



SALES FAQ

Octave InConcert Assistant

The AI assistant for Octave InConcert. This FAQ is a reference for sellers — what to know, what to say, who to say it to, and how to handle the questions you will get.

1. Overview

What is InConcert Assistant?

InConcert Assistant is the AI assistant built into Octave InConcert (formerly HxGN SDx2). It answers natural-language questions about any asset — pump, vessel, valve, line — using the contextualized data foundation that InConcert provides. Answers come back in seconds, with citations to the exact source records.

It synthesizes structured tag data, unstructured documents (datasheets, P&IDs, ...), and the live 3D plant model into a single answer per question. Included as part of the InConcert subscription — no separate implementation project required.

Pricing & packaging

- At this time there is no incremental cost to use Assistant within InConcert.
- The capability is feature flagged, so will require a request to turn on access to Assistant.
- Sold as a per-user or per-tenant add-on to Octave InConcert. Engage Sales Ops for current price book.
- Designed for rapid payback — typical ROI realized within 6–12 months on a representative deployment.

Who is the ideal customer?

- Existing Octave InConcert customers — Assistant turns on against their existing data foundation.
- Asset-intensive owner-operators with engineers across multiple sites.
- EPCs delivering capital projects at scale, where document handover and consistency drive cost overruns.
- Organizations already piloting general AI (ChatGPT, Microsoft Copilot) and frustrated by hallucinations on technical content.

2. Market Fit

Market description

Asset-intensive industries spend an estimated \$50B+ per year on unplanned downtime alone. Engineering and operations teams lose ~2.5 hours per person per day searching across 5–8 disconnected systems. The market is converging on agentic AI as the answer — but generic AI assistants fail on technical specifics because they have no concept of which document belongs to which asset. Assistant solves that gap by being native to the asset data foundation.

Competitive overview

InConcert Assistant competes on the axis of grounding: how reliable the answers are when the question is technical and high-stakes. It is the only AI assistant native to a contextualized engineering information management system.

General AI tools	ChatGPT, Microsoft Copilot, Google Gemini. No asset context. No safe access to your data. Hallucinate on technical specifics. Cheap and ubiquitous — but cannot be trusted for engineering decisions.
Bolt-on AI connectors	RAG add-ons, custom SI projects on top of EDMS or CMMS. Complex integration. Duplicate data outside the security boundary. Stale snapshots. Can deliver value, but at a cost and timeline that competes with InConcert + Assistant.
InConcert Assistant	Inherits the InConcert data model, security, roles and data lineage. No data leaves the customer environment. Capabilities expand as the customer ingests more into InConcert — compounding precision over time.

3. Messaging

Elevator pitch (30 seconds)

"Octave InConcert Assistant is your built-in AI collaborator. Your engineers ask questions about any asset in plain English — design pressure, last inspection, open change requests — and get the right answer in seconds, cited to the source. It works because it sits on top of InConcert's contextualized data foundation. The same reason ChatGPT can't do this for you, is the reason InConcert Assistant can."

Customer challenges InConcert Assistant solves

- Engineers waste 2+ hours/day searching across maintenance records, document management systems, P&IDs, datasheets and email.
- New hires take 12–18 months to reach full productivity because asset knowledge is locked in individuals.
- Decisions get made with incomplete or inconsistent asset data — leading to RFIs, rework and unplanned downtime.
- General AI tools cannot be trusted with engineering data — they hallucinate, lack context and create security risk.

Customer vision

Every engineer, operator, planner, and project lead asks any question about any asset, in plain language, and gets a contextualized, traceable answer in seconds. No more cross-system hunts. No more outdated drawings. The asset data foundation works for them, not the other way around.

Value proposition

Assistant turns Octave InConcert from a data foundation into a working collaborator — one that gives every user the right answer, from the right data, in seconds. Productivity recovered. Risk reduced. Knowledge retained.

Top differentiators

Asset-grounded	Assistant walks links between tags, documents and 3D model elements — it does not keyword-search a flat folder. This is what generic AI cannot do.
Native to InConcert	Inherits security, roles, data lineage. No data duplication. No separate implementation project.
Compounding precision	Every datasheet, P&ID etc. ingested, every data point integrated into InConcert deepens Assistant's answers for that asset. The customer's data investment grows in value over time.
Source-cited answers	Every answer points back to the exact document, revision and tag — auditable and trustworthy in high-stakes decisions.
Two audiences, one assistant	Assistant covers Asset Operations and Engineering / Capital Projects from a single conversational interface.

Key features

- Conversational natural-language interface — no query syntax required.
- Cross-source synthesis — structured tag data + unstructured documents + 3D model in one answer.
- Fuzzy tag matching — handles partial or imprecise tag references (e.g. "P-9000" → 1011-P-9000).
- Inconsistency detection — surfaces conflicts between datasheet values, tag metadata, and HAZOP references.
- Source citation on every answer — document name, revision, and tag.
- Drafts procedures, checklists, and reports from retrieved content.
- Available today for InConcert customers — no separate deployment.

4. Personas

InConcert Assistant is one capability for many roles. Use the row that matches your buyer.

