

SOLUTION SELECTION MATRIX

Vendor Profile:
Augmentir

2023

Connected Frontline Workforce Applications

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.



Augmentir

Connected Frontline Workforce Products/Brands: Smart Connected Worker Suite

Website: www.augmentir.com

Company Overview:

Augmentir is a relatively new player in the Connected Frontline Workforce (CFW) Applications space among the vendors covered in this research. Founded in 2018, the U.S.-based company has established itself as a fast-growing technology innovator with a competitive CFW offering and proven ability to gain new customers and facilitate relatively fast time to value. Augmentir's target market includes small, medium, and large industrial enterprises, with many of its customers in the consumer goods, food and beverage, chemicals, paper and packaging, energy, discrete manufacturing, and industrial equipment verticals. Most of the company's business has been in North America, with recent growth in EMEA and planned expansion into the Asia-Pacific region.

Augmentir's offering is the "Smart Connected Workforce Suite." The product is built on an AI-enabled platform, which is a key differentiator. Overall, it's positioned as an application suite that enables solutions to improve frontline workforce and overall operational performance rather than a technology platform per se. Augmentir emphasizes out-of-the-box solutions for common use cases (e.g., quality, autonomous and preventative maintenance, assembly, safety, skills, and training) that can serve as a baseline for faster implementation and time to value. It also offers flexible capabilities to build digital workflows to extend solutions to address any CFW use case. The product is designed for light, fast implementation. Services for onboarding, training, customer success, integration support, application engineering, and technical support are included in the SaaS subscription fees. Key capabilities include:

- Training and skills management
- Digital work instructions
- Industrial collaboration
- Knowledge management
- Issue management
- Asset management
- AI-based workforce insights







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.

Legend:	 Little or no coverage	 Partial coverage	 Majority coverage	 Full coverage
----------------	---	--	---	---

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		
Digital knowledge management <ul style="list-style-type: none"> Digital work instructions Knowledge capture Central knowledge repository Content management/sharing 		<ul style="list-style-type: none"> No-code digital workflow builder Structured and unstructured content management Analysis of training content effectiveness
Work execution support <ul style="list-style-type: none"> Workflow/Guided procedures In-context information Personalized support Real-time data provision 		<ul style="list-style-type: none"> Form replication and advanced digital workflow authoring capabilities AI-based smart work instructions High degree of in-context, personalized work support
Team collaboration and engagement <ul style="list-style-type: none"> Cross-functional work execution Team communication/problem-solving Remote collaboration Proactive engagement 		<ul style="list-style-type: none"> Cross-functional work processes Real-time remote collaboration, expert assistance Limited real-time team communication/problem-solving/engagement tools

Workforce competency management <ul style="list-style-type: none"> Skills management Training program management In-context continuous learning Training content development 		<ul style="list-style-type: none"> Comprehensive skills and training management Guided learning, upskilling, reskilling Skills and work integration based on existing performance and maintaining qualifications
Use case solutions <ul style="list-style-type: none"> Cross functional Domain-specific Production/Manufacturing Industry-specific 		<ul style="list-style-type: none"> Variety of baseline use case solutions, e.g., safety, quality, maintenance, assembly, training, workforce development, etc.
Workforce reporting and analytics <ul style="list-style-type: none"> Standard dashboards and reports Business intelligence tools Advanced analytics Data management 		<ul style="list-style-type: none"> Built-in standard BI reports Embedded AI capabilities for work for improvement insights and recommendations Preconfigured advanced analytics for work processes and individual/team performance
Special or unique functional capabilities	N/A	<ul style="list-style-type: none"> Holistic frontline operations management platform Extensive library of pro-built apps and connectors serve as baseline solutions
Platform Technology Features		
Solution agility/flexibility <ul style="list-style-type: none"> Workflow engine Configurability Extensibility No-code/Low-code 		<ul style="list-style-type: none"> No-code workflow authoring Robust configurability and extensibility (no-code and pro-code) Internal data model featuring integration services to enable system of record capability
System and data integration <ul style="list-style-type: none"> Open APIs/SDKs Pre-build connectors IoT data integration Data distribution 		<ul style="list-style-type: none"> Open architecture to integrate and exchange data with other systems, including IT, OT, and Edge Open Application Programming Interface (API) Data connector for external analytics systems and tools

