

THE METAVERSE

Metaverse

The Future of Work

Michael Kennedy
Metaverse + Modern Work Strategy





Michael Pace Kennedy

Metaverse + Modern Work Strategy

Web 1.0

USAA – Web Infrastructure Lead USAA.com

Dell Consulting – eCommerce Architect

Microsoft – Technology Center Lead

Web 2.0

Invodo - eCommerce Video Strategy

Cabfoward – Ruby on Rails Enterprise Business Strategy

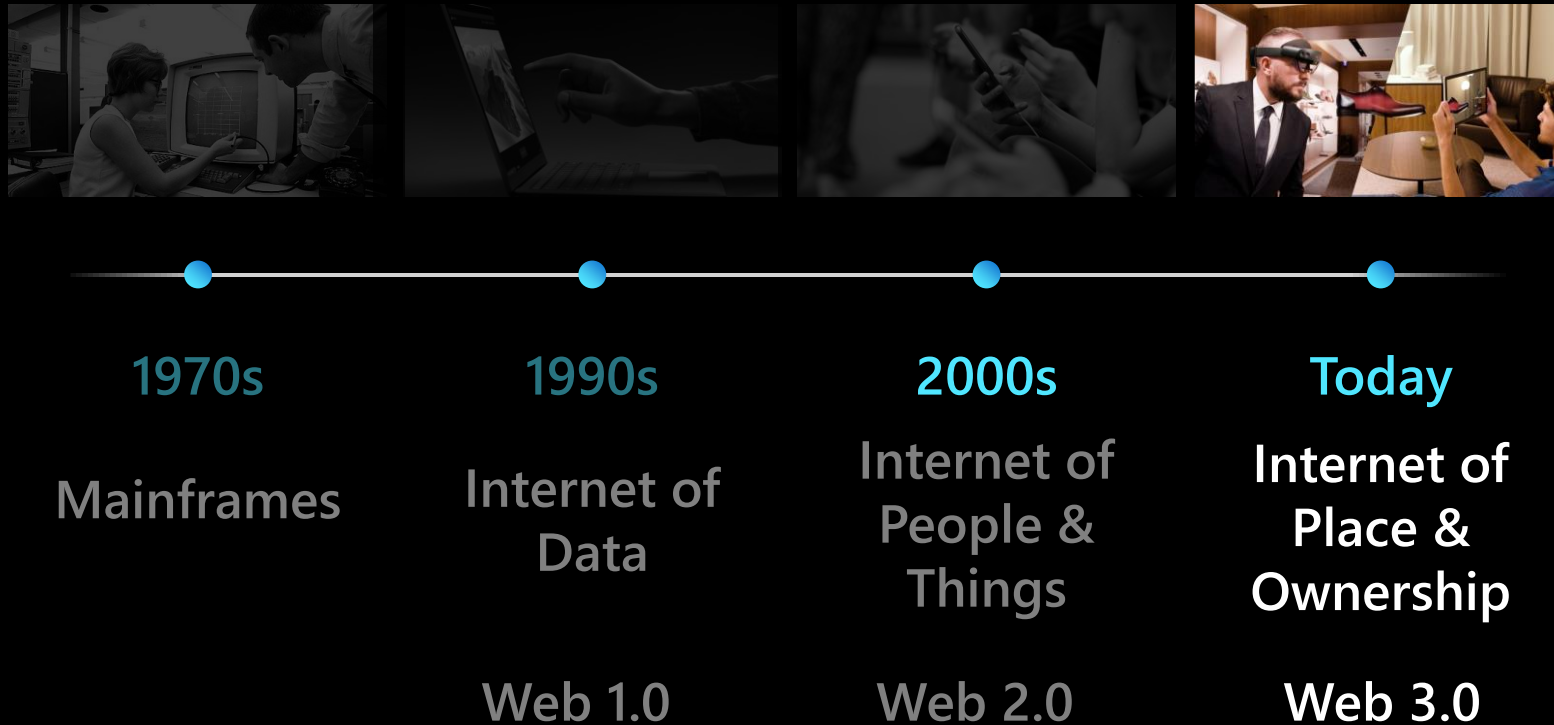
Catapult Systems – Public Sector Cloud Strategy

