

## Vendor Profile

# AVEVA's Industrial Intelligence Powers Engineering, Operations, and Optimization Solutions and Services

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## IDC OPINION

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The rapid pace of technological evolution coupled with a complicated business environment necessitates rapid deployment of technology to create an always-aware enterprise that can intelligently sense and respond to relevant business events in real time. The ability to build an intelligent, efficient, effective, and agile enterprise requires systems, processes, and tools to harvest historic and real-time non-siloed data to improve products, services, and operations. This will require organizations to:

- Update or modernize legacy infrastructure and invest in new digital products, solutions, and operations.
- Build an advanced real-time and effective data, analytics, and cloud infrastructure to scale the organizations' businesses.
- Ensure an empowered and collaborative workforce that is digitally connected and safe.
- Leverage generative artificial intelligence (AI) to identify and automate mundane and repeatable tasks that will improve productivity and generate business/operations insight for decision-making and build a manufacturing or operations infrastructure that is connected to the organizations' customers, supply chains, and other ecosystem partners.
- Note that this is not an exhaustive list, and depending on the organizations' industry, there may be other objectives the organizations must address such as regulation and sustainability. As they embark on their transformation journey, organizations must ensure that they envision, design, invest in the best tools and solutions, plan, and execute based on a strategic road map that will take them to their next goal. Organizations must collaborate and co-innovate with technology and services partners to accelerate digital transformation initiatives if they are to realize the true potential of their investments.

## IN THIS VENDOR PROFILE

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This IDC Vendor Profile examines and evaluates AVEVA's evolution, strategy, vision, product, and solutions in context of current market trends and how AVEVA provides value to its customers. It also describes how the company differentiates and lists a few success stories. In addition, it provides some guidance to AVEVA based on evolving market trends. The content related to AVEVA's products and solutions has been provided by the company or sourced from its website.

## SITUATION OVERVIEW

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In the current uncertain global business and political environment, customers are unsure about their technology investment strategy. They continue to grapple with supply chain disruptions, labor shortages, and inflationary fears. In a recent IDC survey (source: IDC's *Future Enterprise Resiliency and Spending Survey, Wave 11*, December 2023; n = 881), leading risk factors related to customers' tech strategies and spending for the next 12 months included inflation driving up vendor pricing beyond budget expectations (38%), staffing/labor shortages preventing effective use of technology (32%), and impact of recession on expected business revenue (30%). In many situations, customers continue to invest in legacy or other systems that help with keeping the lights on. However, in some cases, depending on client size and reach, investments that can enable innovation and differentiation are being put on hold due to lack of clarity regarding which technology investments should be initiated while keeping costs low and in parallel, realizing the benefits they want to achieve. This is where industrial software and industrial ecosystem software can step in to partner for customer aspirations that include:

- Modernize products and services and get them to market faster.
- Transform enterprise operations infrastructure, people, and processes to become resilient, effective, connected, and modern.
- Collect, synthesize, visualize, and analyze overall business, engineering, operations, and optimization performance data that is held in silos across disparate sources. Once this is accomplished, they need to contextualize the integrated information by creating a system that delivers predictive and prescriptive insights and makes data meaningful, enabling deeper insight and transformative actions.
- Integrate information from different business units with the goal of understanding the impact of changes in one on the others.
- Build or buy off-the-shelf solutions that can be customized for their business and current technology infrastructure.
- Leverage industrial AI, ML, and analytics together with advanced automation to accelerate innovation.
- Hire new and train existing talent.
- Improve supply chain visibility and efficiency.
- Focus on increasing employee/worker training and safety.
- Implement new technology and processes to reduce overall total cost of ownership (TCO), increase customer satisfaction (CSAT), and improve customer experience (CX).
- Reduce/eliminate business and infrastructure risk.
- Prioritize knowledge retention as the aging workforce retires.
- Achieve sustainability and ESG goals.

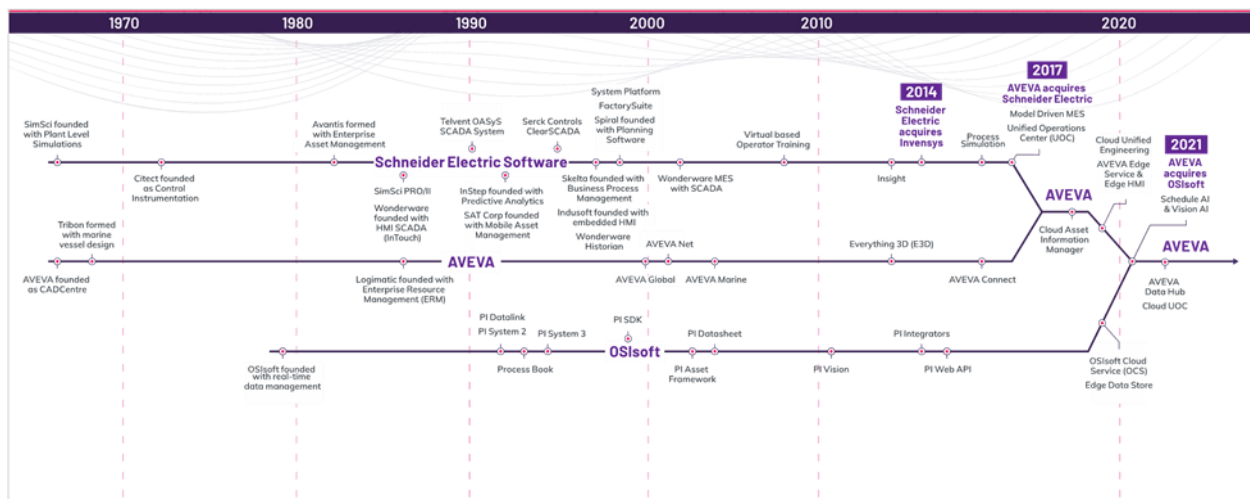
Given this list of investment areas in a market context where customers don't have the luxury of time on their hands, it is imperative that customers explore the option of creating a connected ecosystem that includes technology and engineering services providers that they can collaborate with as they execute their vision to attain or maintain their market leadership position.