Architecture/Deployment <ul style="list-style-type: none"> Flexible deployment Connected and offline Broad device support Device management 		<ul style="list-style-type: none"> Cloud SaaS deployment on Microsoft Azure Multi-platform device support, including hand-held and wearables Connected and off-line modes
Augmented Reality <ul style="list-style-type: none"> AR platform Augmented work instructions AR experience authoring AR-enabled remote assistance 		<ul style="list-style-type: none"> AR-enriched digital work instructions Mobile AR experience builder Remote assistance with AR-based annotations
Real-time remote collaboration <ul style="list-style-type: none"> Multiple participants AR content overlays Record sessions Advanced capabilities 		<ul style="list-style-type: none"> Real-time interactive remote collaboration AR-based annotations Session capture for knowledge base
Security and Privacy <ul style="list-style-type: none"> Application security Operational security Product security Privacy controls 		<ul style="list-style-type: none"> Private/Single Tenant SaaS available for regulated or highly confidential companies
Special or unique platform/technology capabilities	N/A	<ul style="list-style-type: none"> Fully functional AI-enabled platform Provides test integrations to extend the platform for new custom use cases



Potential

Augmentir is well-positioned for future growth, with a trajectory that gives it the potential to be among a small set of likely market leaders in the CFW Applications space. This assessment is based partly on the strength of differentiated capabilities of its AI-enabled solution suite to enable proactive, data-driven performance improvement, personalization of work execution support and training, and the integration of individual and team skills and qualifications to guide workforce development and shift-specific work assignment.

Other key factors impacting Augmentir's potential are the strength and proven experience of the leadership and management teams, strong momentum in the market, a record of successful product innovation, ecosystem partnerships, and likely continued access to adequate funding and resources to support the expansion of go-to-market initiatives. Augmentir's track record indicates a strong likelihood of continued growth and the potential over time to be among a select group of market leaders in the CFW Applications space. The strategy and product are there; execution will be the key to success as EMEA expansion continues and Asia-Pacific growth is targeted for 2023.

Overall
Potential Score

4



Presence

Augmentir has established a significant and growing presence in the market over the past several years, primarily in North America and recently in the EMEA region. The company has a substantial workforce with sales, service, development, and support resources commensurate with its growth stage. It's built a significant customer base spanning small, medium, and large enterprises such as Colgate-Palmolive, Baker Hughes, Hunter Industries, and the U.S. Air Force. Augmentir has developed go-to-market partnerships with Cisco, Hexagon, and Jobs for the Future (JFF), among others.

Augmentir has shown the ability to effectively gain and serve new customers across diverse industry verticals, notably consumer goods, food and beverage, paper and packaging, discrete manufacturing, and industrial equipment. It also has customers in chemicals, energy, utilities, and the U.S. Department of Defense. Overall, the company has systematically and successfully built a substantial market presence aligned with its initial targeted go-to-market efforts. Resources are being applied to expand geographic presence, especially in Europe and Asia-Pacific. As expected, given its relatively early growth stage, Augmentir's market presence is somewhat limited compared to larger, more well-established players in the CFW market while increasing steadily.

