

IDC MarketScape: Worldwide AI-Enabled Asset-Intensive Enterprise Asset Management Applications 2025–2026 Vendor Assessment

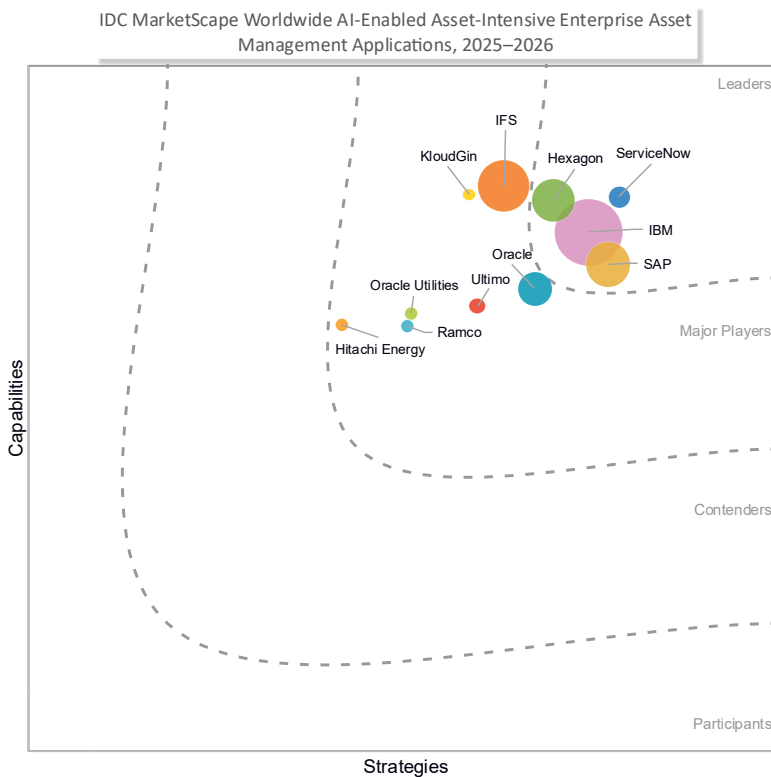
Brian O'Rourke

THIS EXCERPT FEATURES IBM AS A LEADER

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape: Worldwide AI-Enabled Asset-Intensive Enterprise Asset Management Applications 2025–2026 Vendor Assessment



Source: IDC, 2025

Please see the Appendix for the detailed methodology, market definition, and scoring criteria.

ABOUT THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide AI-Enabled Asset-Intensive Enterprise Asset Management Applications 2025–2026 Vendor Assessment (Doc # US52977525).

IDC OPINION

Enterprise asset management (EAM) applications assist with the oversight of asset execution, including maintenance, repair, and overhaul decisions for asset-intensive industries. The goal of an EAM application is to automate, improve, and anticipate maintenance needs. This IDC MarketScape helps organizations evaluate the EAM application market landscape for asset-intensive applications. It is a highly competitive market, and buyers have their pick of vendors.

Organizations have adopted sensors, compute, and IoT to enable more autonomous workflows, which have, in turn, created vast amounts of data that can feed advanced EAM technologies, such as digital twins, AR/VR, drones, and location intelligence models. However, the key advanced technology that is the primary target of this data is AI. Whether AI and ML, generative AI (GenAI), or, increasingly, agentic AI, all are automating workflows and easing the maintenance process of assets in manufacturing, energy and utilities, and oil and gas, in addition to a number of other markets. Buyers should closely consider all aspects of AI available in vendors' offerings and how they conform to the company's plans.

Other segments to consider include reactive, planned, and condition-based maintenance capabilities. Additional functionality for consideration includes spare parts inventory, vendor management, work scheduling, inspections, and reporting. Organizations must also think about key areas that distinguish EAM application vendors today, which are relationship building, configurability, mobility, location intelligence, predictive maintenance, AI, and vision.

Some of the more significant issues for EAM applications customers to consider are:

- **GenAI here:** In the last iteration of this report, published in 2020, AI and ML were beginning to have a significant impact on the EAM market. Since that time, GenAI, which refers to the ability of software to generate new content based on previously created content, has gained prominence. In IDC's April 2025 *Worldwide SaaS Path Survey*, 52% of EAM application customers said that they used GenAI in

the current version of their software. Further, 43% of respondents expected GenAI availability in the next version of the EAM software.

