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.

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 even 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.

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”.

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

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

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.

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.

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To gain access to massive new computing power, 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
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- Demand can be fully “knowable” and supply constraints are eliminated.
- Smart products will trigger automatic replenishment and routing and shape demand.
- This perfect data will drive even more accurate plans and forecasts.
- Supply chains will finally be able to truly optimize processes, plans, and inventory.

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.