Technology Vision 2022

Meet Me in the Metaverse

Transforming and revolutionizing supply chains

Supply chains are in need of a technology revolution

The metaverse has massive potential to help supply chains become true engines of business growth. It will reinvent how individuals, businesses, and things interact in both the physical and virtual worlds—and transform how supply chains work and deliver value. Supply chain executives need to start thinking about the endless possibilities the metaverse makes possible.

What is the metaverse?

It's a spectrum of digitally enhanced worlds, realities, and business models that brings together multiple technologies—including extended reality, blockchain, artificial intelligence, digital twins, smart objects, edge computing, and incredibly more powerful computers.

64%

of supply chain executives believe the metaverse will have a positive impact on their organizations.

Four trends of the metaverse will impact supply chains

Supply chain leaders should understand the four trends of the metaverse taking shape today:

Trend 01
WebMe

How a more human-centric internet will transform supply and demand.

Demand can be fully "knowable" and supply constraints are eliminated.

Trend 02
Programmable World

How intelligent, connected products will create a more responsive supply chain that delivers a better customer experience.

Smart products will trigger automatic replenishment and routing and shape demand.

Trend 03
The Unreal

How AI-generated synthetic data that's free of historical context will allow new ways to model and scenario plan.

This perfect data will drive ever-more accurate plans and forecasts.

Trend 04
Computing the Impossible

How a new generation of incredibly powerful computers will help supply chains drive down costs, meet customer demands completely, and foster greater resilience and sustainability.

Supply chains will finally be able to truly optimize processes, plans, and inventory.

Supply chain executives' top three uses for augmented reality (AR) in the next three years:

· Reimagining customer experiences
· Driving better collaboration
· Improving employee training

To gain access to massive new computing power,

78%

of supply chain executives say they are planning to partner with others in the next three years, and

57%

plan to invest in technology or startups.

It's time to leverage the metaverse to reimagine supply chains.

To learn more, read the full report on our 2022 research, "Meet Me in the Metaverse".

The technologies of the metaverse will continue to mature and grow. As that happens, they will expand into many more supply chain use cases and transform how companies develop, make and supply products, interact with suppliers and ecosystem partners, and engage with customers.

The metaverse is the technology revolution supply chain executives have been waiting for.