

# SOLUTION SELECTION MATRIX

Innovapptive

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2023

Connected Frontline Workforce Application

## Connected Frontline Workforce (CFW)

Connected Frontline Workforce (CFW) initiatives are a key component of successful Industrial Transformation (IX) programs. The following Vendor Profile is part of the LNS Research CFW Applications Solution Selection Matrix (SSM). This research provides industrial organizations with insights into the rapidly evolving CFW Applications technology space, which is critical for digitally enabling a future-ready frontline workforce. Additionally, this Vendor Profile should be used in conjunction with the [2023 CFW Applications SSM Guide](#), which details the LNS Research methodology for evaluating vendors, including the scoring criteria used in this profile.





**Connected Frontline Workforce Products/Brands:** Connected Worker Platform  
**Website:** [www.innovapptive.com](http://www.innovapptive.com)

## Company Overview:

Innovapptive provides connected worker solutions primarily for companies in asset-intensive industries. The company, based in Houston, TX, was founded in 2012, has 330 employees to date, and maintains a global presence with additional offices in Australia, India, and the Netherlands. Innovapptive is privately held and has received \$68 million in several funding rounds in the last four years, including a \$20 Million Series A and \$26 Million Series B round minority investment. It also secured a \$15 million credit facility in December 2022 earmarked to ramp up sales and marketing and fund additional R&D investments.

The go-to-market focus is on large industrial organizations whose asset reliability and performance are critical to overall operational and financial performance, i.e., oil and gas, chemicals, utilities, mining, forest products, and metals. Innovapptive's customer base is primarily in North America, Europe, Australia, and New Zealand; examples include Shell, AkzoNobel, Rio Tinto, and Dominion Energy. Innovapptive's operator rounds, inspections, and work instructions solutions digitize and mobilize integrated processes for maintenance, operations, and warehousing at the plant/site level, extending to Enterprise Resource Planning (ERP) and Enterprise Asset Management (EAM) systems.

Innovapptive offers customers a total solution of software, services, and support geared toward companies running SAP applications. The company is deeply embedded in the SAP ecosystem, including participation in partner programs and product certifications. We note some similarities with long-standing maintenance rounds/mobility solutions, e.g., AVEVA's IntelaTrac and SAP's Syclo acquisition. Key capabilities of the Innovapptive Connected Worker Platform for frontline workers include:

- Mobile maintenance for SAP and IBM Maximo
- Mobile work instructions, inspections, and checklists
- Mobile operator rounds, asset tracking, and materials management
- Planning and scheduling
- MRO spare parts management
- Work instructions authoring







## 3P Evaluation




LNS Research developed its 3P Evaluation as a holistic methodology to comparatively assess the ability of vendors to serve a technology category or domain. It's a framework for evaluating a vendor's capabilities and ability to execute in a specific technology market space as defined by LNS Research across the dimensions of Product, Presence, and Potential. In each Vendor Profile, LNS Research has assigned a score on a 1 to 6 scale in each of the Product, Presence, and Potential dimensions. Details of the scoring criteria and scales can be found in the [2023 CFW Applications SSM Guidebook](#).






### Product





LNS Research has defined key functional capabilities and platform technology features most relevant to Connected Frontline Workforce (CFW) Applications. Vendors are evaluated against these criteria to determine a Product score. We use Harvey Balls to score the degree of functionality or feature coverage and then determine an overall Product score from 1 through 6.

<b>Legend:</b>	 Little or no coverage	 Partial coverage	 Majority coverage	 Full coverage
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The following table scores the vendor's product against the functional criteria outlined in the CFW SSM Guidebook.