Web 3.0

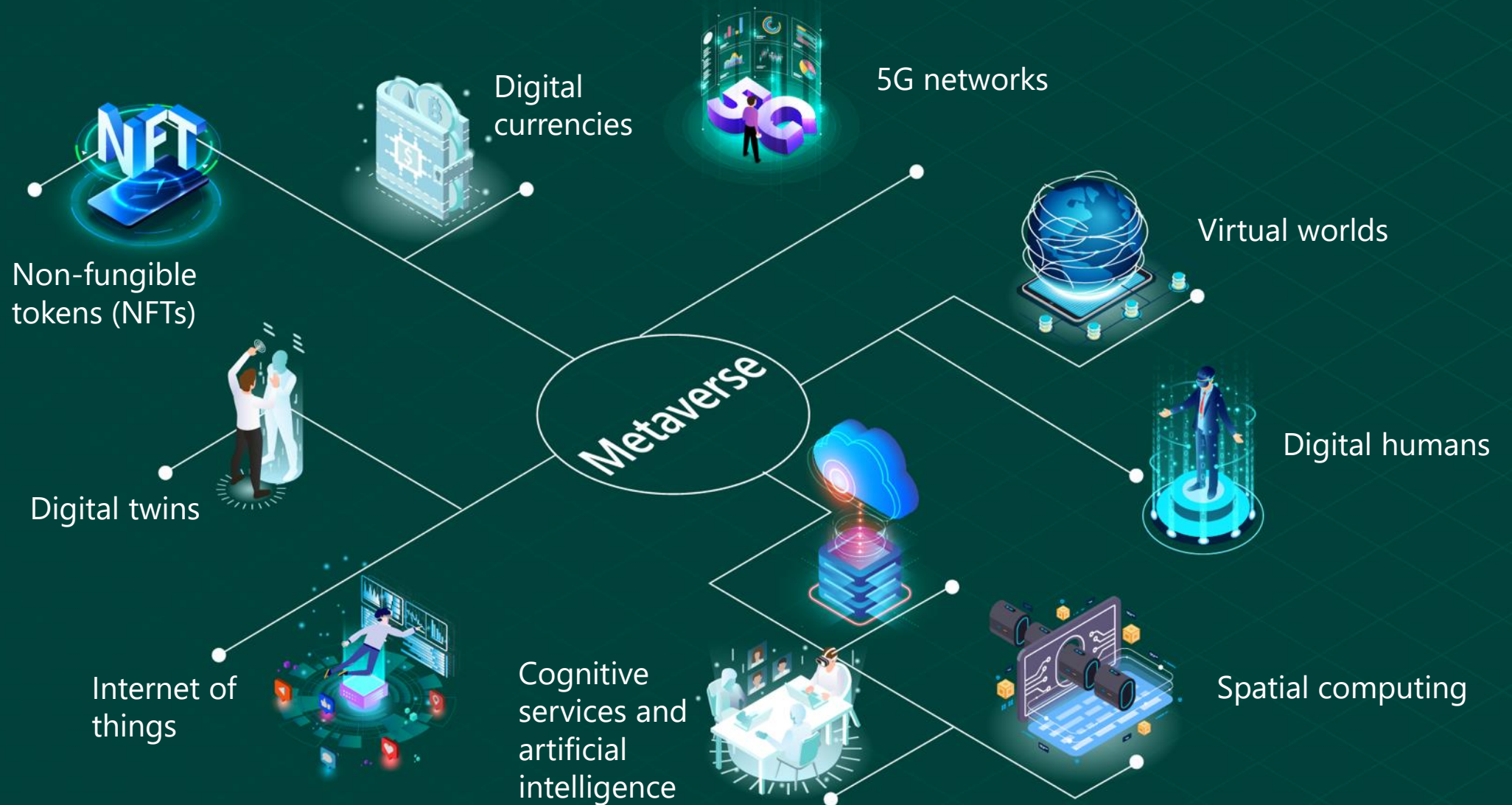
Microsoft – Modern Work Strategy

Microsoft – Metaverse Strategy

The Metaverse is a Continuum . . . NOT a Destination



Elements of the Metaverse



Why now?

