From 1 to 1,000

Your Practical Guide to Successfully Scaling VR In Your Organization

ManageXR

You understand the value of VR for your organization.

Now it's time to make it a reality.

In this guide we will provide you with:

- **A guide** to the three stages of a VR deployment

- **Tips and tricks** for addressing common roadblocks that come with scaling your VR deployment

- **The team**: bringing together a high impact project team

- **How to evaluate** hardware, content, and management platforms

- **How a Fortune 1000 security company scaled VR training** to 75 locations with 500 headsets

The Playbook ▶
Turn your pilot program into a next level VR deployment at scale.

The problem of scale isn't a new concept. Yet, it creates new challenges as cutting edge technologies gain mass appeal.

From the Hilton Immersion Experience to ExxonMobil safety training, XR is transforming the way enterprises disseminate information.

Industries, such as enterprise, education, healthcare, entertainment, are increasingly relying on XR to deliver lasting results. For example, a 2020 PwC study revealed that VR learners were

- **4x faster to train** than in the classroom
- **275% more confident to apply skills** learned after training
- **3.75x more emotionally connected to content t**han classroom learners
- **4x more focused** than their e-learning peers

Further, the PwC 2022 US Metaverse Survey found that:

- 51% of companies are either in the process of **integrating VR into strategy**, or have already built VR into at least one dedicated line of business.
- 34% of companies say that one of the biggest metaverse benefits they currently enjoy or foresee is **"a more effective way to develop and train our people."**
- 82% of executives expect **metaverse plans to be part of their business activities** within three years.

This guide identifies the primary challenges of scaling an XR deployment, and how to solve them. You'll discover how to avoid common pitfalls, so you can see the impact of VR at your organization.
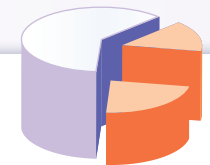
The Stages of a VR Deployment

1

Discovery

Solve a real problem and find a valuable use of VR in your organization. Ensure that your project will collect metrics so that you can prove value and ROI.
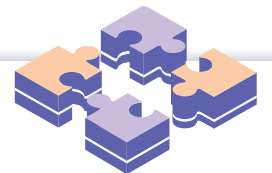
2

Pilot

Demonstrate success, measure results, and prove value. Use the pilot to identify the challenges. Make a plan and get support from experts to address your organization's unique challenges. A successful pilot will provide a blueprint for scale.

3

Large-scale deployment

Grow your program and expand its value throughout your organization.

💡 **Tip**   **Don't rush.** Give yourself time to explore all the options for hardware, content, management platforms, and implementation partnerships. Take your time to understand the XR ecosystem, while you don't yet have a large community of users or a sizable investment on the line.

Roadblock to Scaling your XR Deployment

How do we set up all these devices?

Manual setup may work for when you have less than 50 devices, but it will become a massive roadblock when you grow from 100 to 1,000+ devices.

How do we update software and content once all the devices have been deployed across the country?

In most cases, you won't have a VR or IT expert on location once all your devices are deployed across the country. Your teachers, nurses, or workers will not be able to own and manage side loading software updates and new content onto devices. It is way too costly in terms of time to expect your people to update their own devices.

How are you going to get end-users in your devices efficiently?

It is essential to reduce time to value for users, and especially brand new VR users. People need to have a seamless, simple experience putting on the headset and finding their content.

How do you know if you are succeeding?

Your team must be able to access basic usage analytics and device tracking metrics to prove value and continue to invest in VR programs that are having a positive impact on your organization.
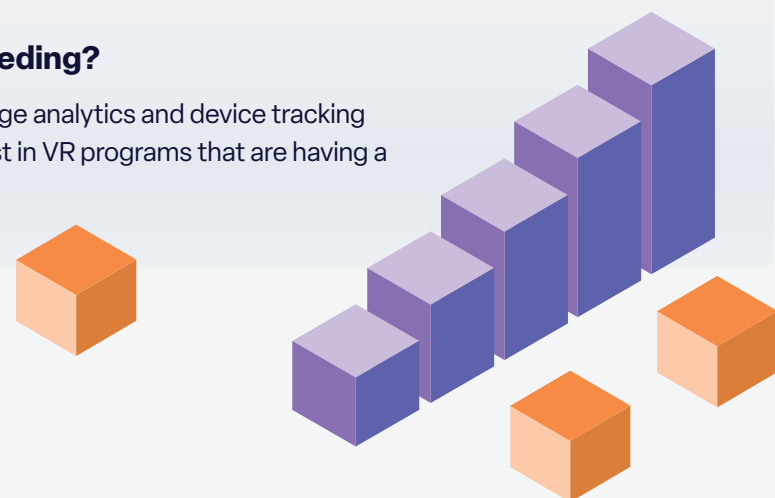
The Team for Achieving Success at Scale

Large-scale XR deployments require a dedicated team.