Connected Frontline Workforce Functionality Review		
Capability   Functionality	Score	Comments   Insights
Functional Capabilities		
<b>Digital knowledge management</b> <ul style="list-style-type: none"> <li>Digital work instructions</li> <li>Knowledge capture</li> <li>Central knowledge repository</li> <li>Content management/sharing</li> </ul>		<ul style="list-style-type: none"> <li>Visually guided work instruction authoring tool</li> <li>Dynamic forms builder</li> <li>Link to content management systems via SAP Archive Link</li> </ul>
<b>Work execution support</b> <ul style="list-style-type: none"> <li>Workflow/Guided procedures</li> <li>In-context information</li> <li>Personalized support</li> <li>Real-time data provision</li> </ul>		<ul style="list-style-type: none"> <li>Step-by-step guided workflows with dynamic forms with embedded data and business process logic</li> <li>Personalized applications/content by site, group, role, individual, etc.</li> <li>Provision of in-context data per asset, location, work order, etc.</li> </ul>
<b>Team collaboration and engagement</b> <ul style="list-style-type: none"> <li>Cross-functional work execution</li> <li>Team communication/problem-solving</li> <li>Remote collaboration</li> <li>Proactive engagement</li> </ul>		<ul style="list-style-type: none"> <li>Suite of frontline applications integrated with ERP-specific workflows, e.g., SAP ERP, IBM Maximo</li> <li>Remote live video collaboration solution</li> <li>Live chat within Operator Rounds solution</li> </ul>

<b>Workforce competency management</b> <ul style="list-style-type: none"> <li>Skills management</li> <li>Training program management</li> <li>In-context continuous learning</li> <li>Training content development</li> </ul>		<ul style="list-style-type: none"> <li>In-context learning with media-enriched step-by-step work instructions</li> </ul>
<b>Use case solutions</b> <ul style="list-style-type: none"> <li>Cross functional</li> <li>Domain-specific</li> <li>Production/Manufacturing</li> <li>Industry-specific</li> </ul>		<ul style="list-style-type: none"> <li>Library of over 150 pre-built and configurable digital work instructions, SOPs, and forms</li> <li>Pre-built use case categories include health and safety, maintenance, operator rounds, activity reports, and checklists</li> <li>Industry-specific content, e.g., oil and gas, nuclear power, mining, and chemicals</li> </ul>
<b>Workforce reporting and analytics</b> <ul style="list-style-type: none"> <li>Standard dashboards and reports</li> <li>Business intelligence tools</li> <li>Advanced analytics</li> <li>Data management</li> </ul>		<ul style="list-style-type: none"> <li>Maintenance and spare parts control towers with pre-built dashboards and analytics with “smart recommendations”</li> <li>Compliance reporting engine in RACE app builder, e.g., issues, actions, and alerts</li> </ul>
<b>Special or unique functional capabilities</b>	<b>N/A</b>	<ul style="list-style-type: none"> <li>Integrates apps for maintenance, operations, and spare parts management within SAP ERP or IBM Maximo environment</li> <li>Maintenance and spare parts control centers</li> </ul>
<b>Platform   Technology Features</b>		
<b>Solution agility/flexibility</b> <ul style="list-style-type: none"> <li>Workflow engine</li> <li>Configurability</li> <li>Extensibility</li> <li>No-code/Low-code</li> </ul>		<ul style="list-style-type: none"> <li>Rapid Application Configuration Engine (RACE) no-code/low-code app builder</li> <li>Digital work instructions authoring tool</li> <li>Dynamic forms builder and operator rounds</li> </ul>
<b>System and data integration</b> <ul style="list-style-type: none"> <li>Open APIs/SDKs</li> <li>Pre-build connectors</li> <li>IoT data integration</li> <li>Data distribution</li> </ul>		<ul style="list-style-type: none"> <li>Pre-built integration with SAP ERP and IBM Maximo application suites</li> <li>Ability to build integrations with other software, technology, and data management systems</li> </ul>