Your next generation of customers and employees



3 billion

people play video games

Source: Newzoo

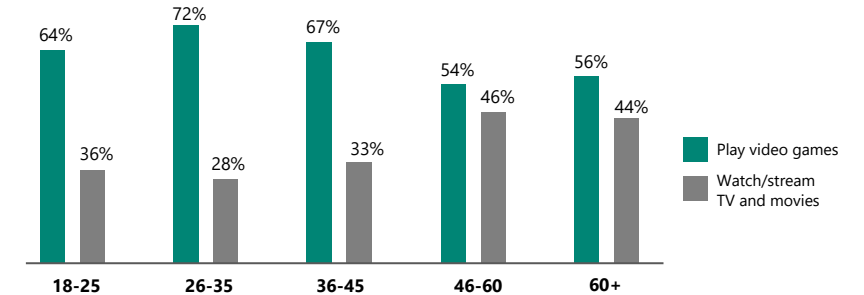


\$100 billion

Annual spending on virtual goods

Source: BNP Paribas

Gaming is the preferred entertainment format globally across all ages



Source: BoF Insights via Limelight Networks, Newzoo, Statista, Motion Picture Association

Monthly active users
By month / year

ROBLOX

202 M
April 2021

FORTNITE

80 M
June 2021

MINECRAFT

140 M
May 2021

ZEPETO

10 M
March 2021



35 M
*copies sold
Sept 2021

Average user age

9 -12 years old

18 – 24 years old

24 years old

Unknown

20s – 30s