Overall
Presence Score

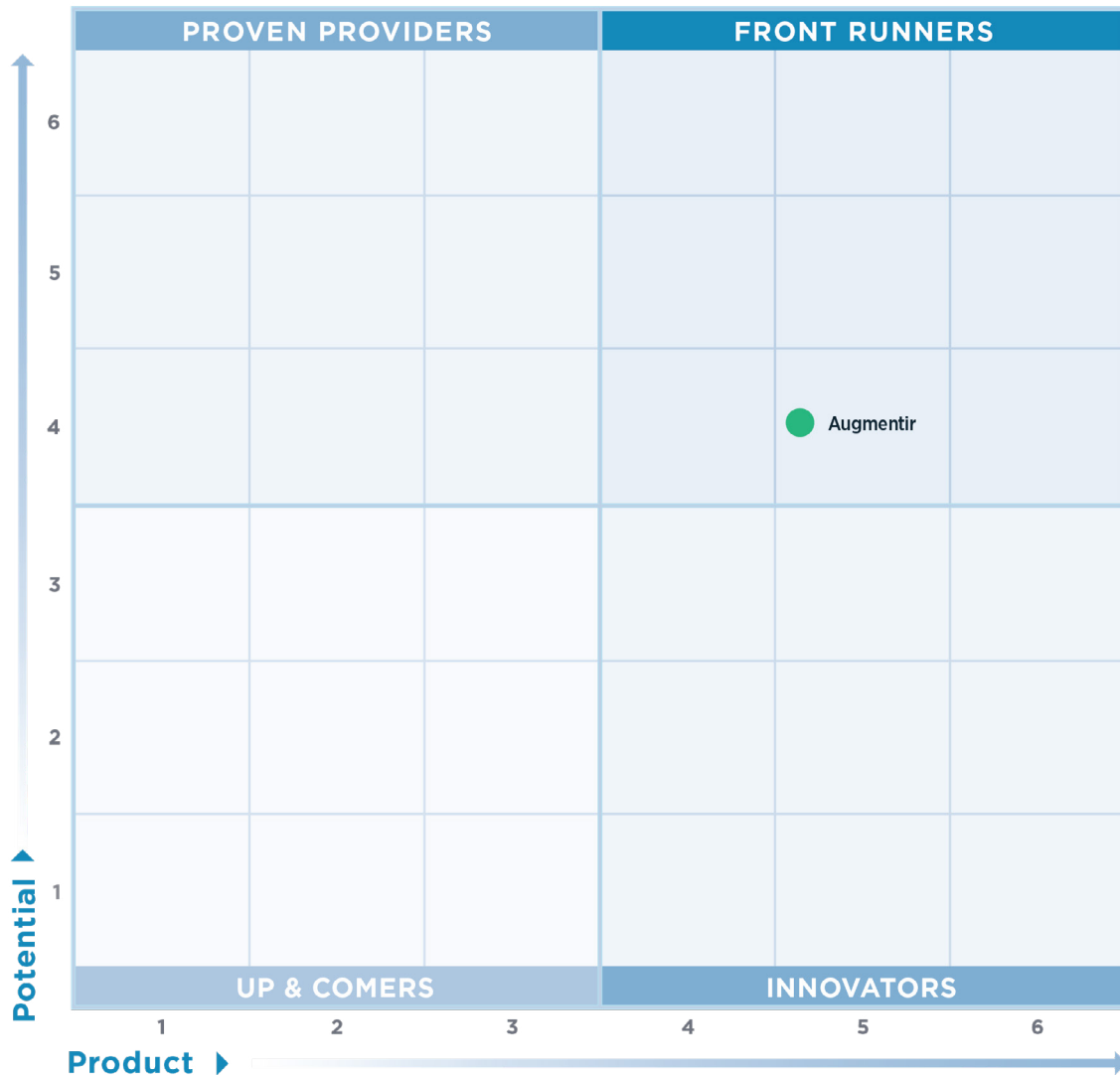
3



CFW Applications Solution Selection Matrix

Connected Frontline Workforce Applications

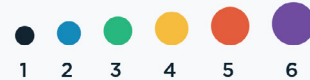
SOLUTION SELECTION MATRIX



COMPANY SCORE (Product, Potential, Presence)

Augmentir (5,4,3)

COMPANY PRESENCE



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

Guidance

Augmentir offers a CFW application suite with among the most comprehensive capabilities among the vendors included in this research. Its innovative incorporation of AI-based advanced analytics enables data-driven improvement of work processes, individual and team performance and learning, and overall operational performance.

Although well-positioned for growth, it's a newer and smaller vendor than others in the competitive field. A challenge for Augmentir will be choosing among the many go-to-market strategy options and allocating resources accordingly. The leadership team has threaded this needle before in several other software startups that successfully scaled to market leadership positions.

The Augmentir offering will be especially well-suited to industrial enterprises and organizations that:

- Want advanced analytics capabilities, including AI, to proactively drive workforce and operational improvements.
- Are looking for a scalable, enterprise-grade solution that supports a wide range of use cases and is designed for relatively fast, light implementation.
- Desire future extension and expansion with digital platforms and technologies as part of their overall Industrial Transformation initiatives.
- Want to leverage pre-configured use case solutions, such as quality, autonomous and preventive maintenance, assembly, safety, skills/training, etc., as a baseline
- Seek to incorporate skills management and training capabilities into their CFW solution with integration into daily operations planning and scheduling.

Companies would do well to include Augmentir's Smart Connected Worker Suite when developing a short list of CFW application vendors. The value of Augmentir's relatively advanced skills management capabilities, support of learning and development, and shift work assignment in daily operations are important aspects to consider when selecting a CFW Applications provider.

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 →](#)

Authors:

Peter Bussey

Senior Advisor

peter.bussey@lns-global.com

Allison Kuhn

Research Analyst

allison.kuhn@lns-global.com

Matthew Littlefield

Co-founder, President, & Research Leader

matthew.littlefield@lns-global.com

SOLUTION SELECTION
MATRIX

2023 Vendor Profile

