IDC Innovators

IDC Innovators: Field Service Management Applications in Manufacturing, 2021

Aly Pinder

THIS IDC INNOVATORS EXCERPT FEATURES: ZINIER

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC Innovators: Field Service Management Applications in Manufacturing, 2021 (Doc # US45617620).

Why Zinier Was Chosen as an IDC Innovator

Zinier is a field service management platform serving industries such as construction, energy, high tech, telecommunications, and utilities. Its cloud platform is built specifically for the field service market and is based on a workflow-driven architecture and back-end and work execution processes.

Zinier		
Founded 2015	**Number of Employees** 200	**Headquarters** San Mateo, California, United States
Product Name Zinier's low-code field service AI platform		**Founders** Arka Prava Dhar and Andrew Wolf
Profiled Product/Service Zinier's low-code field service AI platform		**Funding** $90 million Series C funding in January 2020 led by ICONIQ Capital with participation from Tiger Global Management and repeat investors Accel, Founders Fund, Qualcomm Ventures, NGP Capital, and Newfund Capital, totaling $120 million in funds raised

IDC Innovator Assessment

- Zinier Intelligent Field Service Automation Platform is a cloud-based platform for field service incorporating low-code application platforms, robotic process automation, and mobile and edge computing.
- Zinier has native artificial intelligence and machine learning capabilities built into the platform, with specific properties to support a range of field service-specific operations.
- The platform has a workflow-driven architecture that can fully automate the field service work order management process.

Key Differentiator

Zinier has a focus on the specific needs of the field service market with a low-code configurable offering that can adapt to the varied needs of individual businesses. Each field service operation has special needs to support the current market while also needing to be adaptable to changes in customer needs, service demand, ecosystem changes, and dynamic workforce changes. The ability to support flexibility and a variety of use cases within field service are a critical capability as no two service organizations are exactly alike.

Challenges

Challenges faced by Zinier are not unique but pervade best-of-breed vendors that must navigate a market that includes larger vendors that go beyond field service. Technologies like EAM, ERP, and CRM are beginning to converge into the FSM as IT teams recognize a need to have an integrated DX strategy. This doesn't mean that other enterprise technologies can adequately solve the specific needs of the field service operation, but companies like Zinier will need to highlight the value of a purpose-built and flexible offering.

TECHNOLOGY DEFINITION

IDC's Manufacturing Insights defines field service management as the set of activities or processes necessary to resolve equipment, product, or customer issues in the field that includes work order management, scheduling optimization, route optimization, fleet management, workforce management, and contractor management.

As many manufacturers look to future proof their businesses and specifically their field service operations, digital transformation will play a critical role. The reliance on homegrown, legacy, or nonservice-specific solutions to support the field service operation of the future is becoming obsolete, or at least less desirable for rapid innovation. One of the critical lessons of the COVID-19 crisis has been the need for even decade- and centuries-old manufacturers to be able to be nimble. Disruption is no longer a concept for business to consumer (B2C) or the retail industry. Manufacturers now understand the importance of leveraging innovation accelerators such as artificial intelligence, machine learning, and the Internet of Things (IoT) to enable the delivery of products and services that can be personalized and adjusted to real-time needs. This digital desire for innovation is needed in the field service space. The ability to support hybrid workforces, remote service, self-service, and enhanced visibility into the service operations will provide technology partners the opportunity to support the evolution of field service delivery.

IDC INNOVATORS INCLUSION CRITERIA

An "IDC Innovators" document recognizes emerging vendors chosen by an IDC analyst because they offer an innovative new technology or a groundbreaking business model, or both, and were approved by the IDC Innovators Review Panel. It is not an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies.

An IDC Innovators document highlights vendors that meet the following criteria:

- In IDC's opinion, the company exhibits innovative technology or a new business model.
- The company has annual revenue under $100 million at the time of selection.

- Customers are currently using the company's products and services (i.e., the products and services are not conceptual or in the process of being released).
- The product, service, or business model must solve or help alleviate an IT buyer challenge.

In addition, vendors in the process of being acquired by a larger company may be included provided the acquisition is not finalized at the time of publication of the document. Vendors funded by venture capital firms may also be included even if the venture capital firm has a financial stake in the vendor's company.

LEARN MORE

Related Research

- *IDC TechScape: Worldwide Service Life-Cycle Management and Servitization Optimization in Manufacturing, 2020* (IDC #US44624120, November 2020)
- *IDC FutureScape: Worldwide Manufacturing Product and Service Innovation 2021 Predictions* (IDC #US46915020, October 2020)
- *Contactless Service in the COVID-19 Era: Remote, Intelligent, and Safe Field Support and Issue Resolution* (IDC #US46896520, September 2020)
- *IDC PeerScape: Field Service Management Practices to Cultivate a Culture of Innovation* (IDC #US43759119, April 2020)
- *IDC MarketScape: Worldwide Manufacturing Field Service Management Applications 2019-2020 Vendor Assessment* (IDC #US44408719, November 2019)
- *IDC PlanScape: Reinventing Field Service Value through Connected Products* (IDC #US44089818, July 2018)

Synopsis

IDC Innovators are emerging vendors with revenue <$100 million that have demonstrated either a groundbreaking business model or an innovative new technology – or both. This IDC Innovators study profiles Dispatch.me, Fast Lean Smart, FieldAware, Field Squared, and Zinier in the dynamic market of field service management applications to support business model transformation from a reactive to a predictive and prescriptive service model.

"Manufacturers and service organizations are well on their way to transforming the field service operation from reacting to service issues to one in which resolution can be delivered proactively, predictively, and at times remotely," says Aly Pinder, program director, IDC's Service Innovation and Connected Products research. "This transformation demands an accelerated investment in tools and capabilities that can provide the field service team with real-time insights and knowledge to support customers. Innovative technology vendors will be needed to take manufacturers from largely homegrown solutions to more advanced scalable tools."

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