Source: Meagan Loyst

Metaverse



Consumer



Commercial
or Enterprise



Industrial



Consumer Metaverse



Enhances the social, entertainment,
and wellbeing experiences of individuals







Industrial Metaverse

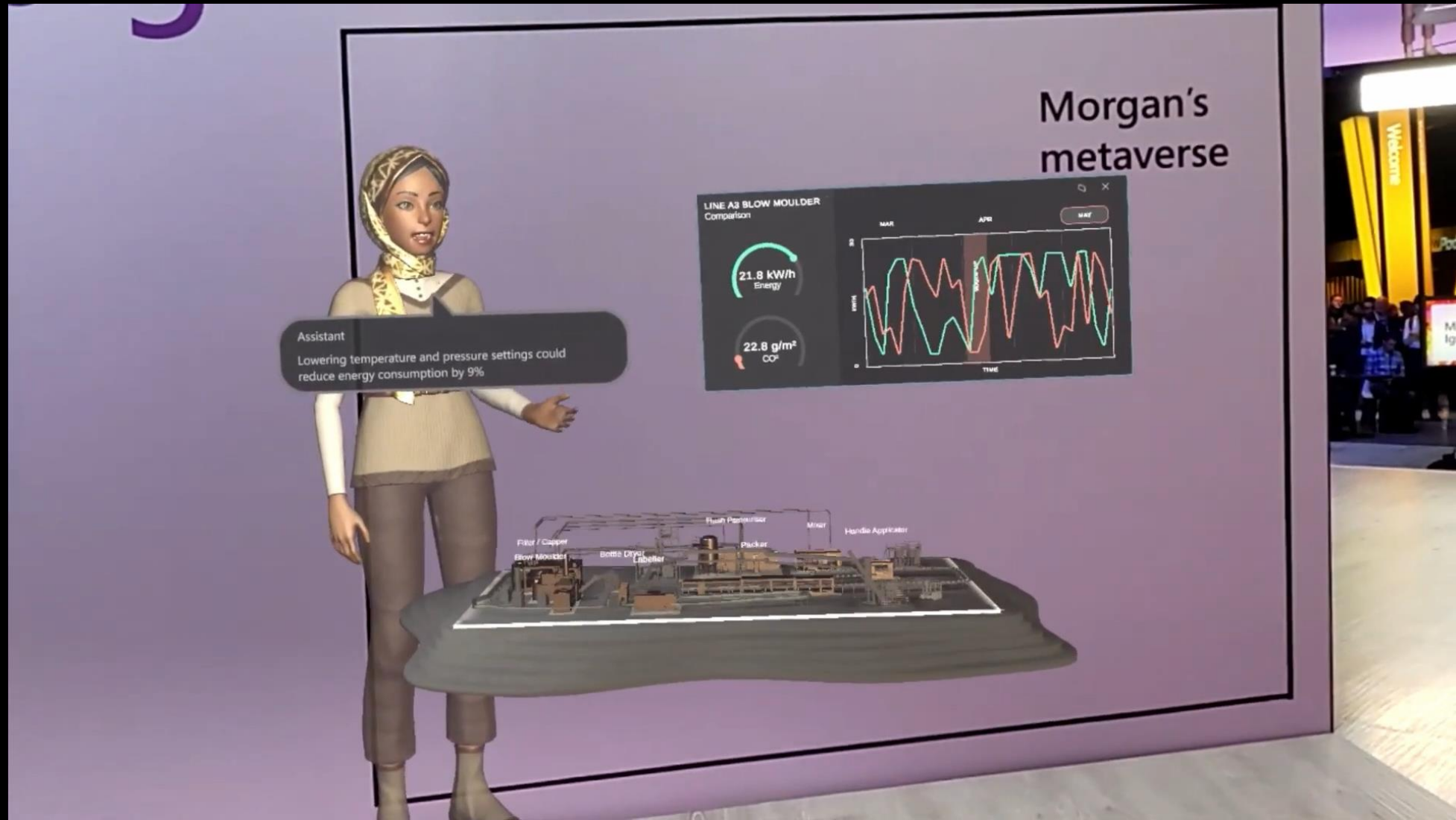


Enables humans and AI to work together to design, build, operate, and optimize physical systems using digital technologies



Humans and AI working together to

   
Design Build Operate Optimize
physical systems using digital technologies



Enterprise Metaverse



Creates next-generation, immersive communication and collaboration between people in a work environment