<b>Architecture/Deployment</b> <ul style="list-style-type: none"> <li>Flexible deployment</li> <li>Connected and offline</li> <li>Broad device support</li> <li>Device management</li> </ul>		<ul style="list-style-type: none"> <li>Cloud deployment on SAP Cloud and AWS</li> <li>Mobile offline mode</li> <li>Broad device support</li> </ul>
<b>Augmented Reality</b> <ul style="list-style-type: none"> <li>AR platform</li> <li>Augmented work instructions</li> <li>AR experience authoring</li> <li>AR-enabled remote assistance</li> </ul>		
<b>Real-time remote collaboration</b> <ul style="list-style-type: none"> <li>Multiple participants</li> <li>AR content overlays</li> <li>Record sessions</li> <li>Advanced capabilities</li> </ul>		<ul style="list-style-type: none"> <li>Live video communication solution available, e.g., operator rounds issues and actions</li> </ul>
<b>Security and Privacy</b> <ul style="list-style-type: none"> <li>Application security</li> <li>Operational security</li> <li>Product security</li> <li>Privacy controls</li> </ul>		
<b>Special or unique platform/technology capabilities</b>	<b>N/A</b>	<ul style="list-style-type: none"> <li>Rapid Application Configuration Engine application builder (patented)</li> </ul>



## Potential

Among CFW Applications vendors, Innovapptive has a unique combination of product offering and go-to-market strategy: connecting frontline maintenance operations with ERP and Enterprise Asset Management (EAM) applications, initially with a strong focus on SAP, then IBM Maximo as well. This specialized approach benefits Innovapptive's growth potential in several ways. It creates defensible barriers to competition and facilitates sales and marketing with a clear value proposition. Also, it takes advantage of the long-term commitment to SAP ERP and/or IBM Maximo applications that companies tend to have once installed; once Innovapptive is successfully deployed at a company, it would be unlikely to be taken out of the operational asset infrastructure.

Innovapptive's active participation in the SAP ecosystem also supports its growth potential. This includes status as an SAP partner and partnerships with other major SAP implementation partners, such as TCS, HCL, Fujitsu, and Deloitte. The recent launch of an ERP-agnostic SaaS solution on the AWS platform potentially enables integration with any ERP and EAM system. This should expand the markets Innovapptive can serve and could create new business development opportunities. We also note Innovapptive's leadership team, considerable workforce, funding sources, and recent record of product development and innovation as positive factors impacting potential.

Overall  
Potential Score

4



## Presence

Since its founding in 2012, Innovapptive has built a significant presence in the market. It has built a substantial workforce of 330 employees, which is among the most of any CFW Applications vendor. The company has established a customer base consisting primarily of large enterprises in asset-intensive industries in North America, Europe, Australia, and New Zealand. The customer base primarily includes oil and gas, chemicals, mining, utilities, and other asset-centric manufacturing verticals. Innovapptive's sizable workforce operates from offices in the U.S., Europe, India, and Australia. The company's sales presence in North America and the Australia/New Zealand (ANZ) region is complemented by channel partners in Europe and the Asia-Pacific (APAC) region. Established partnerships include major system integrators, such as TCS, HCL, Fujitsu, and Deloitte.

These attributes contribute to Innovapptive's presence in the market and ability to serve its customers. Overall, Innovapptive has built fairly robust sales and service capabilities and an established customer base in North America, Europe, and ANZ, with a particular focus on companies in asset-intensive industries running SAP ERP applications. Business development and growth initiatives are underway to facilitate further geographical expansion, especially into Europe and APAC.

