IDC MarketScape


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THIS IDC MARKETSCAPE EXCERPT FEATURES: ORACLE

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide Manufacturing Field Service Management Applications Vendor Assessment

Source: IDC, 2019

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

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Manufacturing Field Service Management Applications 2019-2020 Vendor Assessment (Doc # US44408719e). 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

Rising customer expectations demand that manufacturers explore each touch point within the customer journey to enhance the value being delivered and remove any friction within the services being delivered. IT buyers and service leaders can no longer assume that customers will continue to buy more products and services regardless of the quality being delivered. Furthermore, field service cannot be supported with antiquated systems and manual processes that force technicians or field engineers to be superhuman three to four times a day, 365 days a year. In a demanding and competitive landscape for a finite set of customers and a shrinking set of service workers, IT buyers and service leaders must ensure they provide the field with the tools to excel, intelligently make real-time decisions, and have the ability to deliver valuable outcomes to customers during each interaction. This requirement for real-time insights is only exacerbated by the desire for manufacturers to deliver service less reactively and with more predictability as customers demand resolution before a failure occurs or at least the least amount of downtime possible. IDC Manufacturing Insights' Product and Service Innovation Survey, 2019 highlighted that only 16.7% of manufacturers stated they are delivering field service within a break/fix model, a decline of nearly 10% from 2017.

This study assesses the capability and business strategy of many notable technology vendors in field service management. Key findings of field service management (FSM) vendor assessment include:

- **Field service management in manufacturing** — defined by IDC Manufacturing Insights as the process and set of activities necessary to resolve equipment, product, or customer issues in the field including work order management, scheduling optimization, route optimization, fleet management, workforce management, and contractor management — is one of the critical set of activities that provide an opportunity to improve revenue streams, contain costs, improve efficiency, and boost worker productivity.

- **While all 10 vendors included in this IDC MarketScape support a broad range of capabilities within the end-to-end field service management market, they offer varying approaches to FSM, its subcategories, and within a variety of subvertical manufacturing industries.**

- **The "short list" as provided by this IDC MarketScape highlights the unique capabilities and future strategies of each vendor that enable tech buyers to more efficiently identify a good fit for their digital transformation (DX) needs. As manufactures and service organizations embark on their DX journey, selecting the right partner in the short and long term will be critical for success and growth.**
IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

There are a number of vendors offering field service management capabilities to the manufacturing market. The vendor inclusion criteria for this study was chosen to accurately depict the vendors that are most representative of any given field service management functional buyer's selection list serving as one input into a manufacturer's decision-making process to shorten the vendor evaluation process. The intent with this IDC MarketScape is to focus on those notable vendors that meet the criteria and focus on broad FSM capabilities.

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 at least 50 field service management customers.
▪ Vendors must have customers in at least three manufacturing subvertical industry segments.
▪ Vendors must have had a field service management application in the marketplace for at least five years.
▪ Vendors must have capabilities to support end-to-end field service management activities and processes.
▪ Vendors must have a demonstrable track record of innovation within their field service management application.

Each of the 10 vendors included in this study meets the aforementioned requirements. There are vendors that provide products for a subset of field service management or support adjacent processes that are notable but not included because they do not meet the "end to end" requirement. This may change in the future, and future publications of this study will have additional inclusions.

ADVICE FOR TECHNOLOGY BUYERS

There is a critical shift occurring for manufacturers in today's experience economy driving investment in tools, applications, and platforms to support a new approach to service execution and customer value creation. Historically, investments to support "after sales" service processes focused on internal operational capabilities and not aspects of service enhance customer value. Field service management and the tools to support it are becoming a crucial opportunity to impact customer service and value creation. Manufacturers are beginning to recognize they must, in parallel, improve efficiency and drive innovation to add value to the customer experience and drive new revenue streams. For manufacturers looking for a field service management application or platform, IDC offers the following guidance:

▪ **Assess your organization's service maturity and current technology capabilities.** Buying technology for technology's sake will be waste of finite resources and may sour the service team on future investments. Certain technologies are better suited to help grow from paper-based processes to a digital world within the finite world of the service function, while others are best suited to enable more advanced capabilities and digital transformation across an entire organization.

▪ **Establish internal buy-in from the front line and the users of the technology before, during, and throughout the deployment of the solution.** Technicians and field engineers have a primary goal of solving customer issues. They need tools that support their specific environment and can support the demands of their daily tasks. Providing them with a tool, an application, or a
platform that hinders their day will not be adopted. Getting them bought in early and throughout the investment and deployment process is critical to success.

- **Understand where FSM solution fits into a broader IT infrastructure and DX journey road map.** An FSM application or platform is just one piece of the data puzzle for an organization, and thus must be tightly integrated to provide the highest return of shared value and knowledge.

- **Ensure vendors have a strategic vision, which aligns with your DX goals and future growth initiatives.** As noted previously, customer expectations can change quite rapidly, and competition is also demanding that manufacturers prepare for disruption. Working with partners that can aid in nimbleness and support rapid business model transformation will be critical.

- **Make certain that the solution partners you choose fulfill both your current field service needs and extended support areas.** Often, IT buyers and service leaders make decisions based on a current need with limited focus on the other areas of need, which will become apparent in the future. Today’s problem is just that, IT buyers and the service leadership must keep an eye to the next challenge and ensure a partner can support both today and tomorrow's field service needs.

