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The next era of business innovation

How spatial computing is redefining workflows and decision making

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As organizations navigate an increasingly complex digital landscape, **spatial computing** is emerging as a game-changer for businesses. By integrating **virtual reality (VR), augmented reality (AR), the Internet of Things (IoT), and Al-driven analytics**, spatial computing enables businesses to seamlessly merge the **physical and digital worlds**, unlocking new levels of efficiency and innovation.

But what is spatial computing? Until now it was defined as any **data processing that takes place away from the datacenters**. It is still true, but in the year 2025 processing data is not enough to allow a device to make it into the technology trends. Today we require those scattered computers to apply **cutting edge technologies** to improve work efficiency, wellbeing or safety. To form a **new way users cooperate with their environment** by providing monitoring data, visualizing it on the shopfloor, allowing people that are thousands kilometers apart to work together.

According to **Deloitte's Tech Trends 2025** report, this technology is set to **redefine collaboration, enhance** decision-making, and improve cross-functional workflows. Industries such as manufacturing, healthcare, and logistics are already leveraging spatial computing to improve operational accuracy and workforce productivity.

"Spatial computing contextualizes business data and makes complex technical details more accessible. It allows employees across different functions—whether in supply chain, marketing, or engineering—to interact with information in a more intuitive way," says Maciej Żwirski, Partner Associate at Deloitte Consulting Central Europe.

Driving business transformation through spatial computing

Traditional technical ecosystems naturally **silo information** within pockets of specialization, making crossfunctional collaboration challenging. Spatial computing addresses this by providing:

- Enhanced visualization Employees can interact with 3D models, real-time simulations, and interactive dashboards, gaining a clearer understanding of complex data.
- Improved efficiency By integrating digital twins and AI-powered assistants, businesses can optimize operations, reduce errors, and streamline workflows.
- Better decision-making Spatial computing bridges the gap between business and technical data, enabling leaders to make informed strategic choices based on real-time insights.

One notable application comes from the world of **sports analytics**. **Benfica Football Club** utilizes **AI and digital twin technology** to **analyze player performance and optimize training strategies**, a concept that can be extended to various industries looking to refine operational efficiency.

Preparing for the future of work

Beyond enhancing business operations, spatial computing is **reshaping how organizations train employees and engage with customers**. With the rise of mature applications of **multimodal AI and agentic AI**, companies must proactively explore how to create new models of human-machine collaboration and integrate them into their long-term digital strategies.

"As spatial computing continues to evolve, businesses that adopt it early will gain a competitive advantage by fostering innovation, improving agility, and creating more immersive customer experiences," Żwirski adds.

Next steps for CIOs

For CIOs and technology leaders, spatial computing represents more than just an emerging trend—it's a **strategic imperative**. Organizations looking to stay ahead should:

- Assess current infrastructure Identify how spatial computing can complement existing digital initiatives.
- Invest in employee training Ensure teams are equipped with the skills to leverage these advanced tools.
- Prioritize interoperability Develop systematic data pipelines that integrate internal and external multimodal streams data for a seamless digital transformation.

As **Tech Trends 2025** highlights, **spatial computing is not just the future—it's happening now**. Businesses that embrace its potential will be better positioned to drive **productivity, innovation, and long-term success** in an increasingly digital world.

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