Overall  
Presence Score

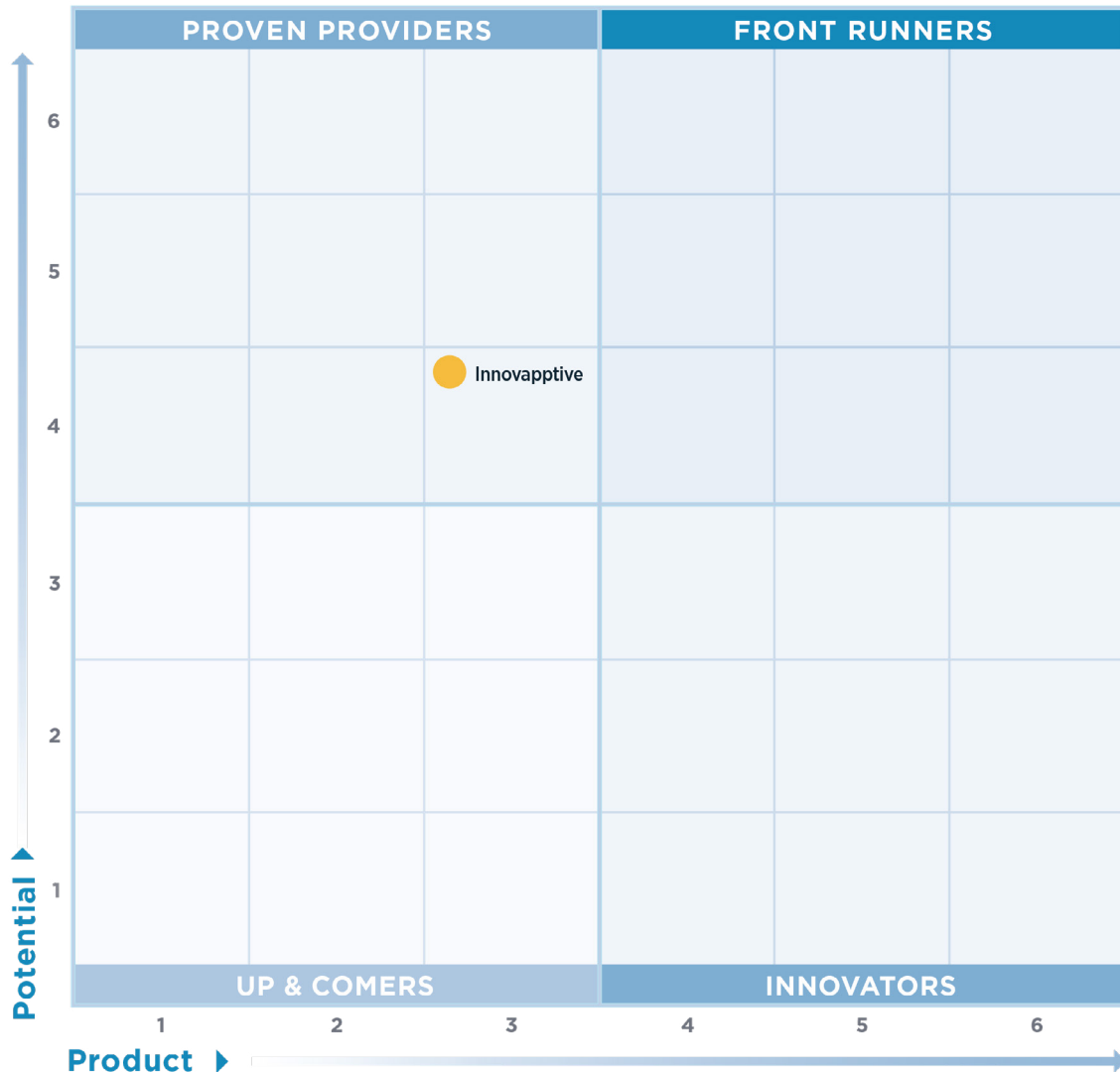
4



## CFW Applications Solution Selection Matrix

Connected Frontline Workforce Applications

### SOLUTION SELECTION MATRIX



**COMPANY SCORE** (Product, Potential, Presence)

Innovapptive (3,4,4)

**COMPANY PRESENCE**



Note: Companies in the same Matrix box are listed alphabetically and have the same Product and Potential scores.



