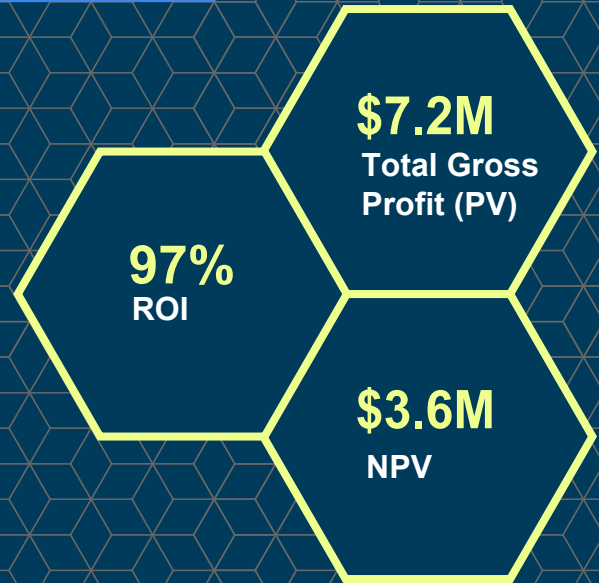
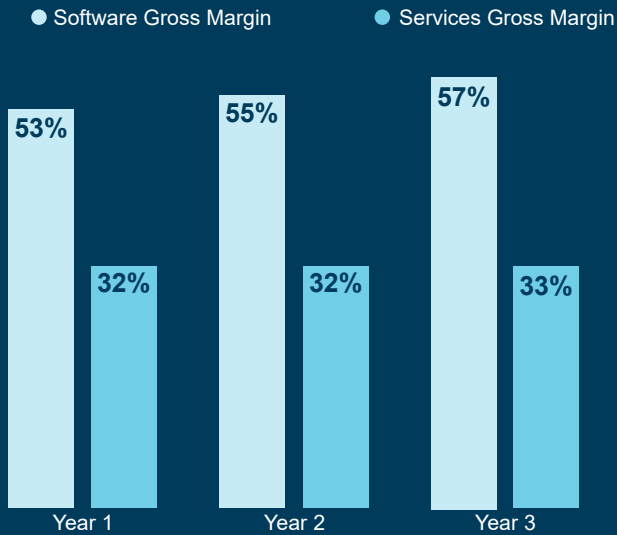


# The Microsoft Mixed Reality Business Opportunity for Independent Software Vendors

FORRESTER®

Forrester concluded that ISVs that build commercial-grade mixed reality applications achieved the following three year business impacts.

## Mixed Reality ISV Gross Profit Margins



## ISVS CONSUMING AZURE ARE LARGER AND MORE PROFITABLE



**264%** higher mixed reality practice revenues

**28%** more mixed reality customers



**15%** higher mixed reality software gross margins

## VOICE OF THE PARTNER

“Today, we currently have around 30 to 40 licensed customers and we’re planning to double our revenues year-over-year. This growth won’t only come in terms of our customer count, but in terms of the deal size and the user count in our licensing agreements.”

*CEO and founder, Global ISV*



**91%**

Average projected mixed reality revenue growth across interviewed ISVs over the next 12-calendar months



Read the full study

This document is an abridged version of a case study commissioned by Microsoft titled: The Microsoft Mixed Reality Business Opportunity for Independent Software Vendors: A Total Economic Impact Partner Opportunity Analysis, July, 2019.

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