



# Landscape - Enterprise collaboration in Metaverse

TEAM 4

ELPP 2022 SPRING

UC BERKELEY, COLLEGE OF ENGINEERING

# What is Enterprise Collaboration

Collaborative  
Meetings

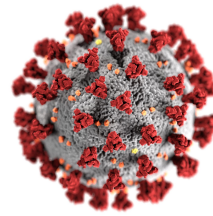
## ▶ Traditional Players

- ▶ Adobe
- ▶ **Bluejeans**
- ▶ **Cisco**
- ▶ **Facebook**
- ▶ IBM
- ▶ Igloo
- ▶ VMware
- ▶ **Microsoft**
- ▶ Atlassian
- ▶ **Google**
- ▶ Slack
- ▶ **Zoom**
- ▶ **Polycom**

Overall Global enterprise collaboration market size is expected to grow from \$36.24B in 2020 to \$82B by 2028 at a CAGR of over 10.7%\*

\* Mordor Intelligence Ent.  
Collaboration market report, 2022

# Current State...



In person meetings are interactive  
and immersive

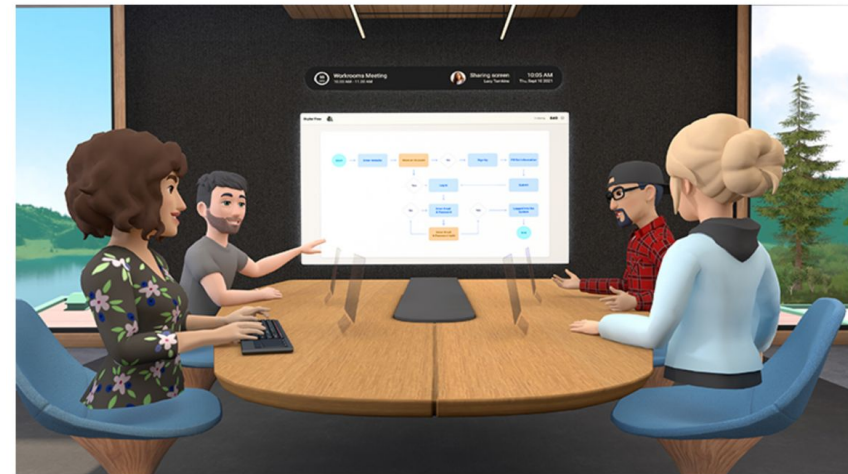
Boring square grid meetings

**We deserve better**

# Metaverse the next frontier



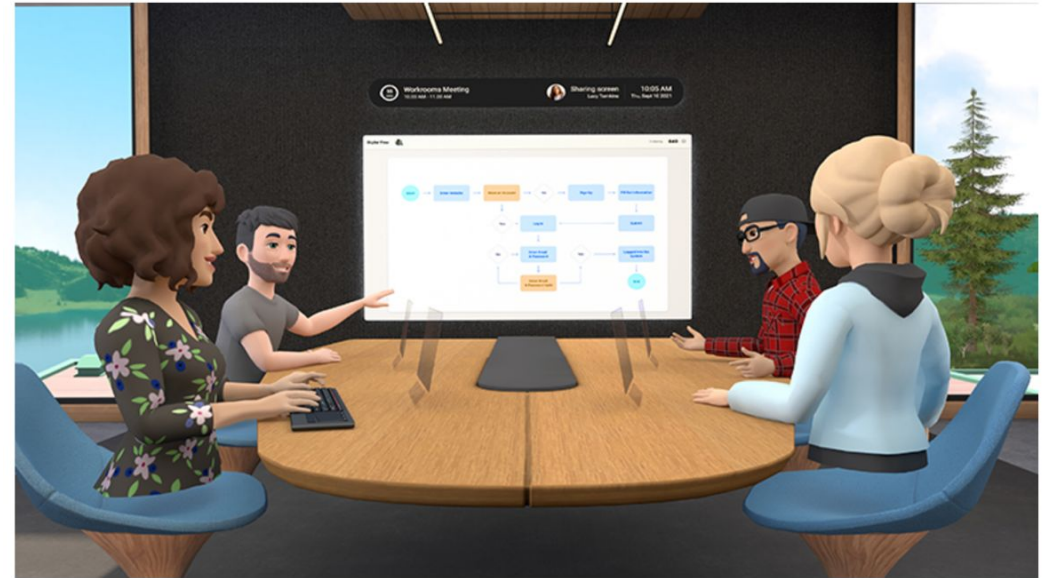
*“We’ll be able to feel present, like we’re right there with people, no matter how far apart we actually are,”* - Zuckerberg



