



Metaverse

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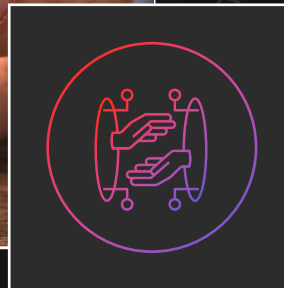
Kristiina Banda

Business Lead Finland, Adobe Experience Cloud





Hope, hype
or hell?



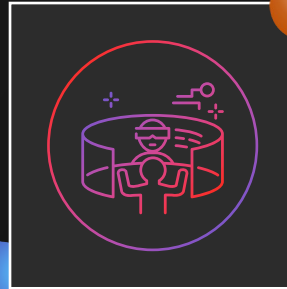
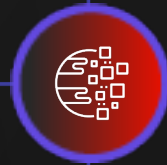


"The **growth of the Internet** will **slow drastically**, as the flaw in 'Metcalfe's law'—which states that the number of potential connections in a network is proportional to the square of the number of participants—becomes apparent: **most people have nothing to say to each other!**

By **2005** or so, it will become clear that the **Internet's impact** on the economy has been no greater than the fax machine's."

Paul Krugman

Nobel-Prize winning economist 1998



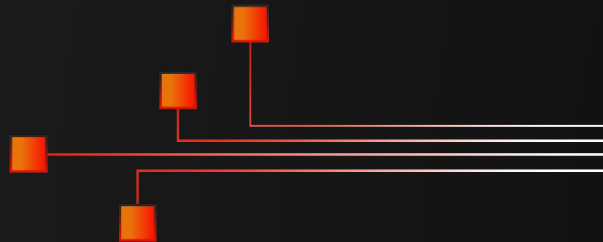
Snow Crash

A novel about an immersive virtual world accessed by sporting VR goggles

Neal Stephenson, 1992

What is “metaverse”?

The metaverse isn't just about putting on your VR headsets and being transported to a virtual world – It is about the ability to **blend the physical and virtual world together** to create mixed reality experiences that enrich our world.





How will the **metaverse**
change our **business**?

How can we get ahead
of the **change** and **shape**
it to **our advantage**?