Immersive Experience Use Cases



All Hands meetings and events



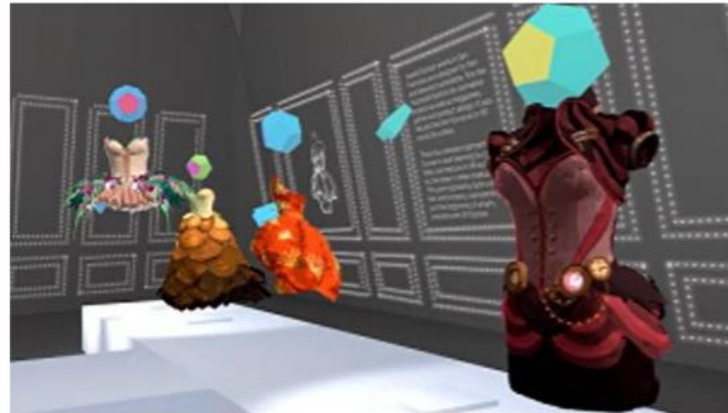
New Employee Onboarding



Immersive Meetings



Social Gatherings

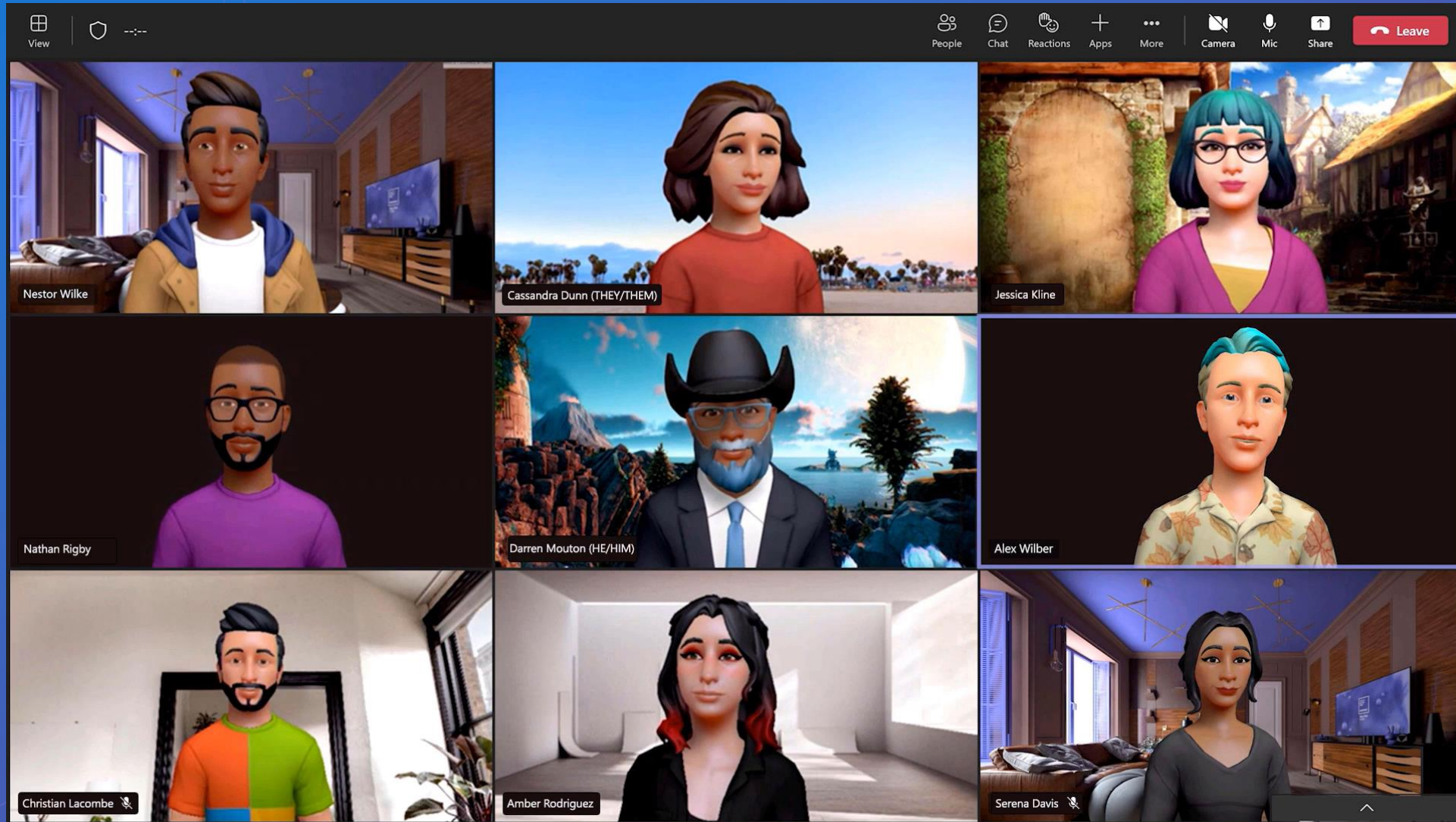


Product Showcase/3d Collaboration

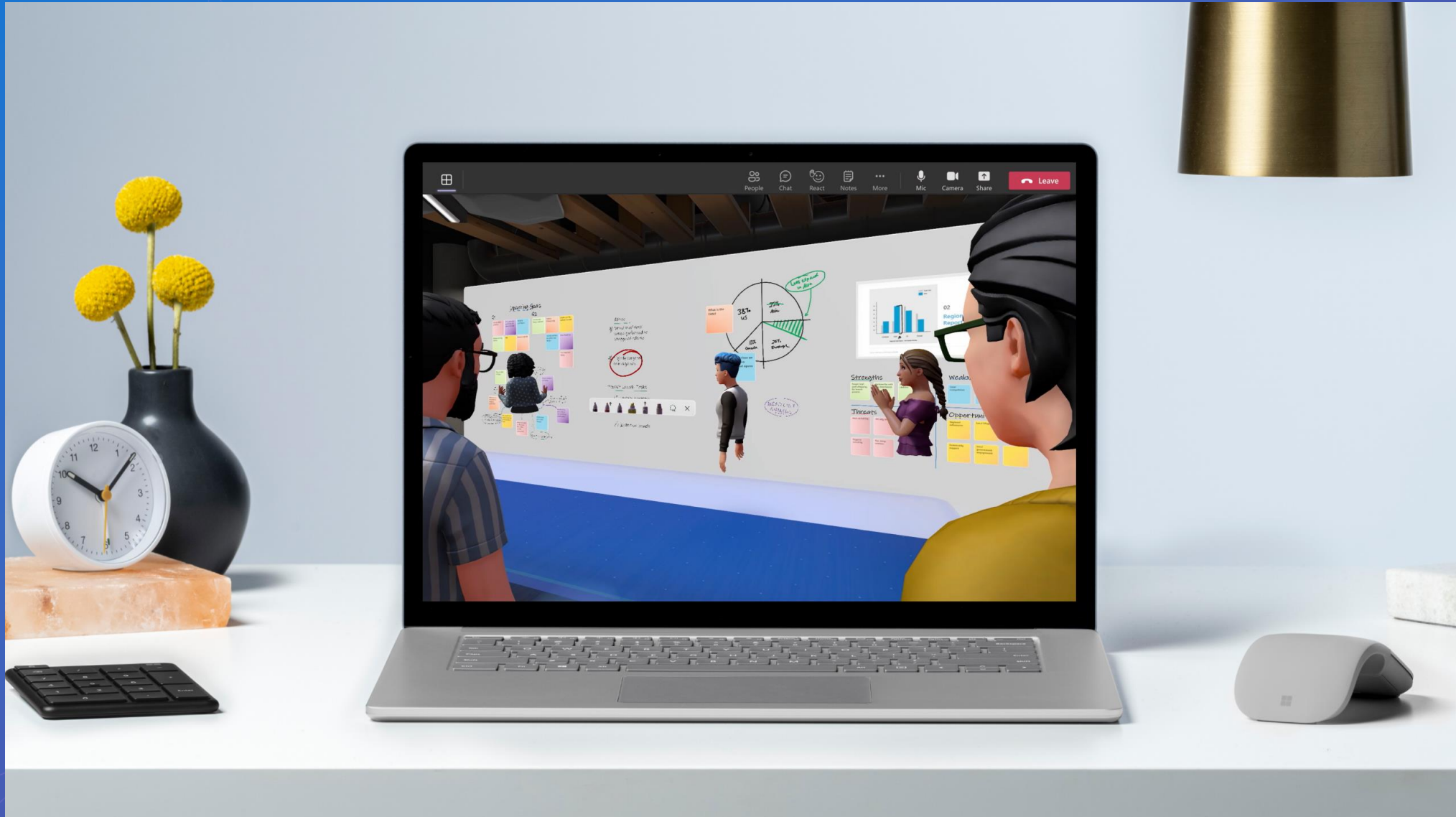


Self-guided tours

Microsoft Teams + Avatars for Teams



Microsoft Teams + Mesh for Teams





People



Chat



React



Notes



More



Mic



Camera



Share



Leave

Update website
to reflect new
design

New Branding

Ideas:

✳ Broad traditional
campaign focused on
staggered release

✳ Tightly targeted
campaign

Product Launch

☑ User

☑ Intro

no, what, and
where?

Target relevant
audiences

What is the best
game plan

Weekly blog
post articles
matching
posts!

Welcome aboard.
We're happy you're here.