- ▶ No geographical barriers
- ▶ Lifelike Avatars

- ▶ Immersive experience
- ▶ Higher productivity

# Metaverse collaboration from Meta (Facebook)



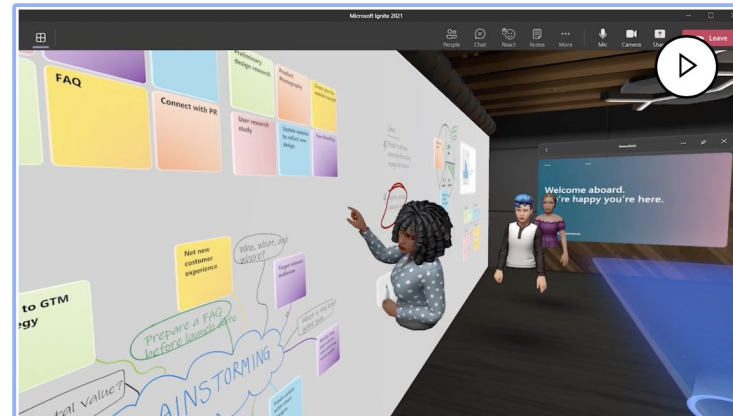
► Horizon meeting rooms



Current investment pipeline: \$10 Billion

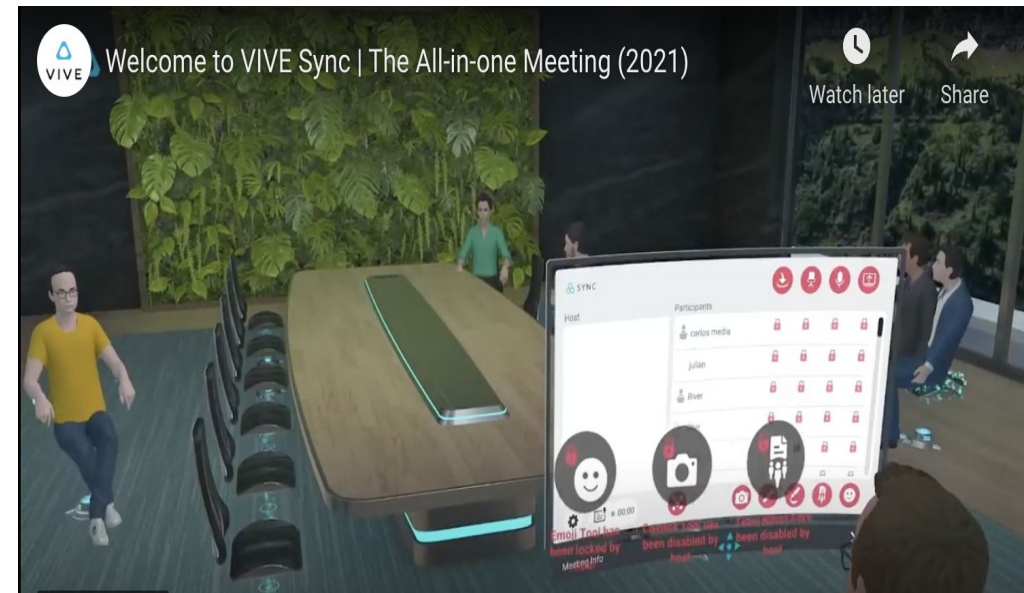
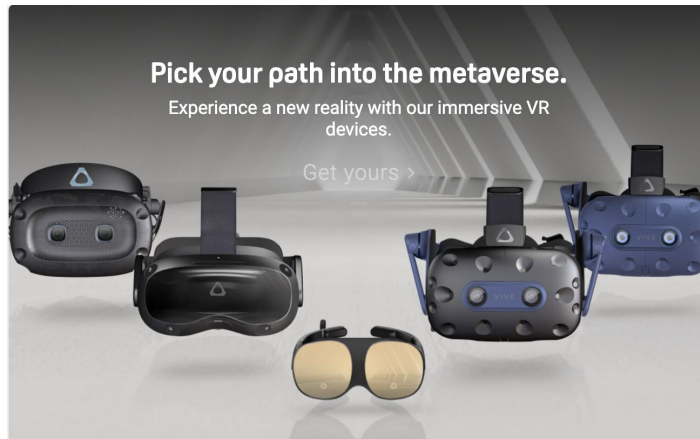
# Metaverse collaboration from Microsoft

