

# Value creation in Augmented Reality (AR) for maintenance industry

Strategic Business Consultancy Project 7469BUSME-202122-SUM

*Under Supervision of*

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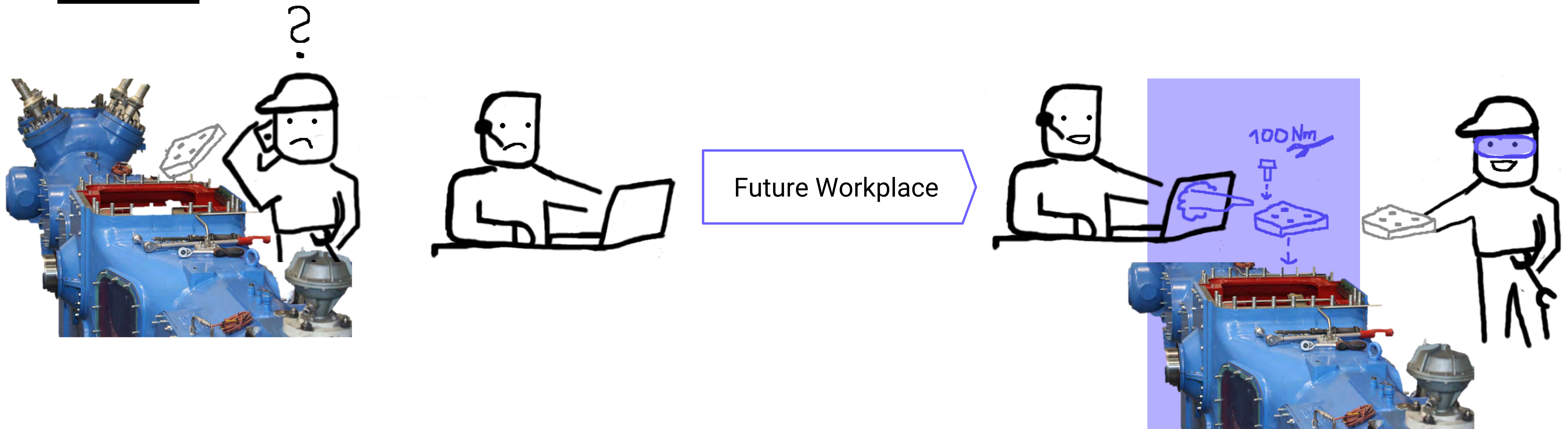
In partial fulfilment of the requirements for the dual degree

- Master of International Project Management (IPM)
- Master of Business Administration (MBA).

