



IBM Maximo 8.0 Moving to an Integrated Suite of Applications

May 21, 2020

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IDC's Quick Take

The [IBM Maximo 8.0](#) release is a big strategic move from a collection of separately licensed software and add-ons to one integrated suite of applications. IBM Maximo Application Suite offers nine applications, packaged in three concurrent licensing access types. The three types are targeted toward technicians, the base user (comparable replacement for today's IBM Maximo EAM user), and a premium user (to leverage IBM Industry Solutions and predictive maintenance capabilities). The application has been re-architected for multicloud deployment using the Red Hat OpenShift container platform. IBM also modernized the interface and infused AI into the predictive capabilities and user experience. The suite approach to IBM Maximo 8.0 provides on-premises customers with the same product and licensing updates as those on the cloud. With a focus on making its cloud-enabled suite easier to provision and use, IBM is counting on increased user engagement and attracting new accounts.

Product Announcement Highlights

As part of its IBM Academy event on May 13, IBM announced major changes in how it delivers and deploys Maximo software. Emphasizing essential intelligence for asset management and resilient operations, the software is updated in three main ways: a move to an application suite, flexible licensing, and multicloud deployment.

Integrated Suite of Applications

The existing IBM Maximo product as well as an array of add-on asset performance management (APM) and enterprise asset management (EAM) products are now delivered in one comprehensive and concise suite of applications. The nine planned applications are:

- **IBM Manage:** The "core" Maximo EAM product to deliver intelligent asset management and is available in specific industry accelerator packages, preconfigured to meet requirements in transportation, aviation, civil infrastructure, oil and gas, life sciences, and energy and utilities
- **IBM Monitor:** Monitoring and detection of anomalies
- **IBM Mobile:** Technician work execution
- **IBM Scheduler Plus:** Work management
- **IBM Health:** 360 view of assets
- **IBM Predict:** Predict and prevent failures
- **IBM Visual Inspection:** Visual anomaly detection
- **IBM Assist:** Prescriptive assistance
- **IBM Safety:** Actionable insights for worker safety

IBM is launching IBM Maximo 8.0 with IBM Manage and IBM Monitor, then adding IBM Health and IBM Predict in 3Q20. The IBM Monitor, IBM Health, and IBM Predict applications combined make up the APM functionality. Artificial intelligence is used throughout the suite. The IBM Assist application uses AI

to serve up relevant content to help technicians perform their job. IBM Health and IBM Predict use AI and advanced algorithms to move companies from condition-based to predictive maintenance.

The revamp of IBM Maximo Anywhere, the mobile application, is expected in 4Q20 or 1Q21. The modernized mobile experience will include a highly visible blue button to guide the user to necessary information most relevant at certain points in time.

Flexible Usage

The new licensing model is a big change for customers accustomed to user-based pricing and individual contracts for each product. With the application suite, IBM will have one master contract with customers for AppPoints, which can be easily increased or decreased. With single entitlement across the suite, customers don't have to sign new contracts for each add-on, reducing hassle for customers and minimizing transaction costs for IBM.

IBM Maximo 8.0 is going to market with three access types:

- **Limited Concurrent User (5 AppPoints)** — Designed for users needing only a portion of IBM Maximo capabilities, such as technicians, inventory clerks, purchase managers, or maintenance supervisors, and includes IBM Manage, IBM mobile applications, and IBM Monitor
- **Base Concurrent User (10 AppPoints)** — Equivalent to today's IBM Maximo user and allows full access to IBM Manage, IBM mobile applications, IBM Monitor, IBM Scheduler Plus, and IBM Health
- **Premium Concurrent User (15 AppPoints)** — For any user who wants to take advantage of Industry Solutions as well as the full predictive maintenance capabilities, including IBM Manage, IBM Monitor, IBM Scheduler Plus, IBM Health, IBM Predict, and IBM mobile applications

Multicloud Deployment

The re-architected IBM Maximo 8.0 is built on RedHat's OpenShift container platform for multicloud and hybrid installation. The infrastructure-independent platform will be able to run on IBM Cloud, AWS, Azure, or private cloud. Overall, the solution offers streamlined packaging, provisioning, and licensing. Users will have access to an admin portal where they can easily download a new app. The suite approach offers flexibility to start at any point in the asset life cycle and expand. For example, a customer could use the IBM Predict application without subscribing to IBM Manage by integrating with a different EAM system. The suite approach to IBM Maximo 8.0 provides on-premises customers with the same product and licensing updates as those on the cloud.

IDC's Point of View

Following decades of being one of the most widely used on-premises EAM solutions, IBM faces the challenge of supporting customers of 20+ years in transitioning to the cloud. IBM needed to do more than throw the existing product into the cloud, which it has done by positioning with more capabilities such as AI. The AI capabilities from Watson, as well as the OpenShift Kubernetes platform from the Red Hat acquisition, opened the door for this welcome change. IBM TRIRIGA is expected to modernize its interface and move to the OpenShift architecture later this year as well. It remains to be seen if and how the licensing and subscription model will change. IDC is expecting the IBM TRIRIGA product to be the next set of IBM announcements in EAM.

IDC continues to see companies moving from on premises to cloud deployments, especially with the business continuity challenges brought about by the COVID-19 pandemic. IBM's perspective is to support on-premises customers when they are ready to move to the cloud based on their needs and timing. IBM Maximo 8.0 also dramatically updated the interface and improves ease of use, an issue many customers have previously raised in their conversations with IDC. Both on-premises and cloud customers will benefit from the user-focused product enhancements.

IBM acknowledges that some customers are still struggling with basic data management and analysis while others are already adopting AI and moving themselves forward quickly. The IBM leadership is prepared to help its clients on their digital transformation journey with new flexible selling options. This approach allows IBM to potentially start building new relationships with existing clients and bringing in new clients because they can provide what is needed now and down the road, instead of a rip and replace of their entire EAM system.

It's clear that IBM wants to move away from the overhead of creating and maintaining contracts for individual applications and add-ons, because the IBM leadership made this point many times. IBM reiterated that the integrated suite strategy is a move to increase user engagement and adoption to bring about longer-term relationships. IBM also recognizes that the traditional licensing model left businesses with significant amounts of "shelfware" that was underutilized. As noted regularly to IDC, IBM Maximo customers do not like buying applications and user licenses they may never use. But these customers had to, so they could operate the entire IBM asset management strategy. The new concurrent licensing model with AppPoints should directly address this issue by giving each user the modules they need and making the entire provisioning process easier. IBM hopes an attractive price per concurrent user will increase the number of users who have access to IBM Maximo and organizations will gain more business value from the system.

When making changes of this magnitude, it can be both a blessing and a curse to have such a loyal user base. IBM is betting the improved experience, new interface, intelligent solutions, flexible licensing, and more deployment options, combined with the modern cloud architecture, will win over existing and new customers. IDC thinks this is a bold move in the right direction for IBM to finally leverage the analytical and computing advantages it has as a company within its EAM, APM, and facility management solutions.

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