



Metaverse Design and Services

The firms with the metaverse skills needed to complete a project

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Much hype has been made about the metaverse. However, very few organizations have fully grasped the impact the metaverse will have on experiences and engagement for both the consumer world and the enterprise. More than just gaming worlds or hardware devices, the metaverse economy brings new opportunities for brands and enterprises to bring their physical presence and 3D digital presences together in one unified offering to their stakeholders—customers, employees, partners, and suppliers.

Previous efforts in extended reality (for example, AR/MR/VR) have not succeeded in recreating the abstraction of the real world. The process to build metaverse worlds will be incremental, and the challenge behind the metaverse is to create metaverse applications, which has been tedious, time-consuming, and slow so far.

Metaverse design and services firms provide external capabilities for brands and enterprises seeking to begin their metaverse journey. Constellation estimates the overall metaverse economy to be worth a market cap of \$68.3B by 2030.

To be included in the Constellation ShortList, vendors need to support at least one of the universal metaverse use cases and have at least 100 dedicated professionals focused on metaverse platforms and metaverse worlds.

13 SOLUTIONS TO KNOW

Constellation evaluates more than 50 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- ACCENTURE
- CAPGEMINI
- COGNIZANT
- COMINTED LABS
- INFOSYS
- JOURNEY
- LANDVAULT
- METALABS
- POLYGONAL MIND
- PUBLICIS SAPIENT
- TATA CONSULTANCY SERVICES (TCS)
- THOUGHTWORKS
- WIPRO

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email ShortList@ContellationR.com for more info.

To learn more about Constellation Research Shortlists visit: www.constellationr.com/ShortList



THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Craft brand strategy
- Determine the desired business outcomes
- Design and build reusable digital assets
- Establish a practice in three or more metaverse development platforms
- Successfully launch at least 50 brands or enterprises in two or more metaverse worlds
- Identify an experience strategy and engagement modality
- Apply analytics, automation, and AI for scale
- Use insights to power a data-driven digital network
- Support for at least two metaverse use cases from the following list:
 - Collaboration and meetings
 - Recruiting
 - Onboarding
 - Training
 - Internal comms
 - Digital twins
 - Advertising and search
 - Marketing
 - Sales
 - Commerce
 - Customer service and support
 - Live events
 - Gaming

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

BUSINESS THEMES

-  Data to Decisions
-  Marketing Transformation
-  Future of Work
-  Matrix Commerce
-  Next-Generation Customer Experience
-  Digital Safety & Privacy



R "Ray" Wang Founder & Principal Analyst

R "Ray" Wang provides insight into how disruptive technologies and new business models—such as digital transformation— impact brands, enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young and Johns Hopkins Hospital.