## ► Mesh



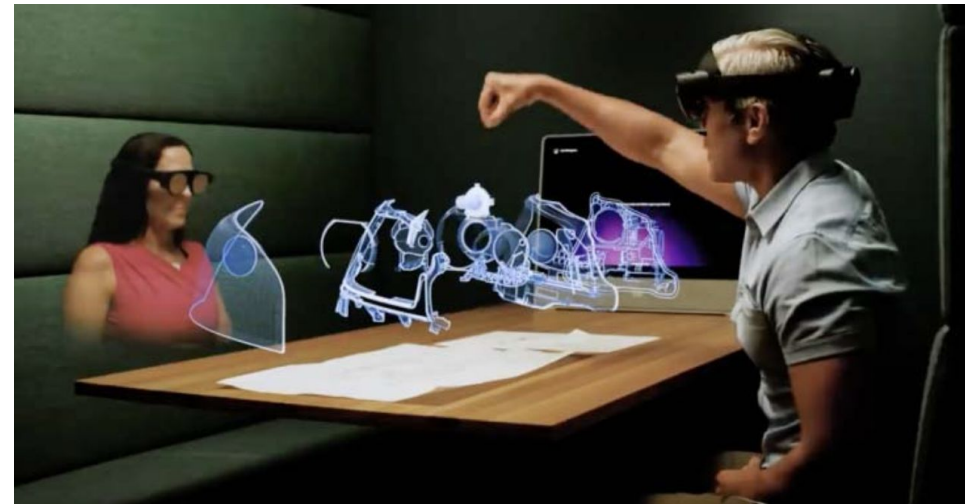
# Metaverse collaboration from HTC

## ▶ HTC Vive Sync



# Metaverse collaboration from Cisco

- ▶ Cisco Hologram





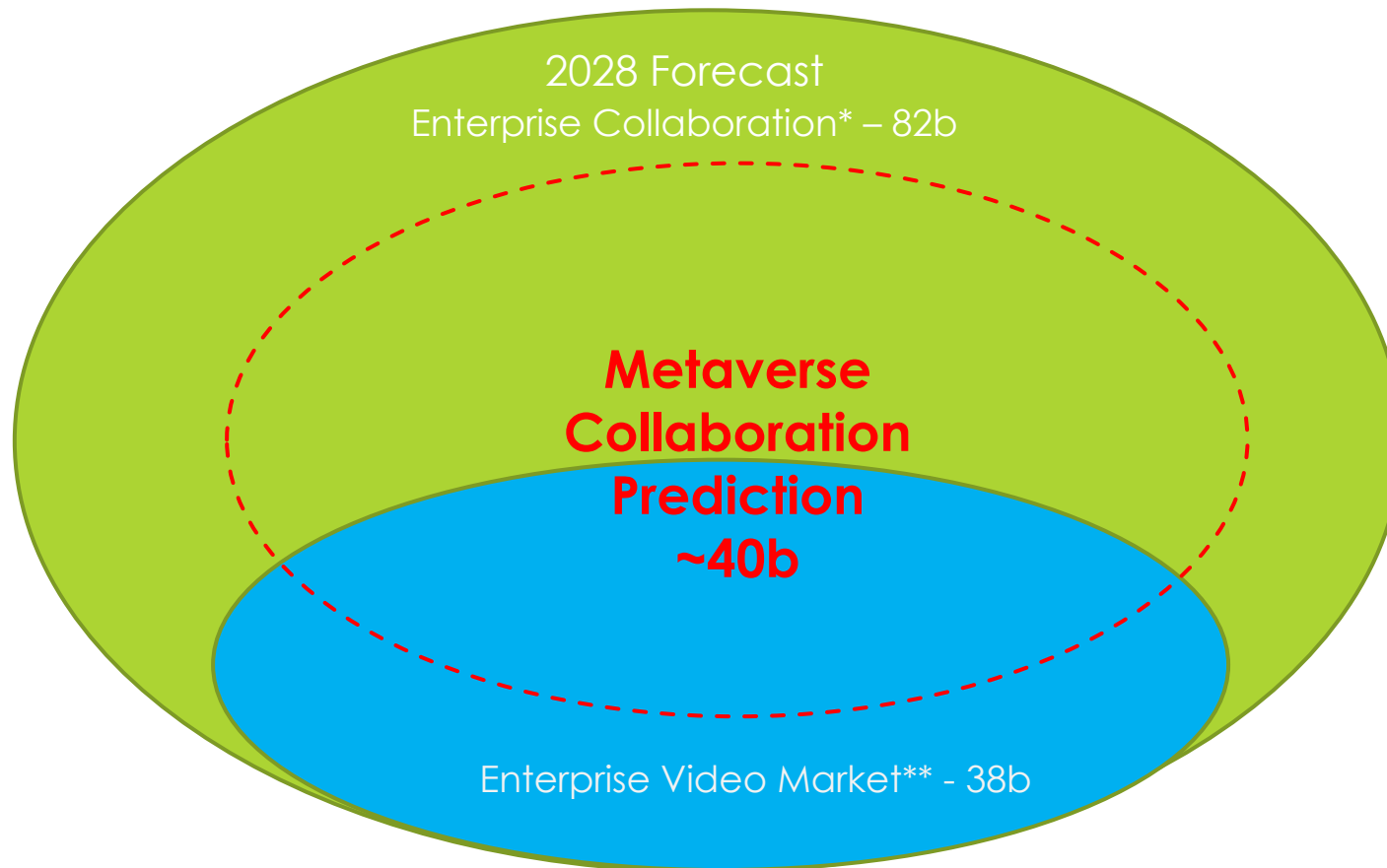
# Google's failed attempts



Transitioned to Software player.