## Guidance

Innovapptive has carved out a unique niche in the CFW Applications market landscape. It has no direct competitor for productized solutions to digitally connect the frontline maintenance operations workforce with pre-built integration to SAP ERP and IBM Maximo business systems. The company's success so far indicates there is clearly a gap between the functionality of these prevalent EAM systems and what industrials need to integrate and optimize maintenance, operations, and MRO parts management. Given how widely deployed SAP ERP and IBM Maximo are across asset-intensive industries, we believe Innovapptive will continue to have a substantial market opportunity with the maintenance operations focus of its current CFW solution.

This historical specialization and the competitive advantages that come with it also present challenges as Innovapptive strives for CFW Applications market leadership. While the company serves a large target market, it's been somewhat limited in terms of industry, vendor centricity (mainly SAP), and use case focus with the current product. In contrast, other vendors' offerings can be positioned ostensibly as more flexible, cross-industry solutions capable of supporting CFW use cases across the value chain. With the RACE app builder platform, Innovapptive should be able to broaden its productized solution offerings and go-to-market activities. And the recent launch of the vendor-agnostic solution on the AWS platform that enables more agnostic connectivity to a broader set of ERP and APM solutions is a move that can expand the current customer base.

We encourage companies in asset-intensive industries to push Innovapptive toward an expanded enterprise CFW use case focus, e.g., production optimization, workforce/labor management, quality, EHS/sustainability, etc. This would likely be a multi-year transition, but one that should be feasible given Innovapptive's resources and track record.

Innovapptive is likely to be a good CFW Applications candidate for companies with the following characteristics:

- In asset-intensive industries in which asset reliability and performance are foundational to operational excellence and financial performance.
- Existing technology landscape has SAP ERP applications, including Plant Maintenance and/or IBM Maximo EAM applications, and looking for solutions to fill functional gaps.
- With CFW use case priorities mainly in the category of asset maintenance operations and other work-order oriented processes.
- Looking for pre-built, ready-to-deploy, enterprise-grade solutions that are compatible with SAP systems, technology, and standards.
- Perceive that the extensibility and configurability of the RACE app builder platform can provide the flexibility to potentially support a wide range of new or modified use cases.

## Related Research on Connected Frontline Workforce

**BLOG** | [Exploring the AI Craze as the CFW Wave Gains Manufacturing Momentum →](#)

**BLOG** | [Why CFW Initiatives Fail: Overcoming 4 Critical Gaps to Accelerate Business Value →](#)

**RESEARCH** | [Connected Workforce: Enable a Competent, Agile Industrial Workforce →](#)

**BLOG** | [Connected Frontline Workforce Applications: Pushing the Frontiers of Industrial Transformation →](#)

**EBOOK** | [Enable Operational Agility with a Digitally Connected Workforce →](#)

**EBOOK** | [Connected Worker: Connecting People and Systems to Transform Frontline Operations →](#)

**BLOG** | [Introducing the Industrial Transformation \(IX\) Reference Architecture →](#)

**RESEARCH** | [IX Architectural Paths 1 of 3: Three Paths & Understanding IX Infrastructure →](#)

**RESEARCH** | [IX Architectural Paths 2 of 3: Evaluating IX Platforms and IX Applications & Analytics →](#)

**RESEARCH** | [IX Architectural Paths 3 of 3: Looking at IX Strategic Partners →](#)

**RESEARCH** | [Industrial Transformation: Architecture and Analytics Just the Beginning →](#)

**RESEARCH** | [Industrial Control Systems and Edge Computing: Enabling an Operational Architecture for Applications and Analytics →](#)

**RESEARCH** | [Avoiding Pilot Purgatory: How to Choose the Right Use Cases to Accelerate Industrial Transformation \(IX\) →](#)

**RESEARCH** | [Industrial Transformation Success: How to Secure Operations' Buy-in to Create Effective Leadership →](#)

**RESEARCH** | [IX Digital Readiness →](#)

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