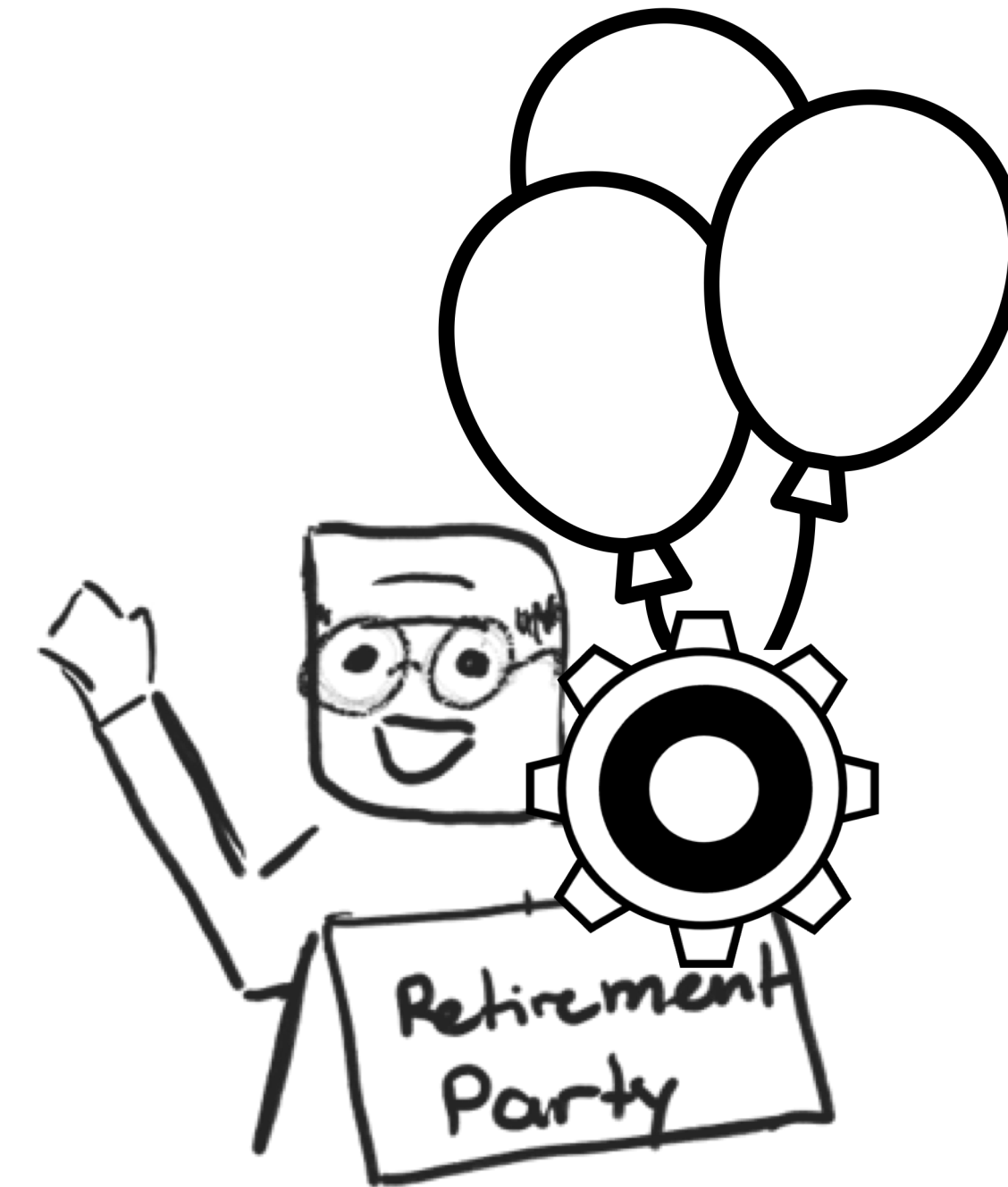
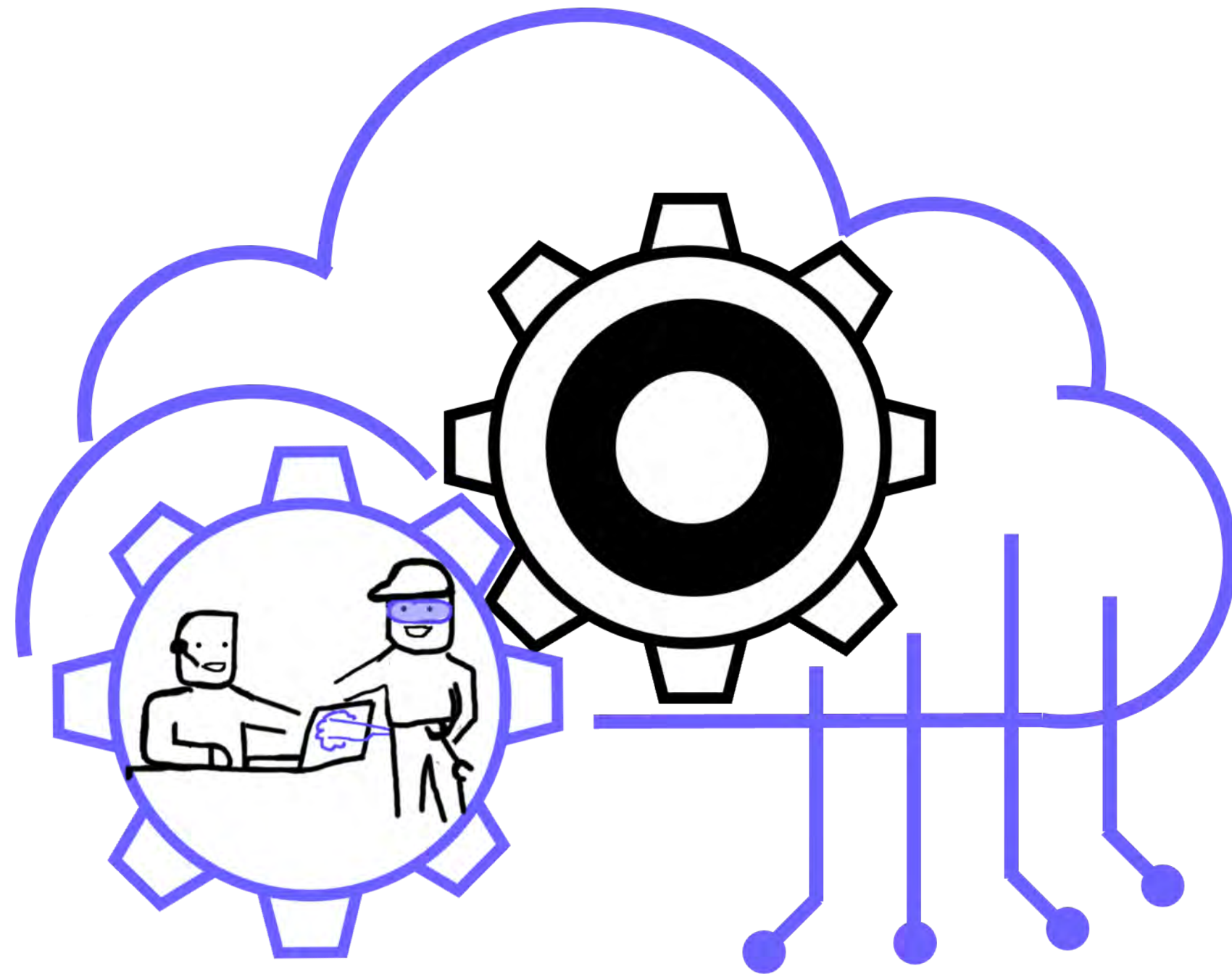
*Submitted by*

