IDC MarketScape

IDC MarketScape: Worldwide Field Service Management Applications 2023-2024 Vendor Assessment

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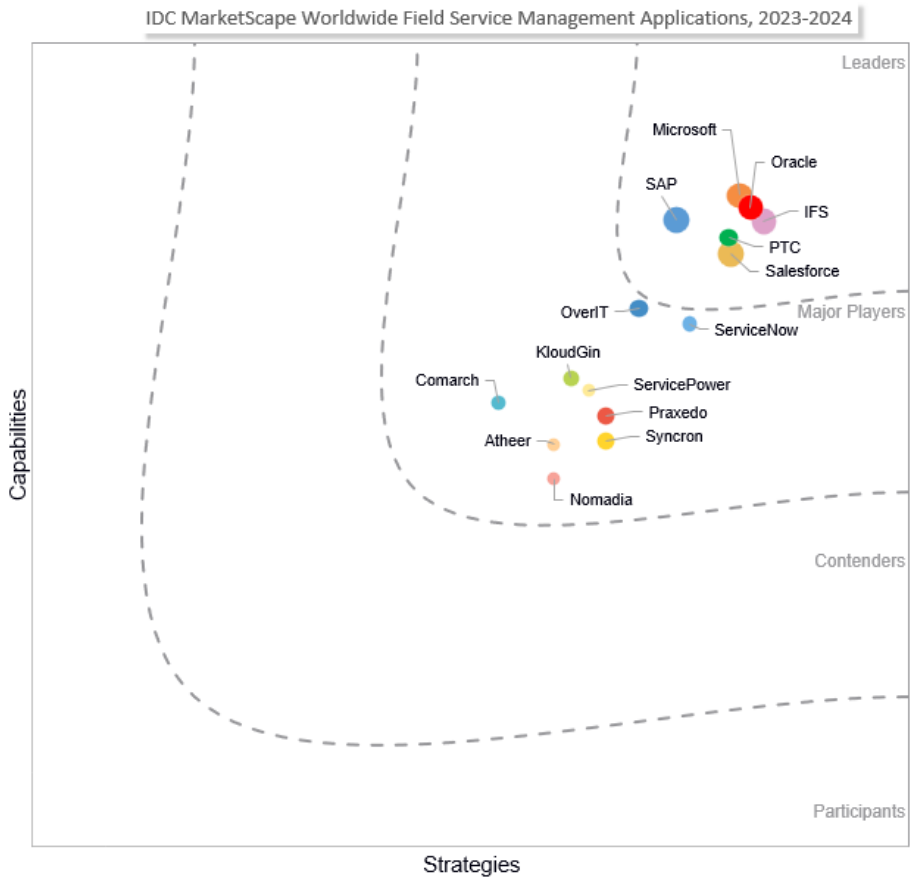
THIS IDC MARKETSCAPE EXCERPT FEATURES IFS

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide Field Service Management Applications Vendor Assessment



Source: IDC, 2023

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

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IN THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Field Service Management Applications 2023 Vendor Assessment (Doc# US49989523). All or parts of the following sections are included in this excerpt: IDC Opinion, IDC MarketScape Vendor Inclusion Criteria, Essential Guidance, Vendor Summary Profile, Appendix and Learn More. Also included is Figure 1.

IDC OPINION

Issue resolution is more than a footnote in a service contract. The ability to resolve issues for customers, deliver value within each service interaction, and cement customer partnerships for the long term now differentiates service organizations and manufacturers. Whether manufacturer or third-party service provider, the field service operation has become the great dividing line for success. In IDC's 2023 *Product Innovation and Aftermarket Service Survey*, the top metric prioritized by service leaders as determining success in service was customer satisfaction (46.2%), followed by customer retention (39.0%). Field service technicians are on the front lines of engagement with customers or operators, providing valuable outcomes in potentially dire moments when assets or equipment are unavailable for production. In previous years, arriving at a customer site was the goal to optimize, but now field service teams need to understand customers, know what failed before arriving, have the right parts/skills to solve the problem on that first visit, and capitalize on additional value-add services while in front of a captive audience: the customer.

In this changing environment, the difference between quality field service outcomes and poor experiences has some variety. In healthcare, this could be obsolete medical equipment, causing patients to reschedule appointments or miss critical care. In the agriculture industry, a broken combine harvester could devastate a farmer's ability to maximize a season's yield, leading to waste and lost revenues. In aviation, millions of dollars are lost every minute a plane is on the ground, potentially leading passengers to consider competitors for their next flight options. In B2C, telecommunications and cable providers often struggle to close one additional work order per day with a more optimized schedule/route. However, in a competitive environment, the ability to sell additional services with a longer visit or self-service through remote collaboration can increase profits.

