



USE CASE :

Métiers360 and Matts Digital,
Revolutionising career guidance through
virtual reality



INTRODUCTION

In an increasingly digital world, virtual reality (VR) is emerging as an essential tool for reinventing learning and career guidance methods. Métiers360, a pioneer in this field, offers a unique immersive solution that allows young people to discover a wide variety of professions and better define their professional future. Thanks to immersive learning techniques and a dedicated mobile application (webapp), Métiers360 now offers the most extensive catalogue of immersive experiences for exploring the professional world.

Aimed at educational guidance professionals (secondary schools, sixth form colleges, apprenticeship training centres and local authorities such as regions and departments) as well as those involved in employment integration (local missions, Pôle Emploi, GRETA), this solution is widely used. Every month, between 20,000 and 30,000 young people use it to explore different career options and structure their career plans. By bringing a multitude of professions and professional environments to life, Métiers360 adds concrete value to the work of schools, local authorities and professional integration organisations, offering young people a realistic and motivating understanding of possible careers. Métiers360 currently manages a fleet of more than 10,000 virtual reality headsets.

With rapidly increasing demand and the expansion of its service nationwide and in the French overseas departments and territories, Métiers360 faced complex logistical challenges. Transporting and maintaining a large fleet of VR headsets, as well as meeting its partners' availability requirements, required extensive logistical expertise. To guarantee an optimal customer experience and the reliability of its services, Métiers360 sought a partner capable of handling large-volume logistics while ensuring high quality service within tight deadlines. It was in this context that Matts Digital, a specialist in AR/VR solutions and services for professionals, was recommended to Métiers360.



Source : metiers360.com/

With its experience in logistics project management and its ability to provide large-scale immersive solutions, Matts Digital immediately offered tailored support. The collaboration between the two companies made it possible to structure an optimised logistics process to meet the specific needs of Métiers360.

By ensuring the delivery of large volumes of VR headsets, with operations such as sending 556 headsets to the Bourgogne-Franche-Comté region, Matts Digital has been able to meet logistical challenges smoothly and reliably. This use case illustrates the synergy between the two companies, which has enabled Métiers360 to continue its expansion while ensuring the efficient distribution of its equipment within strict deadlines, thus meeting the expectations of its customers and partners.

PART I - A MEETING MEETING

Métiers360 : A key player in immersive education

Métiers360 has established itself as a leader in the field of immersive education, distinguishing itself as a leader in the creation of virtual reality (VR) solutions dedicated to career guidance and professional training. With a resolutely innovative approach, Métiers360 offers immersive experiences that transport users into realistic work environments, providing a concrete and lively discovery of different professions. By integrating immersive learning techniques, their solution allows learners to explore a variety of professional sectors, from healthcare to industry, crafts and services, in conditions that faithfully reproduce the realities of each profession.

The main objective of Métiers360 is to facilitate career guidance by providing an in-depth understanding of different professions and the skills they require. This immersive approach promotes not only the acquisition of theoretical knowledge, but also practical skills, which are often difficult to convey through traditional teaching methods. By allowing young people to 'experience' professions in a virtual environment, Métiers360 helps learners to better envisage their future careers, assess their suitability for certain fields and develop professional skills. In addition, this solution is aimed at both guidance professionals (secondary schools, sixth form colleges, training centres) and organisations working in the field of integration and return to work, thus meeting the needs of a variety of audiences and institutions.



Source : metiers360.com/

Meeting with Matts Digital

In 2022, Métiers360 reached a key milestone in its growth, with a significant increase in the number of training organisations using its solutions, leading to growing demand for virtual reality headsets. Seeking a partner capable of handling this increase in demand, Métiers360 was put in touch with Matts Digital through a mutual partner. Matts Digital, recognised for its expertise in AR/VR solutions and its ability to manage complex logistics projects, quickly emerged as the natural choice to support Métiers360 in this crucial phase of its development.



The challenges for Métiers360

Faced with rapidly growing demand, Métiers360 needed to ensure smooth and rapid distribution of virtual reality headsets to its customers in France and its overseas territories. This phase represented a strategic challenge for the company, as customer satisfaction depended on its ability to respond effectively to their equipment needs. The partnership with Matts Digital made it possible to overcome logistical challenges and optimise the management of equipment shipments.