End users	Use XR!
Implementers & project owners	• Design the XR program • Manage the deployment • Measure success
IT team	• Manage the deployment • Troubleshoot
Budget holder	• Approves or denies XR budget • Needs to see value

Tip

The IT team is often brought in too late and can slow down the process. However, if IT is included early on they can assess and address security and management issues in tandem with the discovery and pilot. So when you get to scale, there are no IT roadblock because your deployment is already compliant and secure.

Acquire and Set Up Hardware

1 **Choose the XR headset that will meet your organization's needs.**

oculus   PICO   VIVE

2 **Acquire necessary ancillary hardware for storage and cleaning.**

- Computer carts, secure storage, charging stations, etc.
- UV cleaning, wipes, etc.
- Device labeling system

3 **Decide how device setup and provisioning will get done. Consider device kitting, packing, and shipping.**

- **Self-setup (works well for 1-100 devices)**
  - Sideload software & content
  - Find a device management solution with a device setup tool

- **Reseller & provisioning partners (works well for 500+ devices)**
  - Purchase XR hardware, software, and services through a trusted vendor.
  - Get devices shipped to end-users that are ready to use out of the box.
  - Work with vetted and trained XR professionals from start to finish.

SHI   Insight   CDW   SCHENKER TECHNOLOGIES   MACE VIRTUAL LABS

Get in touch with a reseller and provisioning partner. [Get in Touch]

💡 **Tip** Most **Pico devices** come factory pre-loaded with ManageXR's device provisioning software and management platform.

Evaluate Content

Large-scale deployments require that you source high quality content. There are two important factors to consider when addressing content: (1) how will the content be created, and (2) what type of content will meet your organization's needs.

CONTENT CREATION

1 **Build it yourself**

To build your own custom XR content, you will need an authoring tool

CenarioVR   3DVista   VRdirect

2 **Work with an expert content developer**

Get custom or off the shelf content from the industry's best content creators. Content developers make XR content for use cases like education, collaboration, design, meditation, training and safety.

immerse   PIXO   Roundtable LEARNING

TYPES OF CONTENT

Custom

Create or purchase content that is built to represent your exact environment, brand, processes, people, and problems.

Off the shelf

Purchase generic content that meets your organization's needs.

ENGAGE   VICTORYXR   meetingRoom

💡 **Tip** Licensing content from stores is difficult and sometimes impossible.

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Access VR Device Management Platforms

In order to scale effectively, you will need an MDM (mobile device management) that will enable your team to control every aspect of your XR deployment. MDMs are a combination of software and processes that make it possible to track, secure, and use your devices at scale.

MDMs make it possible to remotely deploy apps, settings, firmware, and more to your fleet of devices, rather than painstakingly updating each device by hand. They can also remotely control the device in certain scenarios, like unlocking the device for you if you forget your password, or wiping your device of sensitive data if it's been lost. Common mobile device management features include:

- Remotely distribute apps, videos, webXR links, files, firmware, etc.
- Lock devices to a set of `approved content to streamline the user experience
- Troubleshoot and identify out-of-sync devices
- Track device usage metrics
- Ensure security compliance

You will need an MDM that is built for XR.

Traditional MDMs are made for computers, smartphones, and tablets; so their features are limited to what those devices can do. XR, AR, and VR have a unique set of capabilities, meaning you need an MDM that was built to support these cutting edge and rapidly evolving devices.

You XR MDM should have the following features:

- Customizable home screen UI
- Remotely distribute any type of content (any apps, native 360, 180, 2D video, and webXR links).
- Realtime device commands (i.e. "Launch App X")
- Track device location
- Device security features (remote wipe, disable developer mode, disable USB file transfer)
- Bulk device provisioning tools
- Device usage analytics
- Configurations to bundle content and device settings for bulk updates
- Rapid development focused on XR device management
- Hardware agnostic
- Preloaded on an XR device
- Designed for companies of all sizes
- Whiteglove XR-focused professional services

How a Fortune 1000 Security Company Deployed 500 headsets to 75 Locations

Our customer, a private security and protection company, uses VR to train their employees to safely service ATMs. **They have 500 devices deployed across 75 branches in the US.** VR training is a more efficient, cost effective, and safer option than their traditional training methods.

This organization built their own content using an authoring tool, called CenarioVR. This entailed filming and then stitching it together in CenarioVR.

They chose the **PicoG2 headset** and **ManageXR** for their **VR MDM**. They set up their devices using the **ManageXR Pico Factory Preload**. ManageXR partners with Pico, so their team receives all of their devices fully set up with all their content already loaded.

The security team is able to easily use their headsets and access training due to **ManageXR's Custom Home Screen**. Their devices are shared and stored at training facilities. The security organization upskilled their own trainers to do basic management of the VR headsets.

Learn more directly from this Fortune 1000 company's Global L&D, Senior Manager.