The Impact of Metaverse



5 Trillion

The Metaverse may generate up to \$5 trillion in value by 2030

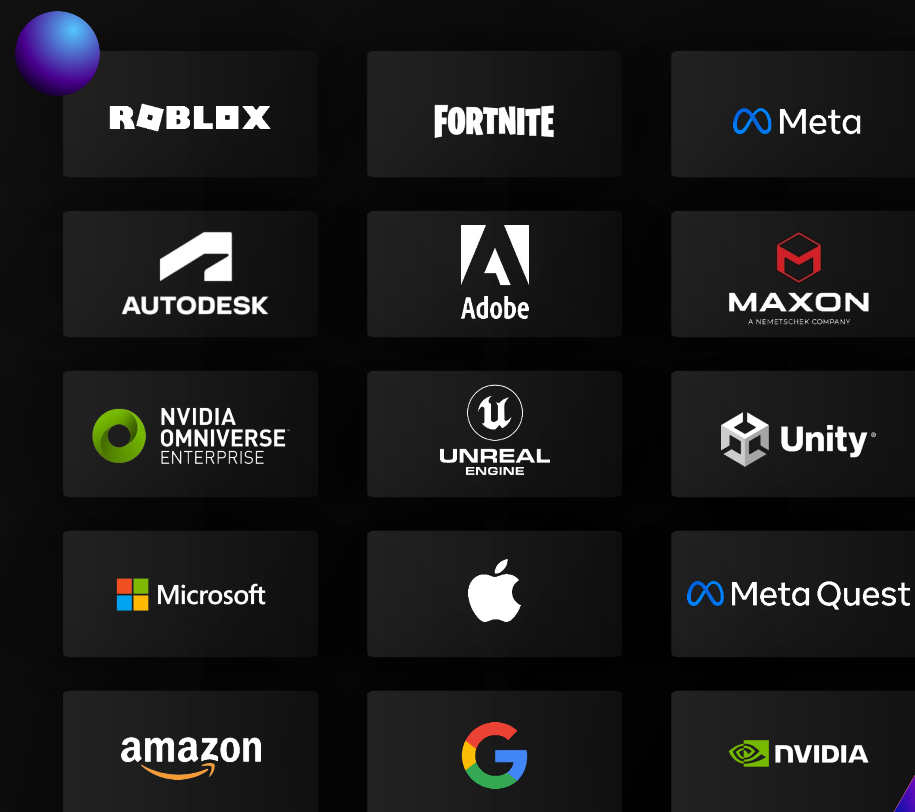
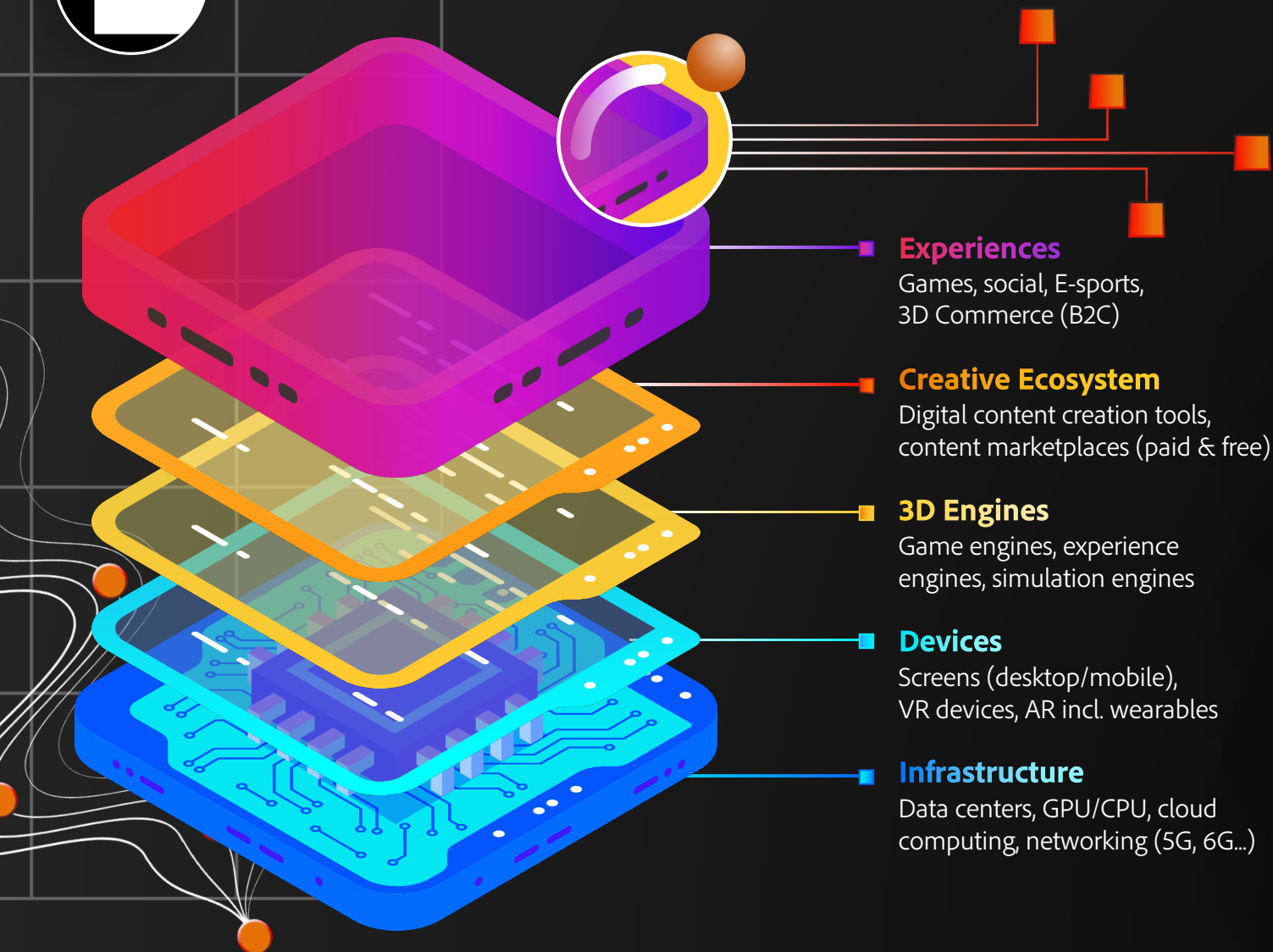
\$ 120 billion

in investments into the Metaverse by June 2022

95%

Of business leaders say the Metaverse will positively impact their industry in the next 5-10 years

The current Metaverse stack and a few key players





The Connected Customer

While the Metaverse may be the next great opportunity, it is customer experience that will pose the greatest business challenge.

Metaverse is a **force multiplier** for personalization.



Data



Content



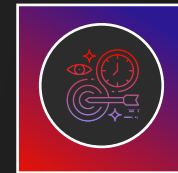
Orchestration

We need for personalization:

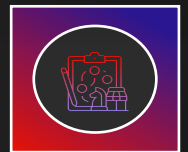
Customers need:



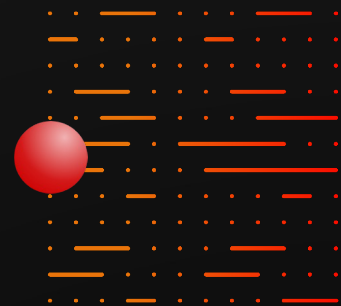
Trust



Relevance



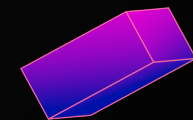
Privacy




The **Metaverse's future** is far from defined and will be **strongly influenced** by leading platforms and future disruptors.

A prerequisite to any successful immersive experience is **real time data, content and orchestration**.

Deeper and **stronger** relationships with customers created by **mutual respect** and **trust** is a must





“ Interaction is more about behaviors than technologies. And it’s in every **brand’s best interest to promote consistent interaction behaviors in the metaverse** if they want to draw customers in with user-friendly experiences.”

David Truog, VP, Principal Analyst, Forrester