Current investment pipeline: 33.5 million in a private equity fund

# Market Size



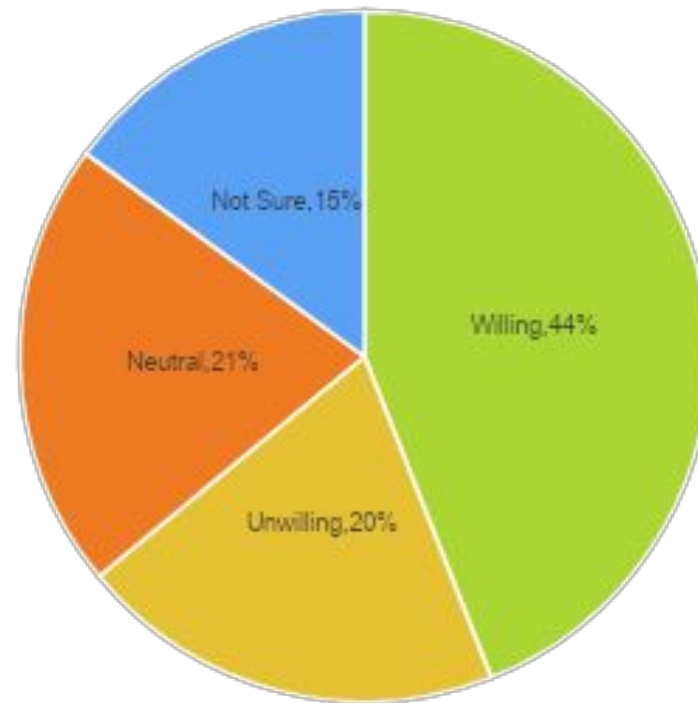
\* [Grant View Research report on Ent Video market, 2020](#)

\*\* [Mordor Intelligence Ent. Collaboration market report, 2022](#)