Métiers360 needs and objectives

One of the main challenges for Métiers360 was to manage the increase in helmet volume efficiently in order to guarantee on-time deliveries twice a year. The project included a special operation with the Bourgogne-Franche-Comté region, requiring the delivery of 556 helmets in multiple recurring shipments to more than 80 organisations, followed by other deliveries of this type for the French overseas departments and territories. The collaboration with Matts Digital also aimed to relieve Métiers360 of the logistical complexity by taking charge of the transport, storage and delivery of equipment throughout France, allowing the company to focus on developing its services.



Source : Matts Digital



Source : Matts Digital

PART II - A STRATEGIC MEETING

Establishment of the partnership

From the outset, Métiers360 clearly defined its expectations and strategic requirements, particularly with regard to equipment volumes and delivery times needed to ensure smooth deployment. To ensure optimal management, the Métiers360 teams worked closely with Matts Digital, their logistics partner, to design a detailed action plan, including team training and the implementation of customised procedures tailored to the specific requirements of the project.

As part of this process, Matts Digital also organised warehouse visits with its industrial partner, Itancia, and Métiers360 to gain a better understanding of stock management and equipment handling processes, from receipt to dispatch.

This transparency strengthened the trust between the two companies, establishing a partnership based on communication, trust and mutual commitment.

Thanks to this proactive approach, Matts Digital has been able to build a strong and lasting relationship with Métiers360, based on transparency, efficiency and a thorough understanding of the requirements of each phase of the project. This optimised operational structure has enabled Métiers360 to continue its development with confidence and to anticipate the next stages of its expansion.



Source : metiers360.com/



Source : Matts Digital

Project organisation

The partnership with Matts Digital began with a large-scale project in Bourgogne-Franche-Comté, requiring the delivery of more than 500 VR headsets in a single shipment. This project marked the beginning of the collaboration between the two companies and represented a major logistical challenge.

Matts Digital mobilised its expertise to coordinate teams, implement efficient procedures, and manage stock and shipments.

Optimised logistics management

One of Matts Digital's main strengths lies in its ability to organise logistics in a smooth and efficient manner. Thanks to a solid structure and strategic industrial partnerships, notably with Itancia, Matts Digital has been able to establish a robust supply chain capable of handling large volumes of VR equipment while ensuring consistent service quality.

Itancia stands out thanks to its vast 35,000 m² warehouse and 30 years of experience in logistics and electronic repairs. This in-depth expertise enables Matts Digital to optimise stock management and product distribution, offering exceptional responsiveness to Métiers360's needs. In addition, regular visits by Métiers360 teams to Itancia's facilities ensure rigorous validation of each stage of the logistics process, from inventory management to shipping.

This strong partnership guarantees not only product traceability, but also a superior level of service for all Matts Digital customers.



Source : Matts Digital



Source : Matts Digital

Communication: the key to success

The success of this partnership relies heavily on the quality of communication between the two teams. Weekly follow-up meetings with Stéphane, the contact person at Matts Digital, and Métiers360 have established a structured and effective communication framework, promoting optimal coordination. These regular meetings are essential for synchronising exchanges and sharing crucial information, while anticipating potential challenges.

Indeed, this close communication played a fundamental role in ensuring that operations ran smoothly. It helped to avoid delays and ensure that Métiers360's customers received their VR headsets on time. By establishing constant dialogue, the teams at Matts Digital and Métiers360 were able to develop a relationship of trust, ensuring responsiveness and adaptability in the face of market demands.

PART III - RESULTS AND BENEFITS OF THE PARTNERSHIP

Tangible results for Métiers360

Thanks to optimised logistics, Métiers360 has strengthened its ability to manage large scale projects, while ensuring structured and rapid development.

- More than **550 VR headsets delivered** during the operation in Bourgogne Franche-Comté, effectively meeting customer expectations.
- Accelerated **national expansion**, with smooth and regular deployments in France and its overseas territories.
- **Enhanced customer satisfaction**, thanks to optimised equipment availability and guaranteed delivery times.

