Virtual Worlds: 
Emerging Business Value

Michael Rowe
3D Internet Champion
June 15, 2007
Agenda

- Internet Evolution
- Emerging Business Value Scenarios
- Driving towards Interoperability
- Integrating Business Function
Internet Evolution – Business Goals

- Build a flexible enterprise
- Accelerate collaborative innovation
- Exploit new customer channel
- Enhance learning and growth capabilities
Early Business Scenarios

- Commerce
- Collaboration and Events
- Education and Training
- Process Management and Rehearsal

...emerging new business applications...
Early Business Scenarios – Implications

- Transform customer experiences
- Improve business processes
- Connect real and virtual worlds

...satisfying two key aspects of being human – our innately social and visual natures ...
Multiple Platforms Require Interoperability
SOA and Virtual Worlds go Hand in Hand