- **Agentic AI arriving:** One hot topic of discussion in 2025 is agentic AI, distinguished by technology that can exhibit agency (i.e., setting goals, making decisions, and taking actions through perception and reasoning). Agentic AI is ambitious, and some of the biggest software vendors in the supply chain intently focus on delivering it within their applications.

Note that the progress in AI of all types is rapid and may be bewildering to many within your business. Companies that were recently developing an approach to GenAI are now having to contend with agentic AI and determine how it fits into their plans. Make certain that the vendor you choose will work closely with you on the proper integration of AI/ML, GenAI, or agentic AI into your workflows.

- **Technologies beyond AI:** With the rush to AI, GenAI, and agentic AI, the emphasis on the rest of the technology buffet in EAM sometimes gets shortchanged. Each year in its *SaaS Path Survey*, IDC asks about technologies that asset life-cycle management (ALM) or EAM application customers are using at scale. According to IDC's April 2025 *Worldwide SaaS Path Survey*, more than 30% of respondents were using five technologies at scale, including IoT, robotics, geospatial/location intelligence, and sensors. These are all up substantially over the 2024 survey and indicate that there is a great deal going on with technology and EAM beyond AI.
- **Relatively slow cloud migration:** EAM is much more established than many enterprise applications, with a history going back several decades. In addition, EAM touches on several economically and strategically sensitive markets, including aerospace/defense, oil and gas, manufacturing, and utilities. In some of the countries involved in these markets, the government requires data to stay in-country and sometimes on premises. This creates a situation where cloud migration can be slower than in some other application markets. In IDC's April 2025 *Worldwide SaaS Path Survey*, over 45% of EAM customers were either on premises or in the private cloud. Only 29% of respondents were only in the public cloud.
- **The importance of mobile solutions:** Mobile solutions are far more important in asset-intensive EAM applications than in many other enterprise software markets due to the mobility of everyone, from technicians to asset and facility managers, in their job functions. The ability to receive work orders on the go and document work immediately upon completion can reduce delays and create a more efficient and productive work environment. Mobile work solutions mean that the organization can not only complete tasks but evaluate the work completed and learn from it. The increased knowledge creates a cascade effect, with the new data used to adjust schedule times, safety procedures, and job

plans for future work. Mobile work solutions can also provide the information necessary to combat the loss of knowledge and experience from the decline of skilled employment. Mobile work applications, combined with scheduling and auto assignment functions, can increase the time techs spend working by eliminating the lag time between work assignments and ensuring that they complete the right work in the right order.

- **Relationships, trust, and customer service:** There is an expectation for an EAM software deployment to be a multiyear relationship in the SaaS era. Look for cultural and technical fits with vendors. Many customer references comment on whether they trust the vendor to deliver on their promises and provide the best experiences. Customers tend to give positive feedback in the categories of communicating the product road map and having an application built for the future, indicating a solid, trusting relationship between many customers and vendors. Often, it comes down to the commitment and expertise of the application vendor's staff, how they guide customers during and after implementation to avoid common pitfalls, and the way they treat customers when it's time for renegotiating contracts.
- **Configurability:** Applications should readily conform to an organization's workflows, nomenclature, and roles. Organizations should have the ability to quickly modify existing fields, add new fields, and rearrange fields to provide different views, as well as report on custom data points. Further, a modern EAM solution provides mechanisms for altering out-of-the-box workflows, such as defining approval processes, generating email alerts, and sending invoices to a financial application. Purchase decision-makers should evaluate how much is configurable via the user interface or by using low-code/no-code tools. When a system is truly configurable, all customers can be on the same code base but still have the product work the way they prefer. Otherwise, organizations may end up adjusting procedures to fit a rigid application or paying to customize and maintain workarounds.

IDC MARKETSCOPE VENDOR INCLUSION CRITERIA

The vendor inclusion list for this evaluation was selected to accurately depict the vendors that are most representative of any given asset-intensive EAM application on a buyer's selection list based on the following:

- The vendor must have a SaaS and/or cloud-enabled offering — on premises-only applications are out of scope.
- The EAM application is available off the shelf without required customization, and customers can purchase it commercially.