Key findings of this field service management vendor assessment include:

- Innovation will ensure field service organizations continue to excel at the speed of shifting customer expectations. Service organizations can no longer expect incremental change to deliver the value customers or operators will demand as competition looms. But innovation is not a solitary construct. Rather, it must be a partnership between service organizations and partners.
- Sustainability has become an opportunity for field service organizations to address from the front line. As more service organizations adopt remote monitoring, diagnostics, and service capabilities, the ability to shift work away from sending a physical technician for every service call/visit is now a viable option. The link between reduced truck rolls and sustainability goals is clear.
- Over the past year, field service organizations have explored use cases with generative AI (GenAI). The hype around this technology capability is grounded by several near-term/horizon 1 use cases that can impact field technician knowledge personalization, customer service engagements, and scheduler/dispatcher process automation. IDC defines GenAI as a branch

of computer science that involves unsupervised and semi-supervised algorithms that enable computers to create new content by using previously created content such as text, audio, video, images, and code in response to short prompts.

- The "short list" as provided by this IDC MarketScape highlights the critical future strategies and current capabilities of each technology vendor that aid in the automation of the field service operation and providing service executives, field service leaders, technology buyers, influencers, and partners with the vision for future service innovation.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

For the purpose of this study, we have focused on those vendors that we deem to be notable because of the following characteristics:

- Vendors must have a field service management platform that is currently commercially available.
- Vendors must have customers in at least four industry segments and two geographic regions.
- Vendors must have served the field service management market for at least five years.
- Vendors have referenceable clients using a broad set of field service management (FSM) functionality as defined.
- Vendors must have capabilities to support end-to-end field service management activities and processes.
- Vendors commit to making the required resources available to meet the research timeline.

Each of the vendors included in this study meets these requirements. Some vendors offer applications or products for a subset of field service processes or support adjacent markets that are notable but not included because they do not meet the "end-to-end requirement" commercially available currently for the FSM market. This may change, and future publications will have additional inclusions.

ADVICE FOR FIELD SERVICE LEADERS AND TECHNOLOGY BUYERS

The field service operation has become more complex over the past decade, merging reactive services with more proactive, predictive, and prescriptive execution models. Connected equipment and more intelligent assets have enabled field service teams to better know what resources will be needed and what failure modes must be addressed before scheduling, dispatching, and arriving onsite. New technologies have also empowered customer self-service and technician-to-technician collaboration, increasing opportunities for remote monitoring, service, and resolution. These disruptive trends have changed what quality field service outcomes can be and put the onus on service leaders to explore how technology and automation can accelerate transformation and improve customer value.

For service and field service organizations intending to automate and improve their field operations and aftermarket processes, IDC offers the following recommendations:

- **Listen to your customers, both internal and external.** Feedback from the field is invaluable to business model transformation and growth. Customers will tell you what they value and what they think is a commodity. The key to success is service organizations optimizing the margin on value and shifting resources from aspects of the service experience customers aren't interested in paying a premium. Another often-forgotten window into future success is the field technicians themselves. These resources are often in front of customers or machines,

unearthing pain points and opportunities for new products/services. Ensuring technology tools can capture customer and field technician feedback, usage, and priorities in the background while work is being done can be a game changer.

- **Embrace your uniqueness, but recognize the value of configurability.** Most service organizations consider themselves unique even in mature, crowded industries. However, regardless of a company's unique products or services, organizations must be mindful that technology shouldn't be deployed as a unique, overly customized application. The value of working with a third-party technology vendor is the ability to leverage their resources and expertise gleaned over time and a broad install base. Highly customized applications become rigid and thwart the ability to rapidly adjust to shifts in market conditions.
- **Evaluate technology partners for the short and long term.** Investments in technology can be daunting and drawn-out processes. No one wants to pick wrong. However, service organizations need to recognize that vendors are partners for the long term and shouldn't be viewed as a point solution for a point problem in the aftermarket. Field service has become more complex and intertwined with other enterprise processes. Digital transformation requires a strategic approach to all technology investments. Field service should not be viewed in a silo, and organizations should work with technology partners that may not do everything but can at least integrate with a broader view of data and insights.
- **Explore innovations in advance of disruption.** Too often, field service organizations focus on incremental process improvements or new offering introductions. Innovation is inherently risky as it requires an organization to shift how they do things or prioritize areas that haven't been tested. Working with partners can help to re-risk new opportunities, and service organizations must also recognize that the market is not waiting.
- **Educate the field team on the value of new technologies and automation.** Technological advancements shouldn't come at the expense of trust. Whether long-tenured or junior, the field service team wants to solve customer problems and fix equipment. But too often, technology tools and promises of increased automation are viewed negatively as IT mandates. To maximize the value of these investments, service organizations need to first educate the field on the why, the how, and what it will mean for the front line regarding efficiency and customer/employee experience. If the field team can be reassured that technology is implemented to improve their workday and not track it, digital transformation can become a reality and not a buzzword.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in 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.

IFS

IFS is positioned in the Leaders category in the 2023-2024 IDC MarketScape for worldwide field service management applications.

IFS is a global technology vendor headquartered in Linköping, Sweden, with end-to-end offerings within the aftermarket and field service. Over the past three years, IFS has acquired several companies to support its broadening of field service capabilities, including MPL Systems, WorkWave, Astea, Clevest, Customerville, Ultimo, and Poka. IFS has strategic partnerships to support field service

and the aftermarket with Accenture, Arcwide, BearingPoint, Capgemini, Eqeep, Euclides, Gogh, Infosys, Jolt Consulting, Leadent, ProV, Tata Consultancy Services (TCS), Tech Mahindra, and Wipro.