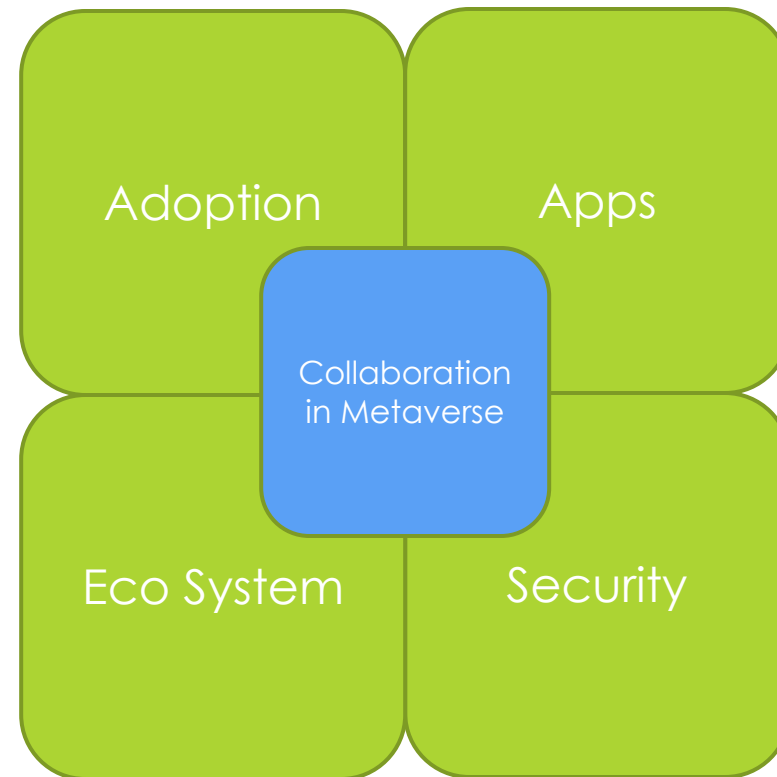
# Are enterprises ready



Employee Survey conducted by Lenovo on adopting Metaverse workplace



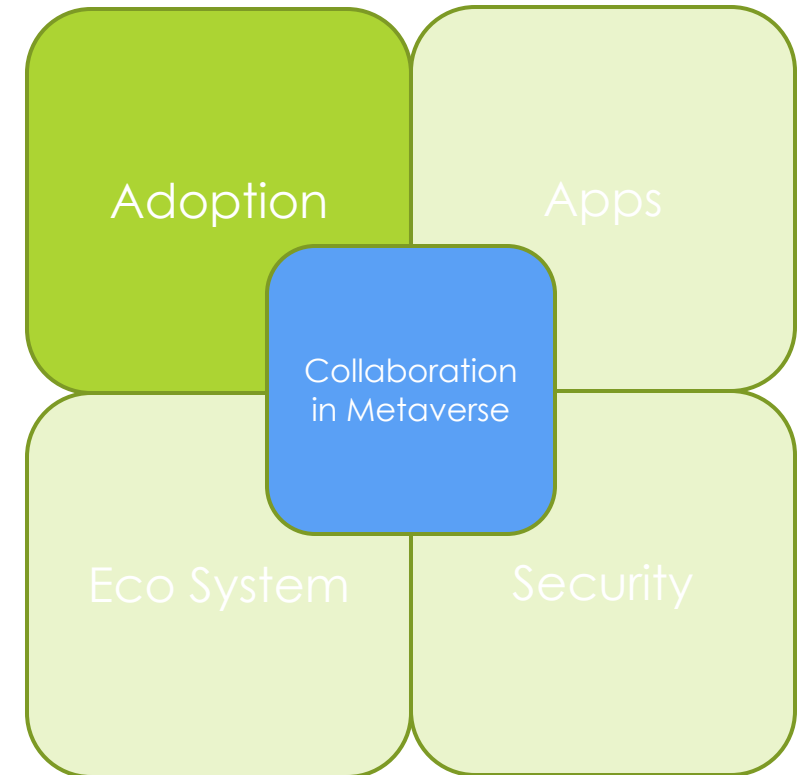
# Four pillars to success



# Adoption



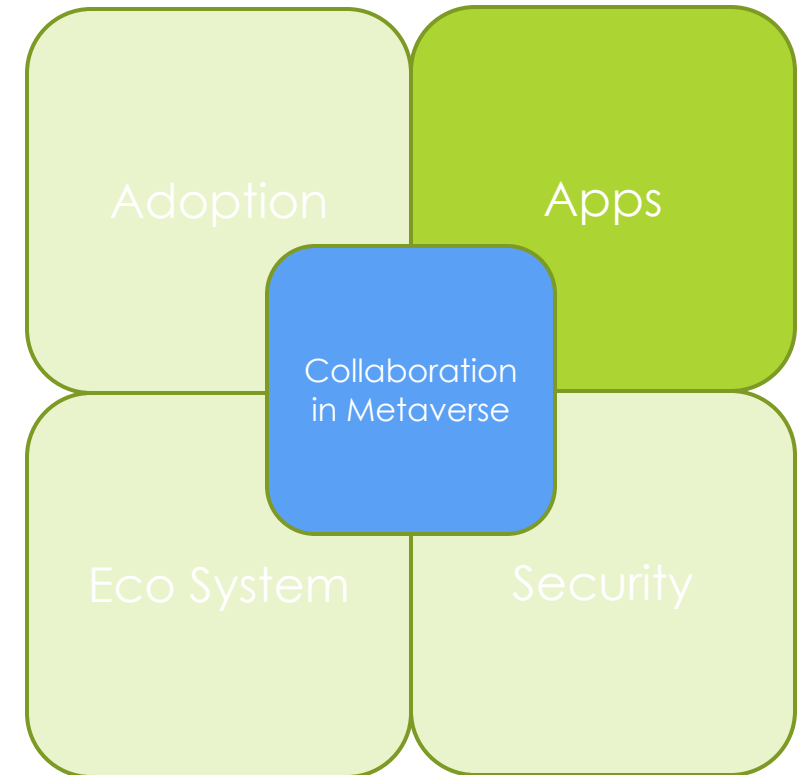
- ▶ **Age** – Attract mature enterprise customers.