- The vendor must have had an EAM application in the market for at least three years.
- The vendor had 2024 revenue in at least two geographic regions (North America, Latin America, EMEA, and Asia/Pacific).
- The vendor had at least \$15 million ARR in EAM software at the end of 2024.
- The vendor had 2024 revenue in at least one of the following three vertical markets: manufacturing, oil and gas, or energy and utilities.

ADVICE FOR TECHNOLOGY BUYERS

EAM applications are evolving rapidly as vendors invest research and development dollars into bolstering, augmenting, and, in some cases, redesigning their EAM applications. In addition, new entrants have come into this market over the last five years. As a result, it is extremely important for end users to understand how vendors and their software are positioned currently and how EAM solutions may be situated in the next five to seven years. Organizations typically make a long-term commitment to their EAM applications because of the costs of migrating data, configuring workflows, training AI models, integrating with adjacent systems, and training a broad user base. It is vital to evaluate the software vendor's strategy, road map, and responsiveness to customer feedback in addition to its present features and functionality. Innovation is an essential part of the decision to buy, so a guiding factor in IDC's vendor research was the platform's functionality and application delivery capabilities in addition to the strategic direction.

Buyers are looking for a technology partner that can rise to the current asset management needs and future needs. Several vendors outlined in this study have focused their EAM applications on specific asset-intensive industries, while others serve organizations across many verticals, such as retail, healthcare, wholesale/distribution, or public sector. The vendors vary in terms of size, experience, levels of support, sales model, and focus on the market. Ultimately, it is about finding the vendor that best suits your needs, sets reasonable expectations, and delivers on them with professionalism and accountability.

The following are a few key steps in the journey to select the right fit among many EAM application vendors:

- **Think about where you want to end up:** Before you choose your EAM vendor and product, think about where your organization stands today. Consider the effectiveness of your maintenance processes and prioritize features that are mission critical. A few key questions to ask regarding the internal factors involved in choosing software are:

- What is your strategy for managing and maintaining assets and equipment?
- Do you currently have an EAM solution? Will it be able to handle your asset management needs for the next three to five years?
- What are your current software needs compared to what you may need in three to five years?
- What aspects of asset management do you want to transform first, and what features do you consider essential now?
- Have you collected digital asset data informally to date? Do you expect your EAM solution to be able to integrate it?
- How much are you willing to spend on the software?
- How many and what types of users will interact with the software? Might third-party contractors interact with the application?
- Are you looking to better define your processes as you implement new technology?
- What industry-specific considerations apply to your software selection?
- What are the organization's internal support resources and capabilities?
- Do your future plans entail any need for on-premises solutions?
- **Systematically decide how to find the right vendor:** With so many options, organizations must take a methodical approach to researching and vetting software packages. Tap into the vast web of software evaluation options, including market research firms, online review sites, and industry associations. A few key questions to ask when researching the software are:
 - Does the vendor have experience in successfully implementing EAM applications in your industry and with a company of your size?
 - Is the vendor knowledgeable about the applicable regulations and guidelines, both locally and globally?
 - What levels of support are available, and can the vendor or partners support all the geographic regions where you operate?
 - Is the ROI achievable? Does the vendor have a track record of meeting the ROI requirements?
 - Does the vendor offer a free or reduced rate short-term trial period for the EAM? If so, is it worthwhile test-driving the software for a limited time?
 - Can the vendor integrate with your organization's other IT systems?
 - What mobile capabilities does the vendor offer for the different user groups within your organization?
 - What purchasing, pricing, and cloud deployment options does the vendor offer?