**Thomas Georg Nonnenmacher**

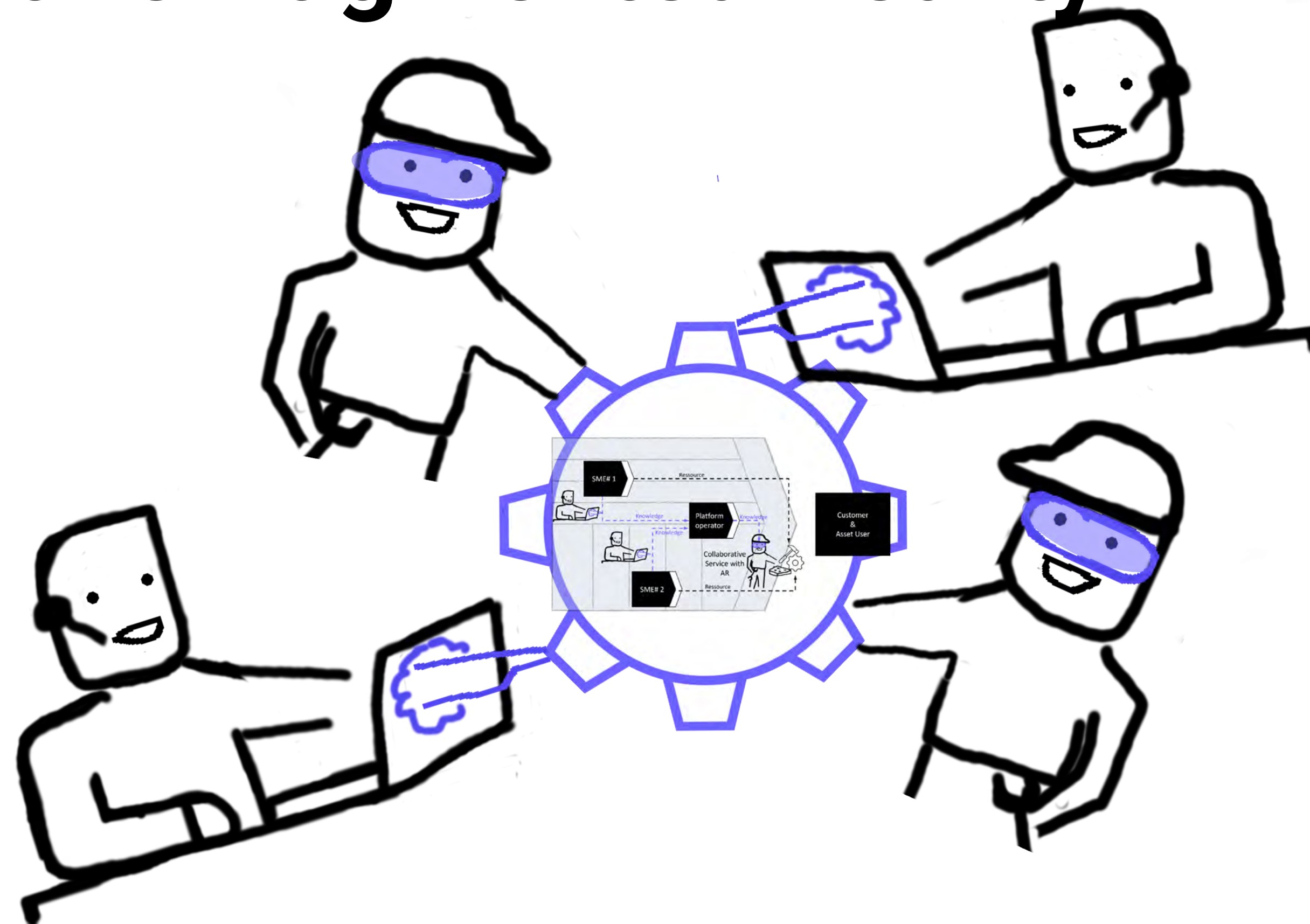
# Augmented Reality provides seamless knowledge transfer



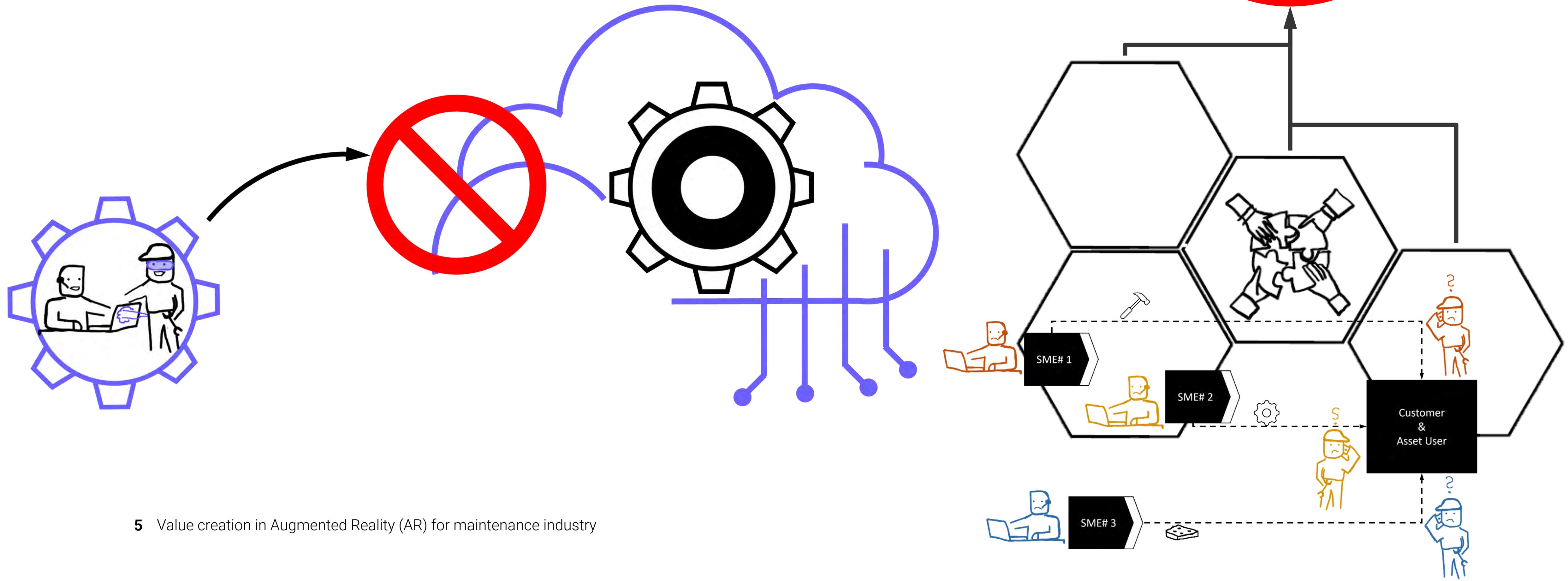
# Chances and Challenges for the maintenance sector of German SMEs



