

Transforming AR Shopping with Scalable Solutions

Client Overview

A leading augmented reality (AR) retail technology company sought to democratize AR shopping by making its AR Try-On technology accessible beyond enterprise clients. Traditionally available through a high-touch, white-glove model, the company needed a scalable, self-service solution to expand its market reach, allowing small and mid-sized businesses (SMBs) to adopt AR shopping experiences.

The Challenge

The company faced three key obstacles in scaling its AR Try-On offering:

1. **Limited Market Accessibility** – AR Try-On was only available to large enterprises, restricting adoption by SMBs due to the manual, resource-intensive onboarding process.
2. **Lack of Internal Resources** – With teams focused on advancing core AR innovations, the company lacked the time and development capacity to build a self-service solution.
3. **Technology & Software Constraints** – The company did not have the enterprise software expertise to develop and integrate a scalable onboarding system that could support automated sign-up, purchasing, and user management.

Without an automated, scalable approach, the company risked limiting its market growth and delaying adoption among businesses looking to implement AR Try-On at a smaller scale.

The Solution

Vastly's Technology team implemented a scalable automation system that streamlined sign-up, purchasing, and onboarding, enabling businesses to self-serve and adopt AR Try-On with minimal friction.

Key Features:

- **Automated Sign-Up & Purchasing** – Businesses can easily onboard and activate AR Try-On without manual intervention.
- **Self-Service Platform** – SMBs can adopt AR shopping experiences without requiring enterprise-level support.
- **Enterprise-Ready Functionality** – Pre-built features for identity and access management, user onboarding, and service management eliminate the need for in-house development.

By leveraging Vastly's technology, the company launched a minimum viable product (MVP) in under two months, significantly reducing time to market while keeping internal teams focused on AR innovation.

The Results

The automated, scalable solution transformed how businesses access and implement AR Try-On technology, delivering:

- **Faster market expansion**, allowing SMBs to onboard seamlessly without enterprise-level barriers.
- **Increased accessibility**, enabling businesses of all sizes to integrate AR Try-On without manual setup.
- **Accelerated deployment**, launching an MVP in under two months while ensuring internal teams could stay focused on core AR advancements.

This flexible self-service model made AR shopping technology more widely available, unlocking new revenue opportunities and expanding the company's reach beyond enterprise clients.

Next Developments

Vastly and the company continue to enhance automation, customization, and scalability with future improvements including:

- **Advanced analytics & reporting** – Providing businesses with insights on AR Try-On engagement and performance.
- **Expanded self-service tools** – Further reducing onboarding friction for new customers.
- **Deeper integrations** – Enhancing compatibility with eCommerce platforms to streamline AR adoption.

This ongoing innovation ensures the AR Try-On solution remains scalable, accessible, and adaptable to evolving business needs.