

B2B Excellence Unveiled: Navigating AR/VR Innovations at Thermo Fisher Scientific

Author:

Mahdi Gerailoo.

Sr. Manager, Product Marketing, Thermo Fisher Scientific

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Abstract

In this keynote, we will explore the ground-breaking journey of Augmented Reality (AR) and Virtual Reality (VR) technologies within the realm of B2B and Services at Thermo Fisher Scientific. This presentation delves into how AR and VR are not just reshaping the landscape of digital interaction, but also revolutionizing business-to-business (B2B) engagements, enhancing operational efficiencies, and opening new avenues for customer engagement and service delivery.

It will begin by examining the current landscape of AR/VR in the B2B service sector, highlighting how these technologies are being integrated into various business processes at Thermo Fisher Scientific. From immersive training modules and interactive product demonstrations to remote assistance and enhanced data visualization, the applications are as diverse as they are transformative.

However, innovation is not without its challenges. It will address the hurdles faced in adopting these technologies in B2B services, such as scalability, user experience optimization, and integration with existing infrastructures. Real-world examples from Thermo Fisher Scientific will illustrate both the challenges encountered and the solutions developed.

Looking forward, this keynote will offer insights into the future potentials for enhancing AR/VR applications in the B2B sector and addresses the commonalities between ESA and Thermo Fisher Scientific use cases.

Join us to discover how the virtual world is creating real-world opportunities and driving the future of B2B services at Thermo Fisher Scientific.