`Watch Video`

How a Fortune 1000 Security Company Deployed 500 headsets to 75 Locations

XR Deployment Components

Team Identify: • Budget holder • End users • Implementers & project owners • IT admin	The Security Team • **Budget holder:** Global L&D Executive • **End users:** ATM service workers • **Implementers & project owners:** Global L&D Sr. Manager and team • **IT admin:** IT team
Hardware How many devices? What type of headset?	500 PicoG2 headsets
Content Who will create content? What type of content? What authoring tool or content partner will you need?	Self- authored custom content created on CenarioVR.
Management What is your XR MDM solution?	ManageXR

XR Deployment Process

How do we set up all these devices?	ManageXR Pico Factory Preload
How do we update software and content once all the devices have been deployed across the country?	ManageXR real-time, one-click software and content deployment
How are you going to get end-users in your devices efficiently?	ManageXR Home Screen Shared devices in training facilities
How do you know if you are succeeding?	ManageXR analytics & insights

The Playbook

Use this Playbook to define your project's key pillars and solve the problems of scale before they come up.

XR Deployment Components

Team Identify: • Budget holder • End users • Implementers & project owners • IT admin	
Hardware How many devices? What type of headset?	
Content Who will create content? What type of content? What authoring tool or content partner will you need?	
Management What is your XR MDM solution?	

XR Deployment Process

| **How do we set up all these devices?**	
How do we update software and content once all the devices have been deployed across the country?	
How are you going to get end-users in your devices efficiently?	
How do you know if you are succeeding?	

Book a consultation with ManageXR's team of XR experts to get support scaling your XR deployment.	Book a Consultation

ManageXR

The ManageXR Solution

ManageXR is the only XR MDM that has the industry's most robust and reliable set of features. Built for large-scale deployments in education, healthcare, and the enterprise, The ManageXR platform solves the challenge of deploying XR at scale.

The ManageXR platform.
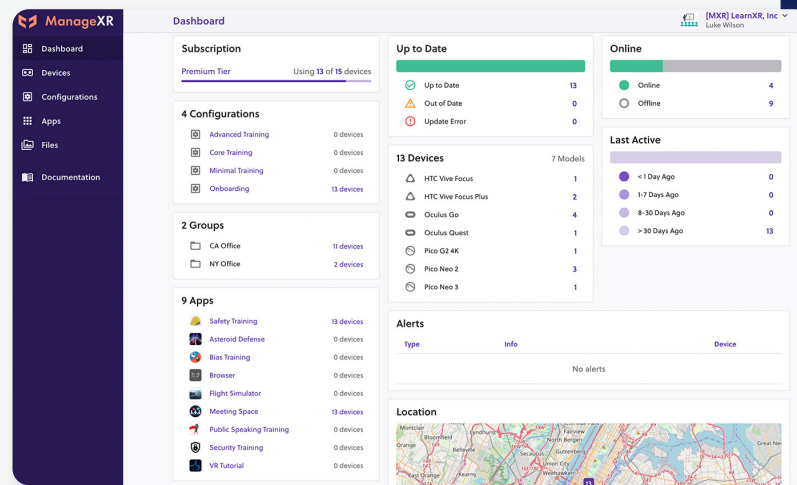
The ManageXR custom home screen: improve and streamline the in-headset user experience.

With ManageXR you'll have an answer to every problem that comes up when planning to scale.

How do we set up all these devices?	• **0-100 devices:** ManageXR Device Setup Tool • **100-500 devices:** ManageXR Pico Factory Preload • **500+ devices:** Leverage ManageXR's reseller and provisioning partner network
How do we update software and content once all the devices have been deployed across the country?	ManageXR MDM
How are you going to get end-users in your devices efficiently?	• ManageXR Home Screen & Kiosk Mode • Well designed implementation plan
How do you know if you are succeeding?	ManageXR analytics & insights

Get Started with ManageXR

Today, organizations across **3200+ cities and 90+ countries** depend on ManageXR to train employees, teach students, treat patients, and more.

About ManageXR

In 2017, ManageXR got started in children's hospitals. Working in collaboration with the Stanford CHARIOT Program, we built VR apps to improve patient outcomes through distraction, mindfulness, and gamified physical therapy.

While deploying 1300 headsets to over 200 children's hospitals across the US, we realized a fundamental roadblock to the adoption of XR: it was possible to run a successful VR pilot program in a single location, but distributing that solution across many locations and people was incredibly challenging. It was no longer a question of whether VR presented viable solutions, but whether those solutions could scale. Addressing this challenge led us to create ManageXR, the platform that enables organizations to use XR at scale.

As early innovators, we know what it takes to deploy XR. We've felt the pain of doing it on our own, setting up hundreds of devices and teaching countless people how to use VR for the first time. And we've seen the amazing outcomes ourselves, from helping patients reduce their pain with VR therapeutics to participating in collaborative 3D design sessions in VR. These first-hand experiences drive our product roadmap and motivate our team to build the best XR management platform available.

Today, organizations across 2500+ cities and 80+ countries depend on ManageXR to train employees, teach students, treat patients, and more.

To learn more about ManageXR visit our website and start your 30-day free trial today.

Start Free Trial

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