- **Evaluate industry focus and depth of domain knowledge.** Requirements and needs can be vastly different based on the subvertical and thus in evaluating vendor partners, IT buyers should ensure alignment and domain expertise are present. Some activities and capabilities will cut across industries, but it is incumbent on IT buyers and service leaders to ensure their tools can support their specific needs.

**VENDOR SUMMARY PROFILES**

This section briefly explains IDC’s key observations resulting in a vendor's position in the IDC MarketScape for worldwide field service management applications. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description in the sections that follow provides a summary of each vendor's strengths and challenges.

**Oracle**

Oracle is positioned in the Leaders category in 2019 IDC MarketScape for worldwide manufacturing field service management applications.

Oracle (NYSE: ORCL) is a global technology provider of end-to-end service management capabilities headquartered in Redwood Shores, California, the United States. Oracle, founded in 1977, has delivered products for the service life-cycle management market for over 15 years, with approximately 137,000 employees globally across all of the products. Oracle, as publicly held company, does not share its number of service-specific customers, but it supports customers across 55 countries primarily in Latin America, North America, and Europe, with a minority in Asia/Pacific and rest of the world. Oracle has over 100 partnerships and strategic alliances with companies such as Accenture, eVerge, Helix, Tata Consultancy Services, Tecnocom, and Wipro.

Oracle is a well-known technology vendor in the field service management market servicing a number of manufacturing subverticals like chemicals, commercial equipment, consumer packaged goods, high tech, industrial equipment, and mining equipment. Oracle supports the field service management through its Field Service Cloud product, which provides a wide range of capabilities to support routing and scheduling optimization, mobility, third-party workers, customer communication, collaboration, work order management, demand forecasting, capacity planning, and artificial intelligence.
Applications within the product are offered as features, and customers can configure functionality for specific users. Oracle Field Service Cloud is a multitenant SaaS product.

**Strengths**

A proven technology provider in the field service market industry, Oracle delivers a wide variety of capabilities to support the changing role of the field technician within the manufacturing industry. Oracle provides applications to support the current needs of the field service organization but also has incorporated modern, innovative tools, which will ensure the future of the field workforce will have the real-time insights they need to deliver predictive service experiences and resolution.

The product is highly configurable and can ensure that data from the field is integrated with back-office enterprise applications for a more complete view of the product, the asset, the worker, and the customer. The future of field service work demands on-demand intelligence, which delivers the right answer every time to enable value-added experiences for customers.

**Challenges**

The primary challenge for Oracle is delivering against its own track record of products and support. Oracle must continue to be agile in order to deliver at the speed with which manufacturers are moving with regard to service transformation. Also, Oracle must continue to build out its vertical industry solutions for the complex manufacturing market as this market is exploring digital transformation within field service as it becomes more critical for its success.

**Consider Oracle When**

Manufacturers should consider Oracle Field Service Cloud if they are looking for an end-to-end solution that easily integrates with other enterprise applications but also can stand on its own. The field service product has grown out of investment, both organic and by acquisition, and must continue to build on the innovations demanded by the market. Oracle has shown focus on the field service management market and delivers products to support the varied nature of work to resolve issues and deliver customer value.

**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 estimated market share and revenue of each individual vendor within service life-cycle management from the manufacturing industry vertical.

Each of the 10 vendors evaluated in this IDC MarketScape have the ability to support the broad range of capabilities for end-to-end field service management within the manufacturing industry vertical and its supporting network of dealers, suppliers, and partners. All vendors in this study ended up in the Leaders or Major Players categories because of the ability to deliver to the varied needs and processes of field service execution across a diverse set of manufacturing subverticals.

**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 a review board 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**

IDC Manufacturing Insights defines field service management as a platform or application that aids in the processes and set of activities in the delivery of service and support for the field service operation, including work order management, scheduling optimization, route optimization, dispatch management, fleet management, human capital management, installed base management, service demand forecasting, service parts management, contractor management, augmented/virtual reality, warranty management, and capacity planning. The application should be commercially available as a standalone solution and the vendor should have a number of customers that have already deployed the solution. The intent with this IDC MarketScape is to focus on those notable vendors that focus on broad field service management capabilities and can support either cloud or on-premise capabilities.

Included in this IDC MarketScape are providers with offerings for manufacturing, which includes product-centric organizations across four distinct value chains:

- **Asset-oriented value chain (AOVC):** Industries include chemicals, metals, and pulp and paper.
- **Brand-oriented value chain (BOVC):** Industries include consumer packaged goods, food and beverage (F&B), fashion, and life sciences.
- **Engineering-oriented value chain (EOVC):** Industries include automotive, aerospace and defense (A&D), and industrial machinery.
- **Technology-oriented value chain (TOVC):** Industries include electronics and semiconductors (high tech).
Related Research

- *Service-Driven Transformation for Manufacturers in the Age of Experiences* (IDC #US45557019, September 2019)

Synopsis

This IDC study uses the IDC MarketScape model to provide an assessment of vendors participating in field service management specific to service life-cycle management. This study specifically analyzed these offerings from a manufacturing industry vertical perspective.

"The ability to resolve a customer issue and delivery value beyond expectations is becoming a differentiator for manufacturers," says Aly Pinder, program director, Service Innovation and Connected Products Strategies, IDC Manufacturing Insights. "Manufacturers recognize the importance of the field service team to create wow experiences for customers and are investing in the tools and technology capabilities to execute on-demand service, driving revenue, efficiency, and the customer experience."
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