IFS provides several capabilities across the end-to-end field service management space, including mobile workforce management, mobile work order management, scheduling optimization, dynamic route optimization, warranty/entitlements management, service contract management, installed base management, HCM, contractor management, AR/MR, customer portal, business intelligence/analytics, dispatch management, service demand forecasting, capacity planning, AI/ML, parts, material, and returns management, crew/workers geo-location, wearable support, technician engagement, and a modern customer user interface. IFS can deploy its technology on premises or via private and public cloud. The offering is configurable, modular and can incorporate industry best practices.

Quick facts about IFS include:

- **Employees:** 5,500
- **Total number of FSM and aftermarket clients:** 1,500+
- **Globalization:** Users in 95 countries and support for 17 languages
- **Industry focus:** Aerospace and defense, automotive, consumer products, farm, construction and industrial machinery/equipment, healthcare, high tech, oil and gas, process industries, retail, services, telecommunications, and utilities

Strengths

- **Planning and scheduling optimization to manage a dynamic service business:** IFS offers real-time dynamic scheduling and multi-time horizon planning, enabling planning for a single year, month, week, day, and minute. These capabilities incorporate both technical skills and customer requirements with soft skills to align with the current state of the field service marketplace. Service organizations need to go beyond getting any technician onsite to complete a work order to frequently have the appropriate field engineer to support a customer along their journey with the organization. The right technician isn't always the closest one available, and service businesses today need to be equipped to know which technician, at scale, can deliver the right outcomes to the right customers.
- **Multifocused field service offering:** IFS has established an end-to-end field service offering that can meet the needs of resource-, customer-, outcome-, project-, and asset-centric environments. This variety of field service disciplines across several industries and support models. IFS recognizes the complexity of field service processes and aids organizations in transforming service outcomes from reactive to valuable engagements.

Challenges

- **Importance of establishing awareness across IT and the C-suite:** IFS has served the field service and aftermarket for 40 years and established its brand within this market. However, as enterprises recognize the impact of the service experience on customer relationships and revenue, the technologies that support these activities take on a new light. Organizations often have enterprise applications to manage back-office processes for finance, supply chain, and procurement. Without a true understanding of the complexity and uniqueness of the challenges faced in the field, some organizations may consider technology investments that are not service-specific or consider the value of domain expertise.

Consider IFS When

Aftermarket and field service organizations should consider IFS if they are searching for a partner to tackle the varied challenges within the field service operations. The field service market continues to evolve quickly, and service organizations need flexible and tailored tools to fit the aftermarket. However, field service organizations must also recognize that field service data sits within a broader landscape and must integrate with other systems and inform decisions across the business. The dynamic nature of field service requires organizations to work with partners that can continuously innovate, evolve, and deliver across resources, projects, customers, employees, and business models.

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.

The 15 field service management technology companies evaluated in this IDC MarketScape provide strategic vision and support for a broad range of capabilities to aid field service organizations across various industries. All vendors in this study were assessed in the Leaders or Major Players categories due to their ability to address various processes across FSM. Each vendor supported several use cases within FSM and broader aftermarket business transformation.

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, behavior, and capability.

Market Definition

This study assesses the capability and business strategy of many notable aftermarket service technology vendors.

Please keep in mind the following definitions:

- Field service management (FSM) is defined by IDC as the set of activities or processes to manage the field service operation, including work order management, scheduling optimization, route optimization, fleet management, human capital management, contractor management, and augmented reality/mixed reality.
- IDC defines servitization as a product as a service. This includes selling usage, uptime, power by the hour, remote monitoring, and service analytics.
- Digital business is defined by IDC as a business where value creation is based on the use of digital technologies, including internal and external processes, how an organization engages with customers, citizens, suppliers, and partners, how it attracts, manages, and retains employees, and what products, services, and experiences it provides. Digital transformation is not over; we have just shifted to running a digital business.

LEARN MORE

Related Research

- *IDC MarketScape: Worldwide Service Life-Cycle Management Platforms 2023-2024 Vendor Assessment* (IDC #US49989623, October 2023)
- *Does GenAI Enhance the Service Worker Experience in the Field?* (IDC #US51171823, August 2023)
- *Market Analysis Perspective: Worldwide Aftermarket Services Strategies Applications, 2023* (IDC #US51164723, August 2023)
- *2023 Product Innovation and Aftermarket Services Global Survey* (IDC #US51035223, July 2023)
- *AI-Driven Field Service Closes the Divide Between the Reactive and Autonomous Support* (IDC #US46593421, January 2023)

Synopsis

This IDC study uses the IDC MarketScape model to provide an assessment of technology vendors participating in field service management.

"The field service operation has become a critical aspect of the value being delivered to customers and operators," says Aly Pinder, research vice president, Aftermarket Services Strategies, IDC. "Issue resolution is table stakes, but in a more competitive environment, the field service team has a great opportunity to enhance the customer's experience through value-add interactions at a point of need."

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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