- How long does it take to implement the software? How quickly can you start using the product?
- **Look toward an agile future:** Maintenance management and IT teams are working together to adopt more innovation for efficiency, autonomy, and competitive advantage. Organizational agility is critical when purchasing software because the applications and vendors must be able to scale up and down to support your changing maintenance operations. A few key questions to ask when considering the growth aspect of choosing a software package are:
 - Is the product updated frequently enough for your needs?
 - To what extent does the vendor currently support your IoT and data management needs? To what extent does it support AI, specifically GenAI and agentic AI, capabilities that will support your company and ease the use of the EAM solution in the future?
 - What innovations is the vendor offering or considering, especially in mobility and location-based services?
 - How will the vendor's strategic investment outlook for the next three to five years impact your business?
 - Is it important for the EAM vendor to be part of a larger corporation? What advantages and drawbacks might that entail?
 - Do you need the EAM software to be part of a larger software package, such as an ERP solution? Do you need the EAM software to be able to communicate with other current software in your company, such as enterprise resource planning (ERP), finance, or procurement?
 - In what ways does the vendor engage with, listen to, and communicate with its customers, and where is customer feedback incorporated in the product road map?
 - Will the vendor be a partner, helping your business grow now and in the long term?

This IDC MarketScape vendor assessment assists in answering these questions and others. The goal of this document is to provide potential software customers with a list of EAM vendors that have taken strides to incorporate these capabilities. IDC has profiled and assessed their capabilities and strategies to support the broad needs of an asset-intensive EAM application.

VENDOR SUMMARY PROFILES

This section provides a brief explanation of IDC's key observations that inform a vendor's position in the IDC MarketScape. While every vendor is evaluated against each

of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

IBM

Following a comprehensive evaluation of IBM's strategy and capabilities, IDC has positioned the company in the Leaders category in the IDC MarketScape on Worldwide AI-Enabled Asset-Intensive Enterprise Asset Management Applications 2025 Vendor Assessment.

IBM's Maximo Application Suite (MAS) now encompasses EAM, APM, and asset investment planning (AIP), reflecting a unified approach to asset life-cycle optimization, with EAM focused on work execution and APM extending into monitoring, health, and predictive functions.

Maximo Manage is the core EAM capability within MAS, supporting key modules such as work management, asset management, supply chain, planning and scheduling, health, safety, and environment (HSE), service management, analytics, and mobility. HSE originated in oil and gas and has since expanded to utilities and manufacturing, broadening its industry coverage.

MAS offers flexible deployment options — from on premises to hyperscalers — with a consistent code base. Customers can self-manage configurations and access MAS SaaS editions directly from IBM's store. The suite supports embedded industry best practices across utilities, nuclear, oil and gas, civil infrastructure, transportation, and aviation.

IBM's energy and utilities portfolio spans power generation, transmission and distribution, water and wastewater, renewables, facilities, and IT. Maximo integrates with Envizi for environmental reporting and ESRI for geospatial data, supporting compliance, outage management, and operational optimization.

Maximo is widely used in manufacturing sectors, including automotive, pharmaceuticals, electronics, and consumer goods. While there is no dedicated Maximo for manufacturing, core functionality supports these industries, often supplemented with mobile and calibration modules.

MAS Suite 9.1, released in June 2024, introduced new features across EAM and APM, with AIP support for oil and gas and utilities. Embedded AI capabilities include work order intelligence for failure code accuracy, similarity tracking to streamline bulk actions, and FMEA Builder to accelerate failure mode analysis. Maximo Assistant, a conversational interface, enables chat-based interaction and is embedded in the desktop experience. Customers can license AI through MAS application points. IBM Research is actively developing agentic workflows for future Maximo releases.

Maximo Mobile supports field technicians, requestors, inspectors, and approvers through a unified app. The AI assistant is not yet available on mobile but is on the road map for future releases.

Quick facts about IBM Maximo:

- **Employees:** 282,200 globally
- **Global reach:** 100 countries with EAM deployments; 152 offices outside the United States; 24 languages supported
- **EAM partners:** 570 technology partners, including over 100 each among independent software vendors, implementation/consulting, and channel/sales
- **Industry focus:** Utilities, oil and gas, government, transportation, and manufacturing
- **Ideal customer size:** Large enterprises with complex international asset portfolios
- **Cloud options:** SaaS and cloud-enabled on premises; deployable on IBM Cloud, AWS, Azure, or Google
- **Mobile support:** Native apps for iOS, Android, and Windows; supports online/offline access
- **Pricing model:** Perpetual and subscription-based licensing options available

Strengths

- **Industry expertise:** IBM Maximo has had a significant presence in the EAM software space for nearly 20 years, and Maximo has had a long history as an independent company before that. IBM actively engages user communities, tapping into its broad and loyal customer base to guide product innovation. Clients value Maximo's industry-specific solutions, citing its extensive capabilities in meeting regulatory demands. Over time, IBM has built a robust global ecosystem of EAM partners with deep sector knowledge.
- **Easily configurable:** With years of refinement, IBM Maximo offers extensive configurability, enabling users, IT teams, and partners to tailor the platform to specific organizational needs without relying on custom code. SaaS deployments can be completed in weeks and surpass customer expectations.