- ▶ **Access** – Make it ubiquitous
- ▶ **Cost** – Cheaper for SMBs and Educational institutions to adopt
- ▶ **Simplicity** - Easy to use



# Apps



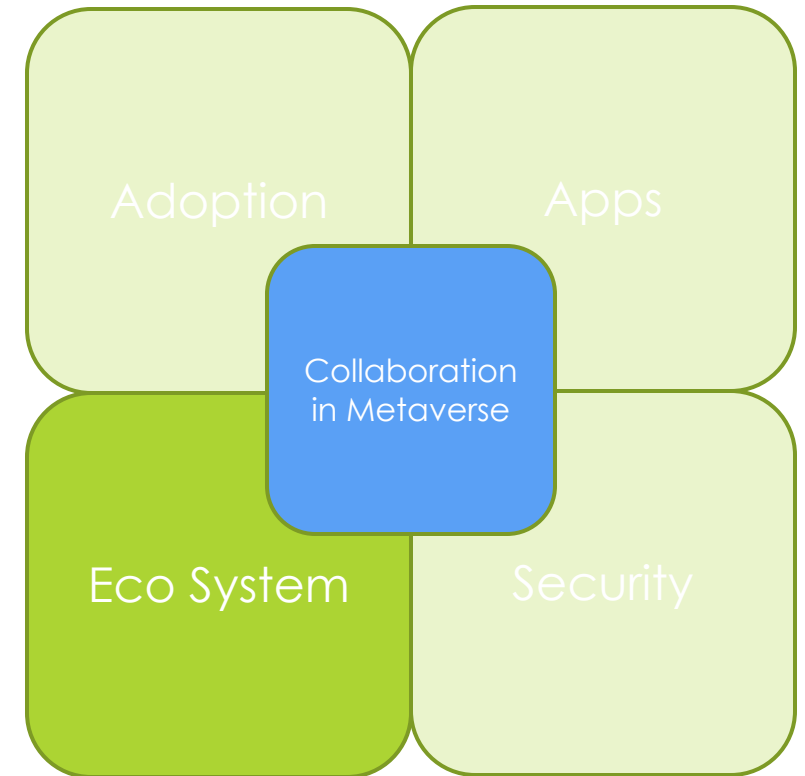
- ▶ Unified messaging
- ▶ Project Management applications
- ▶ Non-metaverse application integration
- ▶ Realistic professional avatars