# The Solution looks simple: Collaborative Augmented Reality

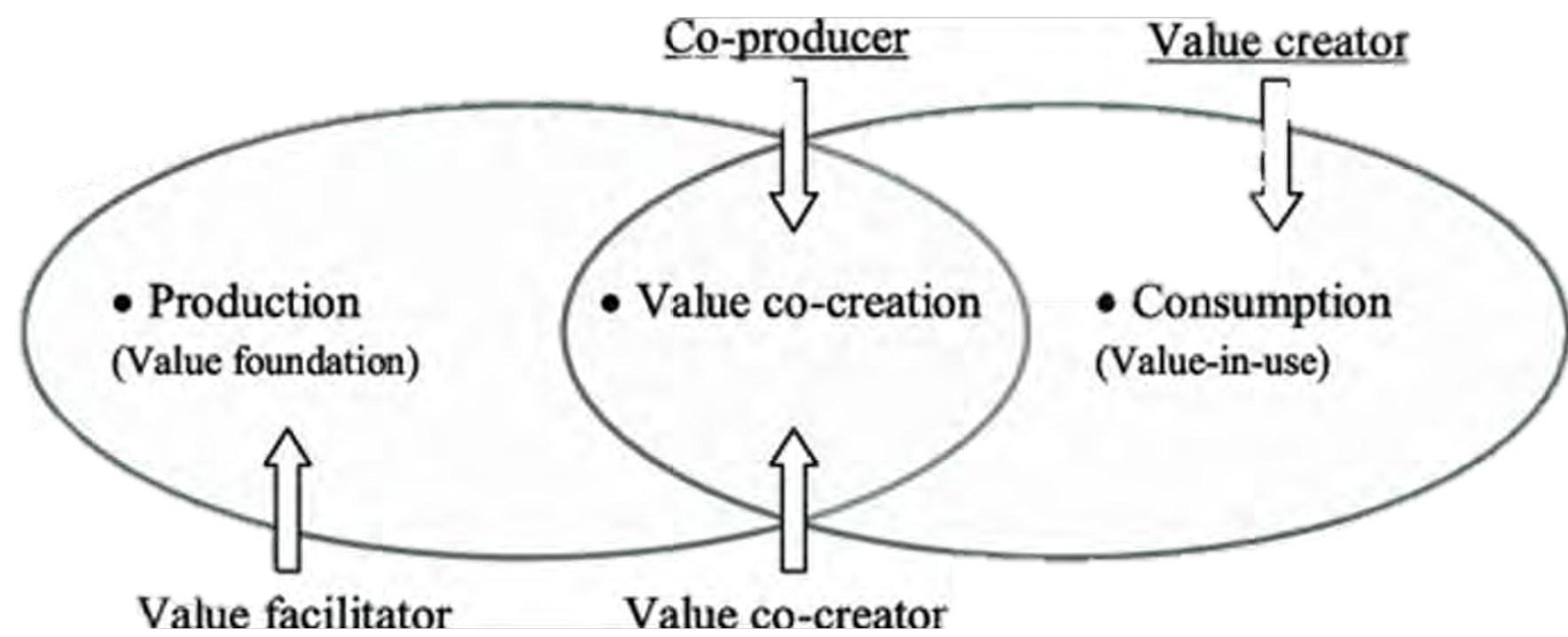


# The Reality is: obstacles are