Challenges

- **Playing GenAI catch-up:** IBM was slow to adopt GenAI functionality within Maximo and offered a limited number of use cases through the first half of 2025. The company is addressing the gaps in these areas. Having the watsonx AI platform should help with that process.

- **Appealing to the midmarket:** IBM Maximo is targeted at enterprise clients with a large volume of complex assets and demands. It is sometimes perceived as excessive for organizations with fewer, more uniform assets and smaller organizations where scope, level of functionality needed, and budget are major considerations in their decision-making process. However, the company positions MAS SaaS Essentials to meet the needs of small to midsize organizations.

Consider IBM When

Consider IBM when you are a large enterprise in an asset-heavy sector seeking a flexible EAM solution with rich functionality, backed by a vendor with deep industry experience and proven success.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately

vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behaviors, and capabilities.

Market Definition

This IDC MarketScape evaluation focuses on AI-enabled asset-intensive EAM applications. EAM application software automates many aspects of managing an organization's physical assets. An organization's assets may include facilities, building electrical and mechanical systems, manufacturing equipment, mining machinery, oil rigs, fleets, linear assets (i.e., roads, rail, pipelines, power generation, transmission, and distribution lines), and more. Asset management applications support asset record management, descriptions of items maintained, work order management, and maintenance reporting. EAM applications combine maintenance and asset life-cycle management, following assets from "as built" to "as maintained" and through to decommissioning. Enterprise asset management applications typically include asset tracking and location, spare parts inventory management, maintenance procurement, capital planning, and financial analysis. Many applications also have predictive maintenance, asset performance management, and field service functionality.

Asset-intensive EAM solutions are available on premises, in cloud-enabled models (i.e., hybrid or single-tenant private cloud), and multitenant public cloud SaaS deployments.

LEARN MORE

Related Research

- *What Are the Most Important Attributes When Evaluating an ALM Vendor?* (IDC #US53816325, September 2025)
- *What Technologies Are ALM Customers Using at Scale and Piloting with Their Applications?* (IDC #US53816725, September 2025)
- *The Agentic Evolution of Enterprise Applications — August 2025 Update* (IDC #US53701525, August 2025)
- *Oracle Ushers in the Agentic Age with Oracle AI Agent Studio* (IDC #lcUS53732525, August 2025)
- *Worldwide Asset Life-Cycle Management Applications Market Shares, 2024: Agentic AI on the Horizon* (IDC #US52940625, June 2025)
- *Worldwide Asset Life-Cycle Management Applications Forecast, 2025–2029: GenAI and Agentic AI to Drive Growth* (IDC #US52190825, June 2025)

- *SAP Sapphire 2025: Paving the Future with Your Best. Made Real. No Matter What Lies Ahead* (IDC #US53640625, June 2025)
- *IFS Acquires TheLoops: Industrial AI Enables Pivot to the Digital Enterprise* (IDC #lcUS53645625, June 2025)
- *Hexagon LIVE 2025: Advancing Measurement and Analytics of the Digital and Physical Worlds* (IDC #lcUS52940825, June 2025)
- *IDC ProductScape: Worldwide Computerized Maintenance Management System Applications, 2025* (IDC #US53004225, June 2025)

Synopsis

This IDC study provides an assessment of EAM application vendors and discusses what criteria are most important for companies to consider when selecting an EAM application.

"An EAM software deployment is a long-term relationship, so cultural fit is as important as price and performance," says Brian O'Rourke, research manager, Enterprise Asset Management and Smart Facilities at IDC. "At the same time, if your company needs solutions for advanced technologies, such as agentic AI or digital twins, your vendor must understand your needs and have solutions that work for your company. This combination of fit and need can be difficult to get right, so careful consideration is necessary."

ABOUT IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.).

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