# Eco System



- ▶ Hardware – CPU, GPU, Storage
- ▶ Network bandwidth
- ▶ Superior optical technologies
- ▶ Environmental Impact reduction



# Security



- ▶ Enforce Privacy
- ▶ Provide User, data and network security
- ▶ Protect users from abuse, racism, harassment
- ▶ Web 3.0 and blockchain integration

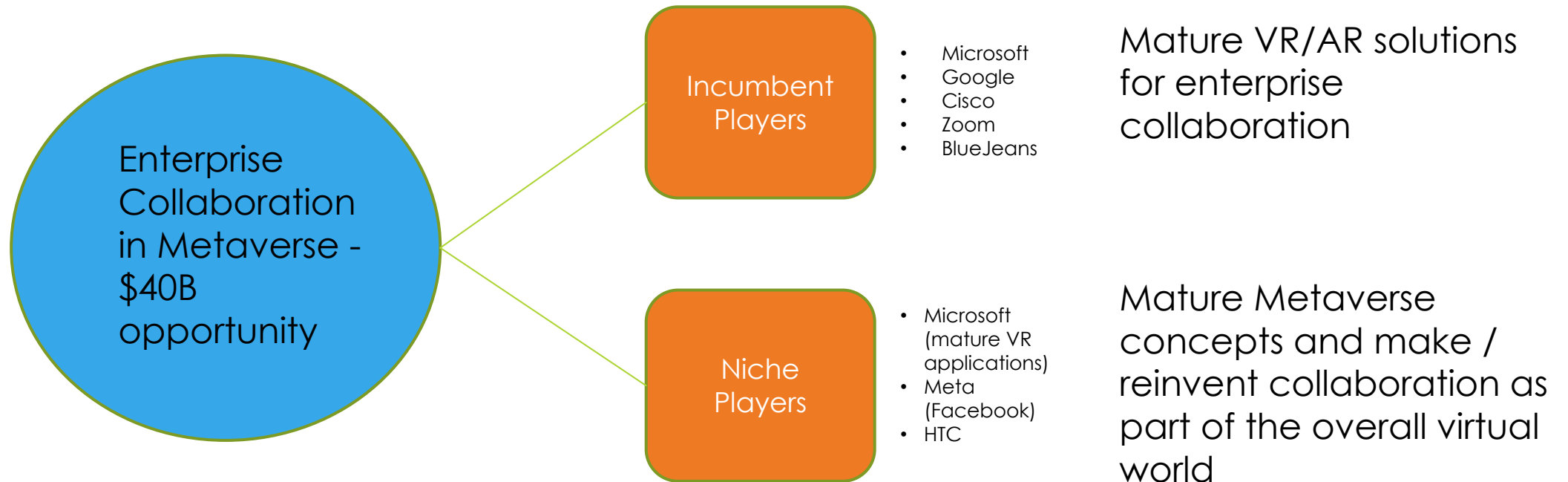




# Tale of two markets



Metaverse is a Trillion-dollar opportunity



# Technical challenges



- ▶ **Interoperability** between different Metaverses
- ▶ Danger of **omnipresent cyber attacks** for enterprises
- ▶ Needs **lot of resources** which are real and limited

# Market challenges



- ▶ Appetite for **remote collaboration declines** – return of in-person collaboration.
- ▶ Governance, Legal and Fiduciary **compliance requirements inhibit** adoption.

# Key Takeaways



- ▶ **Hybrid work** is here to stay.
- ▶ Metaverse offers **great potential** for enterprise collaboration, engineering and design.
- ▶ **Collaboration** solutions that **focus on adoption, applications, ecosystem and security** will lead the market.
- ▶ **Billions of dollars being invested** by Microsoft, Meta platforms, Google, Sony, Apple, nVidia, Qualcomm





# Q & A

TEAM 4

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