on the way



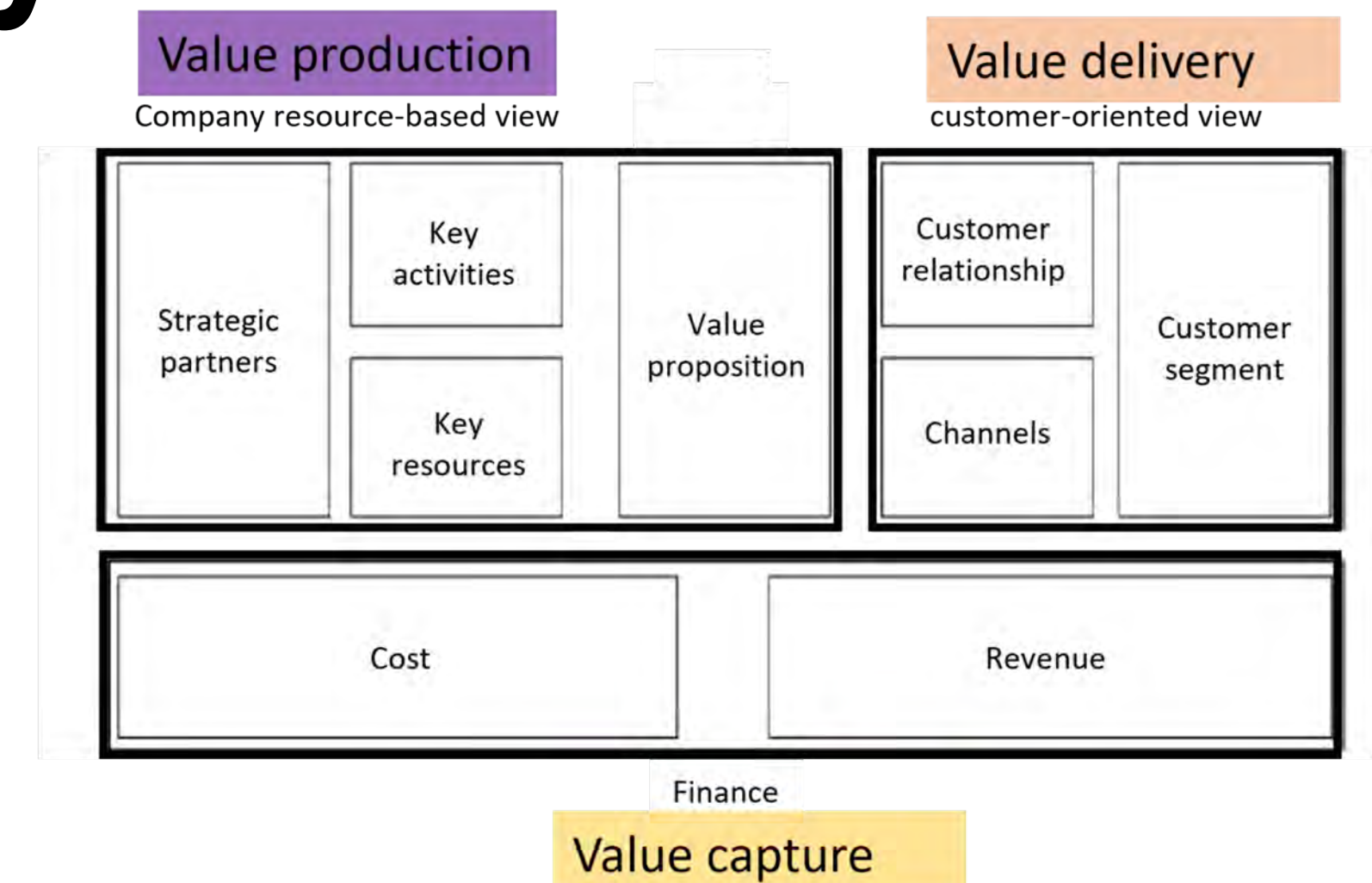
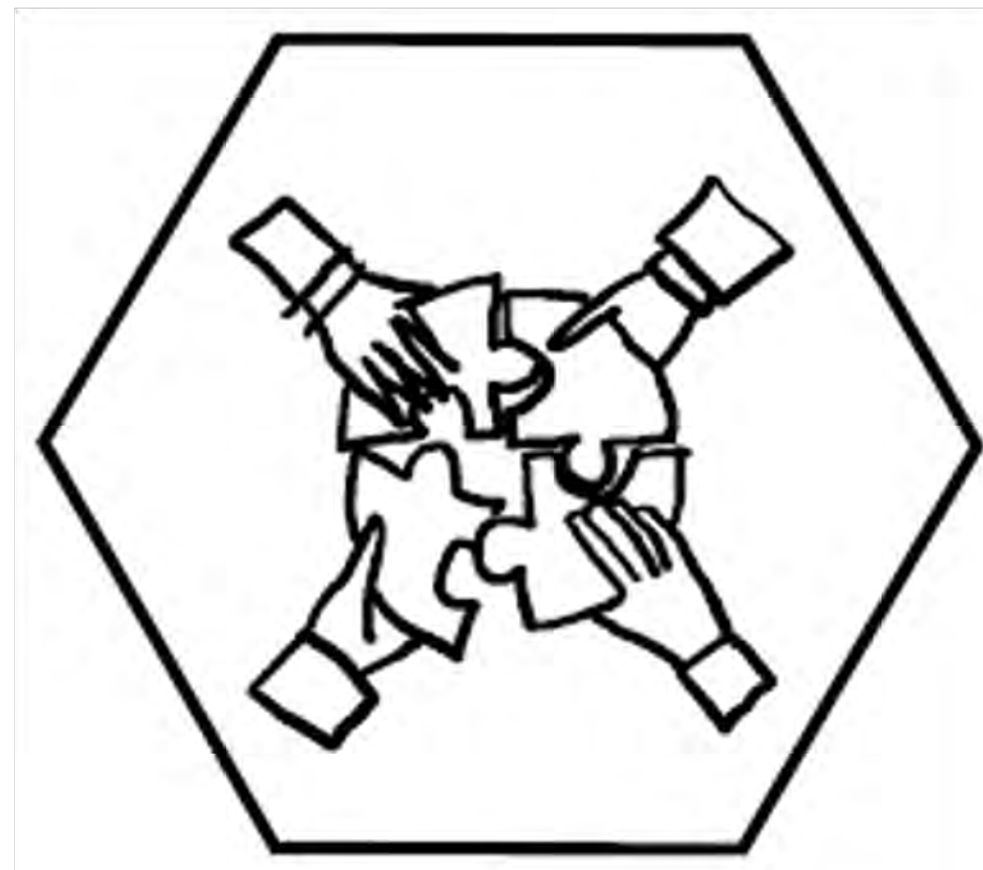
# Fair Distribution of Cost and Revenue

