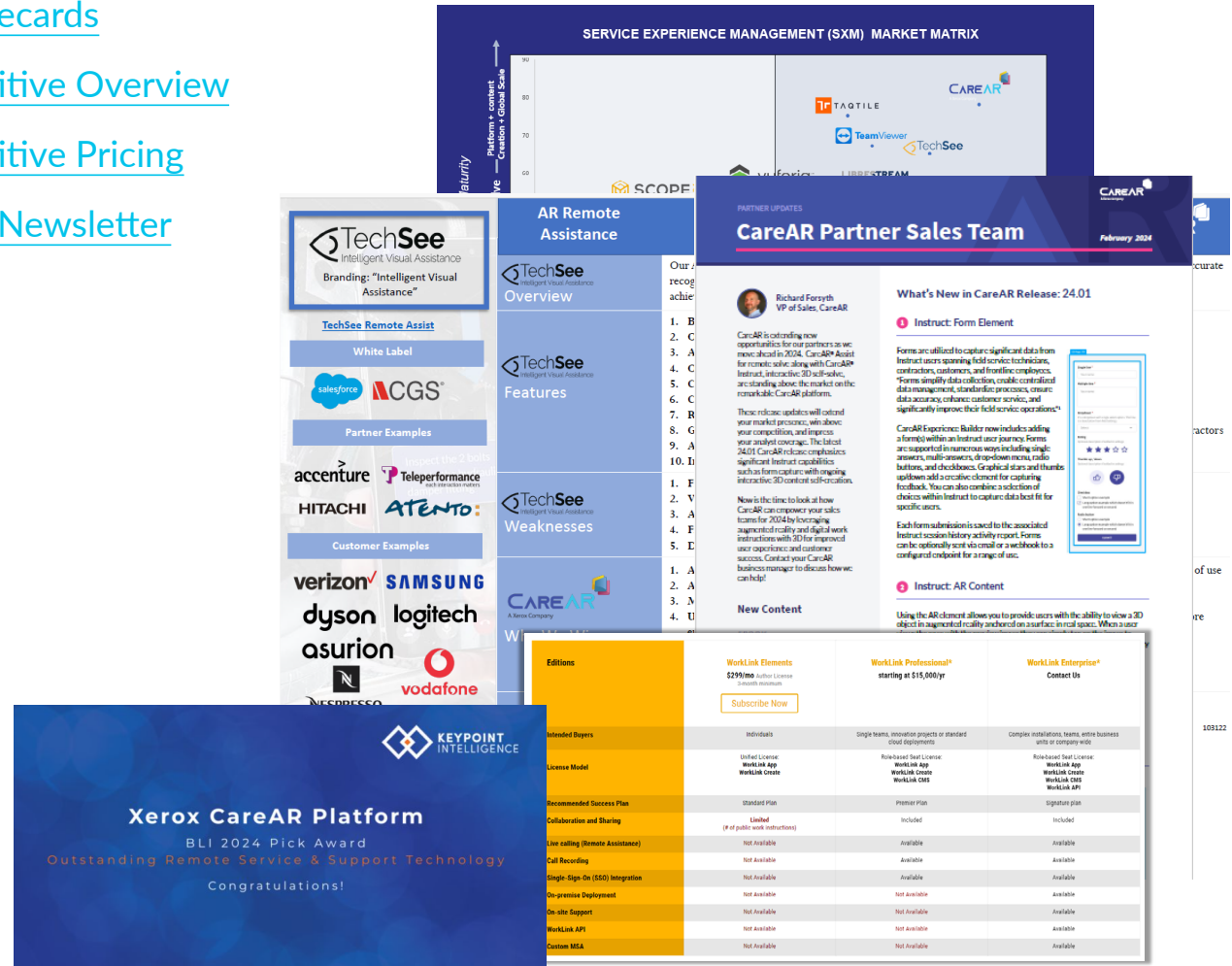
Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

- [16 Battlecards](#)
- [Competitive Overview](#)
- [Competitive Pricing](#)
- [Partner Newsletter](#)



Service Experience Management (SXM) Market Matrix

TechSee Remote Assist

CareAR Partner Sales Team

Xerox CareAR Platform
BLI 2024 Pick Award
Outstanding Remote Service & Support Technology
Congratulations!

WorkLink Elements	WorkLink Professional*	WorkLink Enterprise*
Individuals	Single teams, innovation projects or standard cloud deployments	Complex installations, teams, entire business units or company-wide
Unified License: WorkLink App, WorkLink Create, WorkLink CMS	Role-based Seat License: WorkLink App, WorkLink Create, WorkLink CMS	Role-based Seat License: WorkLink App, WorkLink Create, WorkLink CMS
Standard Plan	Premier Plan	Signature Plan
Unlimited (# of public work instructions)	Included	Included
Live calling (Remote Assistance)	Available	Available
Call Recording	Available	Available
Single-Sign-On (SSO) Integration	Available	Available
On-premise Deployment	Not available	Available
On-site Support	Not available	Available
WorkLink API	Not available	Available
Custom MSLA	Not available	Available

Playbook Overview

Market Overview

Horizontal & Vertical
Use Cases

Key Challenges

Target Customers
& Buyer Personas

CareAR Value & KPIs

Competitive Landscape

Analyst Relations
& Market InsightsPlatform & Solutions
Offerings OverviewSales Development
Diagnostic

Opportunity Detection

GTM Model & Pricing

Demo Sales Strategy

Partners Ecosystem

Resources

Key Contacts

Who Can I Contact?

Sales Support



Kamran Khan,
Global Partner Sales,
kamran.khan@carear.com

Solution Consulting



Ami Barzelay,
North America
Solutions Consulting,
ami.barzelay@carear.com

Marketing / Analysts



Steve Chirokas,
Global Product Marketing,
steve.chirokas@carear.com



Michele Mingotto,
Xerox Partner Sales
michele.mingotto@carear.com



Waseem Al-Jaf,
EMEA
Solutions Consulting,
waseem.al-jaf@carear.com