IDC MarketScape

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

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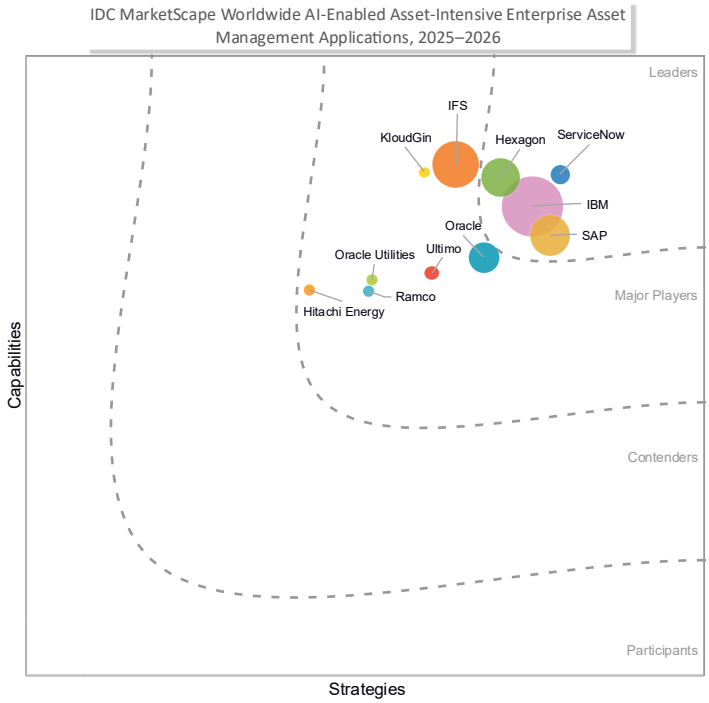
THIS EXCERPT FEATURES OCTAVE, FORMERLY HEXAGON ASSET LIFECYCLE INTELLIGENCE, AS A LEADER

IDC MARKETSCAPE FIGURE

FIGURE 1

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



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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-Enables 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 MARKETSCAPE 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.

Hexagon

Following a comprehensive evaluation of Hexagon'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.

Hexagon continues to strengthen its position in the EAM market through a robust alliance strategy, deep domain expertise, and evolving customer engagement models.

The HxGN EAM platform supports cloud and on-premises deployments and manages work orders, asset tracking, inventory, and safety. Hexagon built its AI strategy around three pillars: data contextualization, workforce force multipliers, and HxGN Alix — its GenAI engine that enables insights across the asset life cycle. Hexagon has embedded HxGN Alix in the cloud HxGN EAM offering at no additional cost, with plans to introduce agentic AI capabilities by 2026.

Hexagon's partner ecosystem is extensive, with a total of 340 HxGN EAM partners, including independent software vendors (ISVs) and consulting and sales partners. The company is expanding its technology partnerships, including ISVs and solution accelerators, to enhance mobile capabilities and distributed workforce support. Notable ISV partners include Verusen (inventory optimization), Zinier (field service management [FSM] integration), and Direxyon (advanced investment planning).

HxGN EAM vertical revenue distribution includes substantial percentages in all three targeted verticals in this document: manufacturing, energy and utilities, and oil and gas, in addition to transportation, life sciences, food and beverage, and the public sector.

Hexagon has structured its customer engagement through a tiered model: tech user forums, strategic working groups, and a strategy steering board of 30 members. A subset of 10 customers is actively shaping GenAI use cases for future road map inclusion. Hexagon also maintains an International Advisory Council comprised of C-suite leaders for global strategy and technology alignment.

HxGN EAM offers extensible configuration tools — no code, low code, and full code — giving customers flexibility in tailoring solutions. HxGN EAM Python Studio extends EAM capabilities, and HxGN EAM Databridge Pro (sold separately) supports ERP interoperability, including SAP integration. Many customers use HxGN EAM alongside SAP to optimize business processes through a well-established approach.

Hexagon's EAM and asset performance management (APM) solutions work in tandem — HxGN EAM executes preventive and scheduled work, while HxGN APM drives strategic asset health insights. Together, they form a closed-loop system that enhances operational efficiency and long-term asset performance.

In the first quarter of 2025, Hexagon announced its intention to spin out Octave, which will consist of the following parts of the Hexagon portfolio: Asset Lifecycle Intelligence (ALI); Safety, Infrastructure, and Geospatial (SIG); ETQ; and the Bricsys CAD portfolio. The introductory theme of Octave is "Unleashing intelligence at scale" because the company will specialize in advanced data analytics and AI-driven solutions for industrial and public sectors. Its comprehensive portfolio will support customers in designing, building, operating, and protecting assets of any size.

Upon its official launch, expected in the first half of 2026, Octave will comprise approximately 7,400 employees. The Autonomous Solutions, Geosystems, Manufacturing Intelligence, and Robotics groups will remain with the parent company, leaving Hexagon AB primarily as a precision measurement company.

Quick facts about Hexagon's HxGN EAM offering:

- **Hexagon AB employees:** 24,800
- **Global reach:** 80 countries with EAM deployments; 480 offices outside the United States; 17 languages supported
- **EAM partners:** 340, including GSIs, ISVs, and tech partners
- **Industry focus:** Oil and gas, energy and utilities, manufacturing, transportation, life sciences, food and beverage, facilities management, and the public sector
- **Ideal customer size:** Midsize to large enterprises with complex asset portfolios
- **Cloud options:** SaaS with on-premises solutions available and with embedded GenAI (Alix) in the cloud
- **Mobile support:** A fully native suite of mobile products with online and offline capabilities
- **Pricing model:** Perpetual and subscription-based pricing offerings; Alix included in the cloud offering

Strengths

- **Customer support:** Organizations are enthusiastic about Hexagon's customer support, with comments about its global reach, high level of technical support, and work to resolve technical issues. Customers also noted Hexagon's formal user groups for specific verticals, including its strategy steering board, technical user forums, and related user groups.

- **GenAI:** Hexagon's GenAI strategy is up and running, with its Alix AI-powered assistant initially deployed in 4Q24 and availability across the company's Asset Lifecycle Intelligence division portfolio throughout 2025. It is well-positioned to support asset-intensive industries in many global markets in late 2025. Promised agentic AI support is expected in 2026.

Challenges

- **Spinout:** The Octave spinout from Hexagon offers opportunities but also challenges. A new company, even one as established as Hexagon's Asset Lifecycle Intelligence division, will have to reassure customers, maintain the momentum it created as a member of a larger organization, and prove its viability as a standalone company. It will also have to plan its strategy and make investments with a much smaller revenue base than it had as part of Hexagon.
- **Implementation experience:** Users suggested that the implementation experience was less than ideal and that parts of the application were either not friendly or as usable as they might be. One user claimed the creation of a custom solution that was better than the one out of the box.

Consider Hexagon When

Consider Hexagon when you are a company in an asset-intensive industry looking for an EAM application with a robust AI strategy, as well as customer support and customer-driven product innovation.

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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