## Approach: Value Creation theory



Reference: (Grönroos and Vornia, 2013)

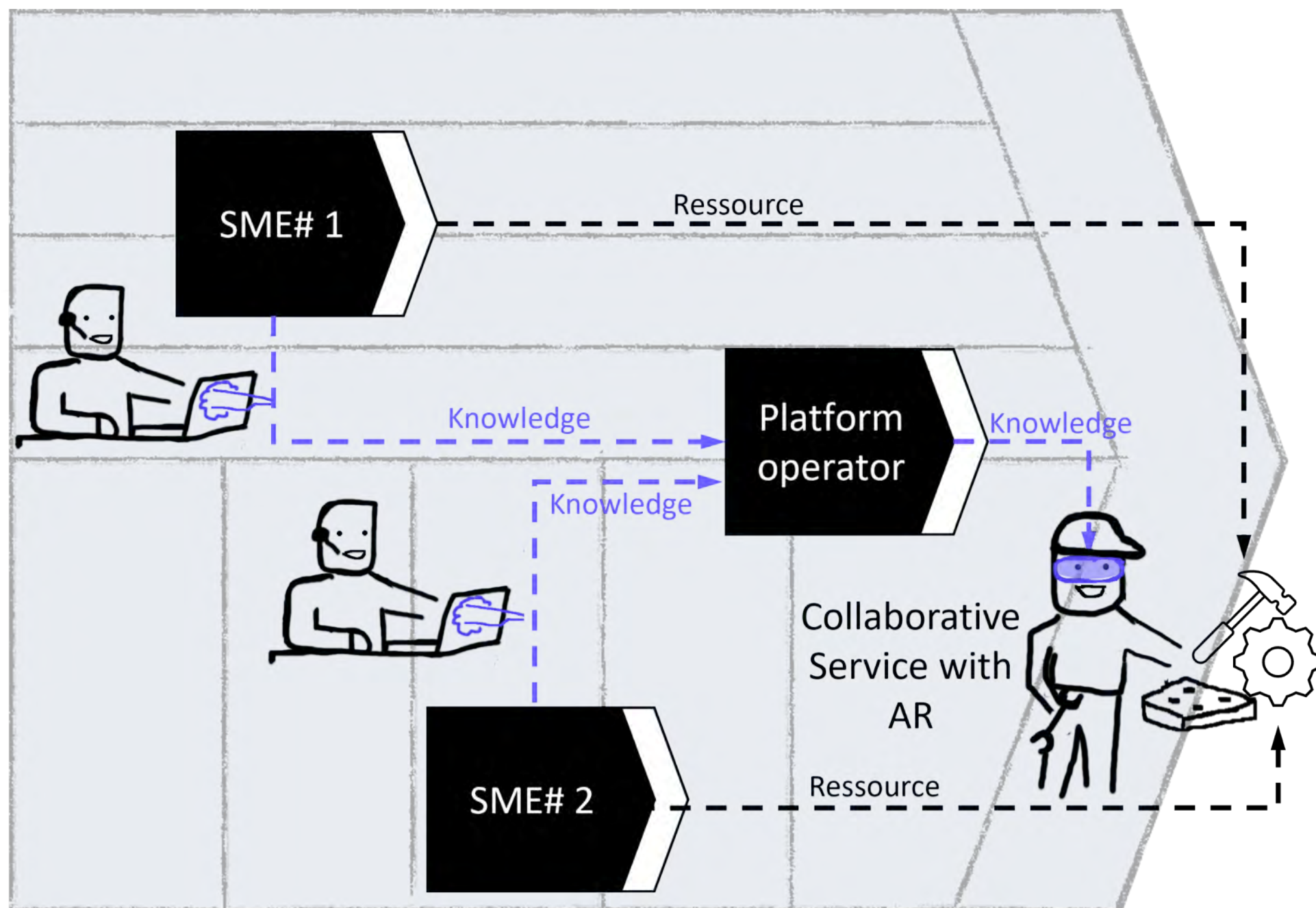
Service Domain Logic helps to understand: where value is created



Reference: (Osterwalder and Pigneur, 2010)

