



Project Ready Metaverse Vendors

Vendors who can pull off early projects / pilots in the Metaverse in 2024

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.

Metaverses are digital worlds that can parallel physical worlds or create fictional worlds that allow people to do anything they desire in a digital life. Today's metaverse worlds are often walled gardens but future designs will have more interoperability. Constellation estimates the overall metaverse economy to be worth a market cap of \$20.7T by 2030.

CxOs who want to get an early start with metaverse use case in order to gather experience, create differentiation and to be an early adopter can use this list to start (and possibly even go live) on metaverse applications in 2024.

To be included in this shortlist, vendors need to support at least two of the use cases for metaverse, base their offering in the public cloud, utilize AI across the whole meta ecosystem they create and operate, have at least 20+ offerings in general availability by end of 2024 and pilots in the remaining use cases mentioned below. Moreover, they have to be in a strong financial position for the massive investments needed to make the metaverse real in the next years, have at least 100 ongoing customer engagements and operate on at least two of the seven continents.

LIKE WHAT YOU SEE?

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

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

4 SOLUTIONS TO KNOW

Constellation evaluates around **30 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.

-  **GOOGLE – AR CORE / CLOUD XR**
-  **MICROSOFT – MICROSOFT MESH**
-  **META – META HORIZON**
-  **NVIDIA – NVIDIA OMNIVERSE**



THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- A cloud-based solution
- At least one operational offering by end of 2022.
- A number of pilots in above use cases in 2022.
- Financial position to operate and launch metaverse offerings in 2023.
- At least 50 ongoing customer engagements
- At least operational on 2 continents
- Functional coverage of 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
- A cloud-based solution
- At least 20 operational offering by end of 2024
- Leverage AI for the usage and management of meta worlds
- A number of pilots in above use cases in 2024
- Financial position to operate and launch metaverse offerings in 2025.
- At least 100 ongoing customer engagements
- At least operational on 3 continents

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



Technology Optimization



Future of Work



Marketing Transformation



New C-Suite



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.



Holger Mueller VP & Principal Analyst

Holger Mueller focuses on the synergies between people and software. As the hand-to-machine ratio radical-ly changes over the next decade (primary factors: age dynamics and technology innovation), enterprises need to find the appropriate balance between changes in a dynamic workforce and the creation and adoption of next-generation applications, all determining the Future of Work and helping enterprises accelerate. Mueller provides strategy and counsel for key clients, including CTOs, CHROs and CIOs as well as investment analysts, VCs, PE firms and technology buyers.