By focusing entirely on its core business, the development of immersive educational solutions, Métiers360 continues to establish itself as a key player in immersive education.



Source : metiers360.com/

The impact on Métiers360's growth

Métiers360 has been able to meet growing customer demand while avoiding the logistical constraints that could have slowed its expansion. The benefits have translated into greater customer satisfaction, better inventory management, and peace of mind in terms of delivery. In addition, regular exchanges between teams have made it possible to quickly adjust processes to Métiers360's changing needs.

By delegating logistics management, Métiers360 has been able to refocus on its core business: developing immersive solutions and improving the user experience. Optimising deliveries and implementing rigorous monitoring has made it possible to avoid delays, ensure continuous availability of equipment and anticipate stock requirements. This partnership has enhanced customer satisfaction and service reliability, consolidating Métiers 360's position as a key player in immersive education and accelerating its long-term development.

Matts Digital's adaptability has also been a determining factor for Métiers 360, which continues to evolve in a constantly changing sector. Building on this partnership, the company is now better prepared to face future challenges, whether it be meeting even greater demand or expanding its services internationally.



CONCLUSION

The partnership between Métiers360 and Matts Digital has enabled major logistical challenges to be overcome while supporting Métiers360's rapid growth. By establishing itself as a trusted partner, Matts Digital has demonstrated its ability to meet the specific needs of Métiers360, while providing flexibility and adaptability that are essential for the future.

This collaboration has allowed Métiers360 to focus fully on its core business: creating innovative immersive solutions for education. By outsourcing logistics management to Matts Digital, the company was able to relieve itself of concerns related to the shipping and distribution of its VR headsets. This not only improved operational efficiency, but also allowed Métiers360 to develop and enrich its catalogue of immersive experiences, thereby strengthening its position as a **leader** in the field of **career guidance**.



Source : metiers360

The success of this partnership illustrates the importance of a strong and fluid relationship between complementary companies. Through open communication and a mutual understanding of objectives, Métiers360 and Matts Digital have been able to create a beneficial synergy that has overcome logistical obstacles and ensured reliable and fast delivery. This approach paves the way for new opportunities for joint development, whether through expanding offerings, optimising processes or exploring new markets.

In conclusion, the partnership between Métiers360 and Matts Digital is an exemplary example of how strategic collaborations can transform challenges. opportunities, thereby strengthening the capabilities of both entities and laying the foundations for sustainable growth in the future. As the educational landscape continues to evolve with the rise of immersive technologies, this alliance appears well positioned to meet the changing needs of learners and guidance professionals, while exploring new horizons in the field of virtual reality and immersive education.





"The large-scale deployment of our VR headsets required effective logistics management to ensure smooth and reliable distribution to our partners in the United Kingdom and its overseas territories. By collaborating with Matts Digital, we were able to optimise these logistics and guarantee the continuous availability of our equipment. This allows us to focus fully on our mission: to offer an immersive experience to professionals in the fields of educational guidance, integration and return to work, in order to provide the best possible support to young people as they discover different careers and their professional future."

Hanane ZAKHBAT-SURTOUR
Secretary General at Métiers360



Métiers360 is an innovative service dedicated to career discovery, which uses immersive learning techniques, including virtual reality, and a mobile application (web app) to offer a wide range of immersive experiences. This service is primarily aimed at professionals working in educational guidance, youth employment integration, youth information, and return to work. Every month, between 20,000 and 30,000 young people explore their career plans thanks to Métiers360. The company collaborates with various partners, including OPCOs, professional branches, companies and local authorities, to promote career fields and facilitate access to professional information.

To find out more about MÉTIERS360, visit their website: <https://www.metiers360.com/>



Matts Digital is a value-added distributor specialising in Virtual Reality (VR) and Augmented Reality (AR) solutions. We offer a comprehensive range of headsets, peripherals, accessories and hygiene products, as well as unique professional services in this field. Our significant industrial and logistical capacity allows our customers to confidently plan the deployment of their large-scale ARVR projects, both in France and internationally.

To find out more about Matts Digital, visit our website: <https://www.matts-digital.com/f>

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