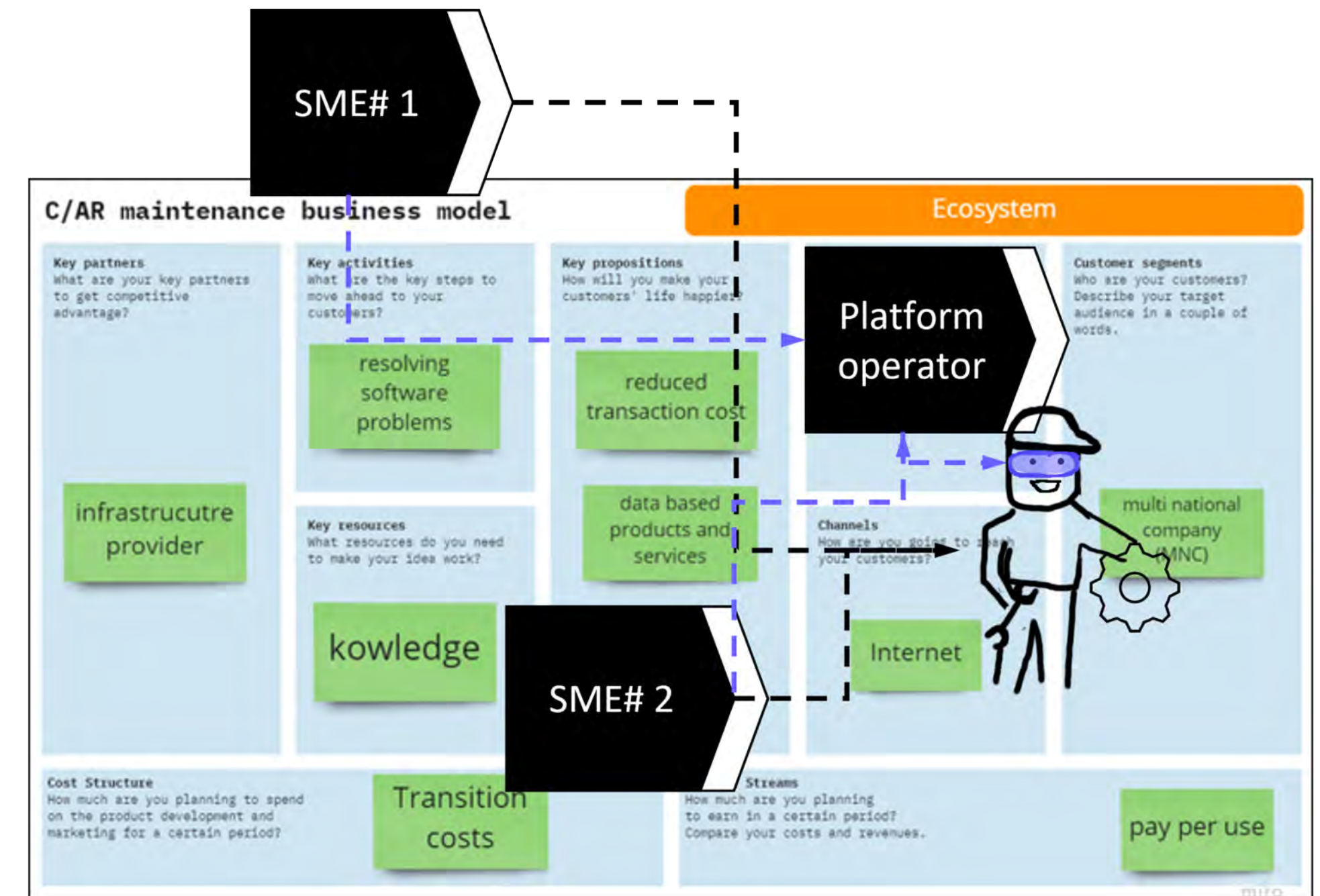
Business Model Canvas helps to understand: How value is created

# a Case Study of a Digital Business Ecosystem revealed Collaborative AR Business Model



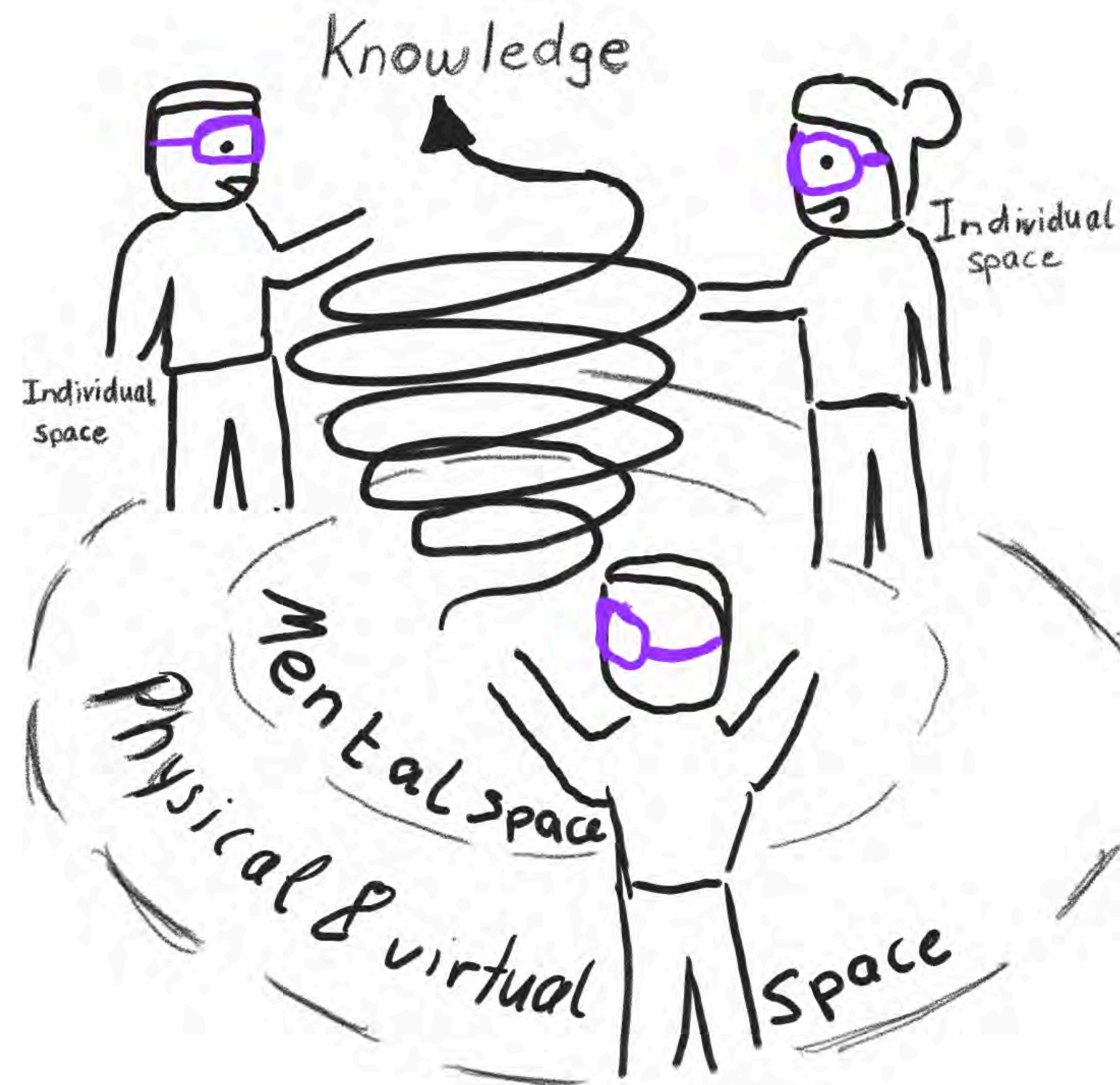
Collaborative AR business ecosystem with a central platform operator