Change with us

An adventure that can take
you anywhere should be
open to everyone

Inclusion & Diversity makes
us greater than ever

Introducing One Accenture Park ➤

New joiners connect and network in our virtual world, powered by AltspaceVR, while learning what Accenture does and how we're organized.

12:33 PM



World Economic Forum Unveils Virtual Global Collaboration Village as the Future of Strong Public-Private Cooperation – May 2022



Nature and
Climate

1 Trillion Trees Portal

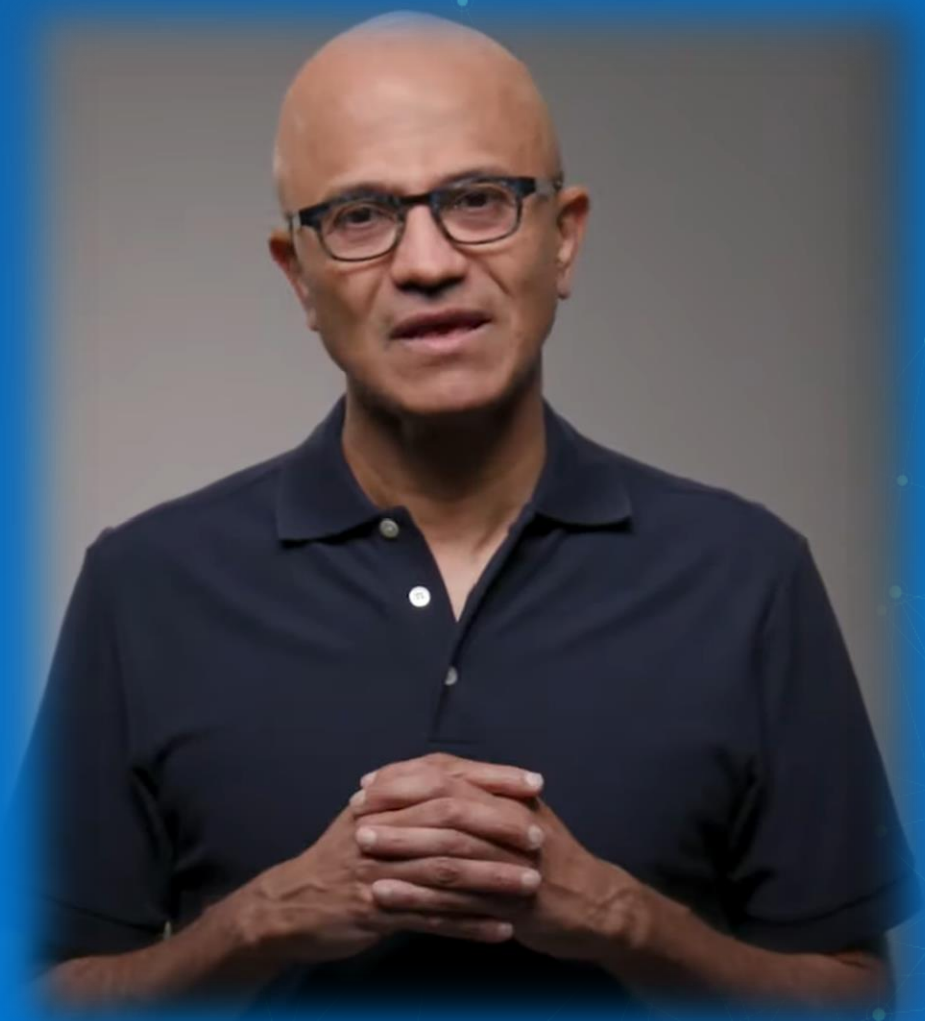
Chris

Carmen

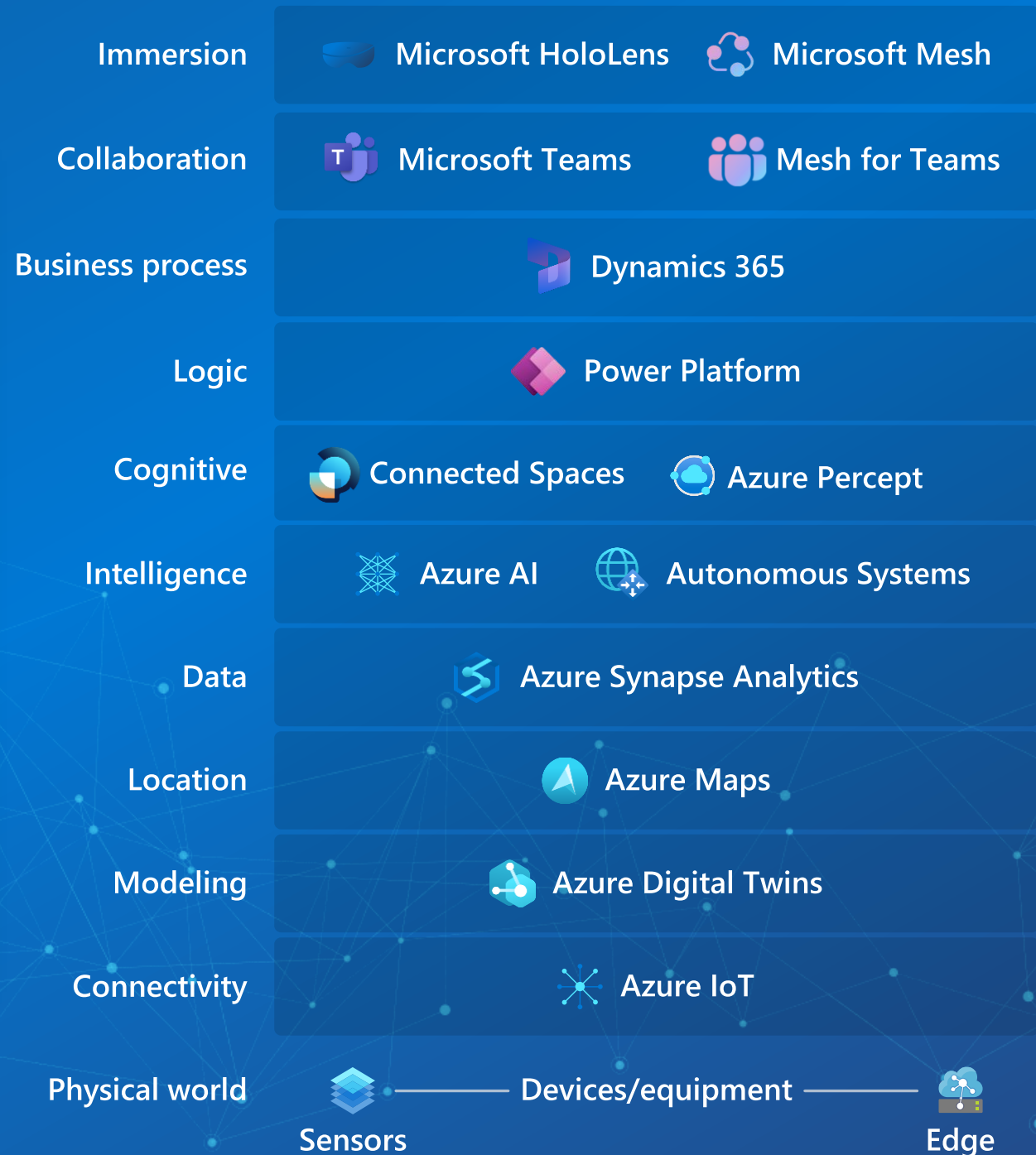
Kevin

Alex

Aaliyah



Microsoft Build Keynote – May 2022
<https://youtu.be/rnJHHamrflw>



6 steps to prepare for the Metaverse at Work

Be ready for what's next



Put #PeopleFirst



Identify Scenarios



Evaluate partnership opportunities



Integrate new talent



Prepare your IT Department



Experiment and capture insights



Thank you!