Persona	Day in the life	Why InConcert Assistant matters
Plant operator / technician	Reacts to alarms, executes procedures, checks last inspection results before a job. Time pressure is constant; safety stakes are high.	Asks Assistant for status of a tag, latest inspection, isolation procedure — gets a cited answer in seconds, on a tablet, hands-free with voice if needed.
Maintenance planner	Builds work packages by stitching together CMMS history, drawings, procedures and HAZOP references. Today this takes hours per package.	Asks Assistant to assemble a work package for tag X — gets a structured draft sourced from the asset's linked records.
Reliability / asset engineer	Investigates trips, recurring failures, compliance gaps. Cross-checks tag metadata against documents constantly.	Catches inconsistencies (design pressure on datasheet vs tag property vs HAZOP) without leaving InConcert. Identifies recurring failure patterns from history.
EPC / design engineer	Reviews P&IDs, datasheets, HAZOPs across hundreds of tags per project. Constant risk of inconsistencies that surface late as RFIs and rework.	Asks Assistant to verify property consistency across documents and tag data. Cuts cross-document audit from half a day to minutes. Assistant organizes markup and design feedback into a prioritized action plan that accelerates the schedule.
Project manager / handover lead	Owns capital project delivery. Schedule slips when documents are inconsistent or approvals are unclear.	Asks Assistant for status of approvals and references for any tie-in. One source of truth for handover.
VP Operations / Reliability	Owns availability and downtime targets. Wants every shift to make better-informed decisions, faster.	Assistant democratizes access to the asset data foundation — every operator and planner gets expert-level answers without escalation.
VP Engineering / Capital Delivery	Owns project cost and schedule. Information gaps drive 30–45% overruns on capital projects.	Assistant catches inconsistencies before they become RFIs and accelerates document review cycles.

5. Discovery

Qualification — they are a great fit if

- They are an existing Octave InConcert customer (or actively evaluating).
- Their engineering / operations team has 100+ people who interact with asset data daily.
- They have already piloted ChatGPT or Microsoft Copilot and seen the limits on technical content.
- They have a measurable productivity, risk, or knowledge-retention pain — and a sponsor who owns it.
- They can name a flagship use case (e.g. inspection lookup, work package authoring, property consistency).

Disqualification — slow down or qualify out if

- Engineering information management use cases are not a business priority. InConcert Assistant by itself will not change this, but it can be an important driver once customer is in the market / aware.
- Their data is mostly unstructured PDF on a SharePoint with no tag-document linking. Assistant works, but the value compounds over time as they ingest into InConcert.
- They expect Assistant to replace InConcert's data model rather than sit on top of it.
- They want a custom AI build with their own LLM, data residency outside the InConcert tenant, etc. That is a longer technical conversation.
- No identified business pain. "We just want to try AI" without a use case. Run a workshop workshop first; do not lead with Assistant.

Top qualifying questions

1. "How much time does your team spend per day looking for asset information across systems?"
2. "When something goes wrong, how confident are you that the data on the tag matches the data in the datasheet and the HAZOP?"
3. "What does it cost you when an unplanned outage happens — per day, per shift?"
4. "How long does a new engineering hire take to get to full productivity? What's the bottleneck?"
5. "Have you piloted ChatGPT or Copilot for engineering work? What broke?"
6. "If you had a single, trustworthy assistant that knew your assets, who would use it and how often?"

Top objection handling

<p>"We already use ChatGPT / Microsoft Copilot."</p>	<p>Acknowledge: those tools are great for general work. Engineering work is different.</p> <p>Reframe: ChatGPT has no concept of which document belongs to which asset. It keyword-searches a folder. Assistant walks links between tag, datasheet, P&ID, model, and history.</p> <p>Close: "Bring us a real question your engineers ask. We'll show Assistant answer it against representative data."</p>
<p>"We'll just build our own RAG on top of our document store."</p>	<p>Validate: the team is technically capable, that's real.</p> <p>Reframe: the cost is in the asset-context layer, not the AI. InConcert already provides that layer; Assistant is the conversational front end.</p> <p>Close: "What's your roadmap? Assistant's capabilities expand automatically as InConcert ingestion grows. A bolt-on doesn't."</p>
<p>"How do we know we can trust the answers?"</p>	<p>Every answer is source-cited — document name, revision, and tag.</p> <p>Assistant does not invent properties. If the data isn't in InConcert, Assistant says so.</p> <p>Tracked Q&A logging supports audit.</p>
<p>"We don't want our data leaving our tenant."</p>	<p>It doesn't. Assistant is native to InConcert. No data duplication, no external indexing.</p> <p>It inherits the customer's data residency, security boundary, and role-based access controls.</p>
<p>"We need to see ROI before we commit."</p>	<p>Open with the search-time math: engineers × hours saved × loaded rate. Even 25% capture rate on a 1,000-engineer organization is \$18M/yr.</p> <p>Add the avoided-outage case: a single avoided unplanned outage typically pays for the full investment.</p> <p>Offer a scoped pilot in a single track (Operations OR EPC) to validate locally.</p>
<p>"Our data quality is poor. Will InConcert Assistant still help?"</p>	<p>Yes, and it surfaces the data quality gaps as it goes — that's the inconsistency-detection use case.</p> <p>The customer's data investment grows in value over time. Every datasheet ingested deepens the answers for that asset.</p>

6. Operational information

Internal stakeholders

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Quick links

- [InConcert Assistant Sales Pitch Deck](#)
- [InConcert Assistant Solution Sheet](#)
- [InConcert Assistant White Paper](#)
- [InConcert \(formerly HxGN SDx2\) overview](#)
- [InConcert product documentation](#)

About Octave

Octave is a leader in enterprise software, turning data into decisive action and intelligence into your edge. Our software solves for and simplifies complexity, from the design and build to operations and protection of people, property, and assets— for any scope, at any scale. For decades, we've partnered with customers to sharpen performance, elevate efficiency, and amplify results. From factory floors to entire cities, our solutions are tuned to scale up what's possible from day one onward.

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