Theory → Practice

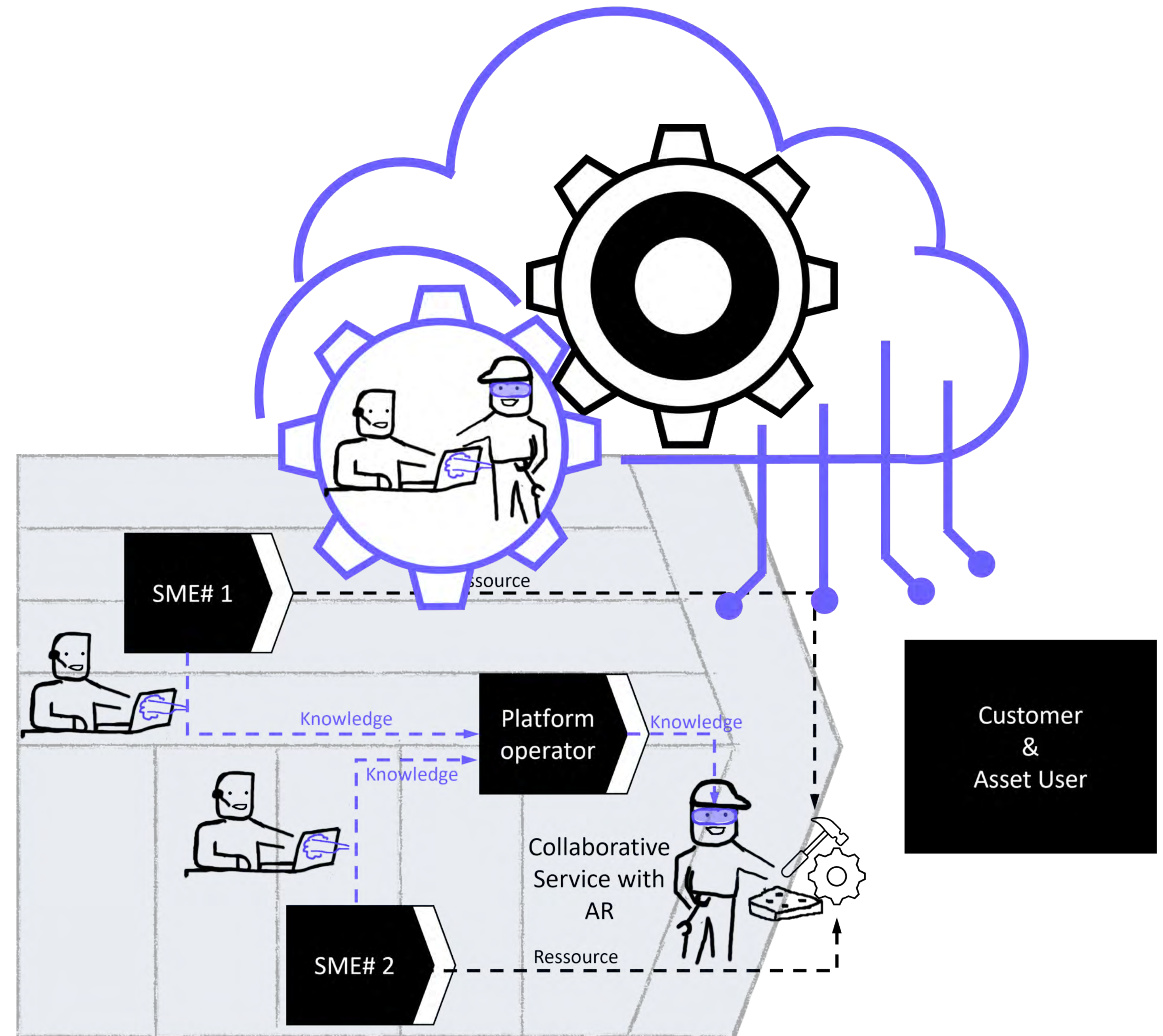


The resulting Business Model Canvas for strategic planning towards collaborative AR

# Implications & Outlook



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Collaborative AR business ecosystem with a central platform operator