## Company Overview

AVEVA provides engineering and industrial software with the aspiration to enable customers to digitally transform the entire asset and operations life cycle across capital-intensive industries (see Figure 1). The company's engineering, planning and operations, asset performance, and monitoring and control solutions deliver results to over 20,000 customers across the globe. Customers also benefit from a large industrial software ecosystem, including more than 5,500 partners and 5,700 certified developers. AVEVA is headquartered in Cambridge, the United Kingdom, with over 7,000 employees with deployments in over 100 countries. For FY22, AVEVA generated £1,185.3 million in revenue up from £820.4 million, which reflects a growth rate of 44.5%.

**FIGURE 1**

### The Evolution of AVEVA



Note: In January 2023, AVEVA announced the completion of its acquisition by Schneider Electric.

Source: AVEVA, 2024

## Company Strategy

### AVEVA's Vision, Mission, and Strategy

AVEVA's mission is to spark industrial ingenuity by connecting people with trusted information and AI-enriched insights that help them engineer capital projects more efficiently, operate better, and drive responsible use of our world's resources.

AVEVA's commitment to the company's customers includes:

- Extend the value of the company's customers' existing investments.
- Deliver a neutral industrial intelligence platform.
- Unlock net-new value and net-new use cases that drive agility, resilience, and sustainability.

## *AVEVA's Product and Solution Portfolio*

Against the backdrop of the company's strategy and vision, AVEVA's portfolio spans the design, build, operate, and optimize life cycle. Industrial intelligence is the foundation on which AVEVA rests. It is also the one key element that enables its customers to succeed and to do more with less. It empowers industries to be sustainable, make money, and help the company and its customers achieve their growth and sustainability goals. In AVEVA's opinion, a big part of the guaranteed success for any digital transformation initiative is correlated to the knowledge and skills of the company's ecosystem, that is, the company's customers, partners, and the company's own solutions, products, and talent. This, coupled with the industry- and domain-specific use cases that customers wish to work on, fuels innovation that can ensure business success. In any connected industrial ecosystem consisting of stakeholders such as producers, suppliers, supply chains, integrators, distributors, consumers, and leadership, breaking down silos, getting rid of barriers, and leveraging a unified trusted data set are crucial to success. Those that master the art of creating a high-performing connected industrial ecosystem will outsmart other competing industrial ecosystem value chains.

The industrial cloud platform, CONNECT, enables customers to transform faster, reduce costs, and optimize at scale. It is designed to empower customers at every stage of the Design and build and operate and optimize cycle. AVEVA's R&D and other efforts for the company's (at times disparate) software products ensure that they integrate and are interoperable, and customers can easily exchange data between across products. These solutions are made available in a cloud-native, on-premises, or hybrid model while ensuring trusted flow of data between these solutions, all in one place and connected. Platform-as-a-service models are key. For example, AVEVA Data Hub brings together time series and MES data and enables customers to see not only data that was created but how it was created. This data in the cloud can be shared with all relevant internal and external stakeholders, enabling collaboration, and representing a true unified ecosystem approach. This is introducing new ways of working, enabling faster ways of working, and becoming more resilient and sustainable.

Trusted data is the foundation of industrial AI and results in high performance, speed, and energy savings. It is the foundation of the entire industrial intelligence economy. Connectedness is enabled by AVEVA's solutions that act as a gateway into an unlimited way of leveraging analytics, command, and control center capabilities. It provides the ability to do strategic planning and take real-time business/technology decisions by creating integrated insights that incorporate inputs from different data sources and applications. Data and intelligence visualization can be seamlessly applied across different applications and accessed via a range of on-premises and mobile tools such as large screens, your laptop, or your mobile device. All of these are possible due to AVEVA's growing innovation ecosystem of partners that are on the CONNECT platform. AVEVA aspires to add more to the existing ecosystem of partners and envisions that CONNECT becomes the heart of the industrial ecosystem.

A summary of AVEVA's current offerings (note that it is not an exhaustive list of products and solutions to the company's customers) includes:

- **Design and build:**
  - **Engineering and Execution Software solutions.** This set of products ensures customers to execute cost-effective, robust design, sophisticated, and on-time projects with efficient engineering tools. Products include AVEVA Unified Engineering, AVEVA Enterprise Resource Management, AVEVA E3D Design, AVEVA Engineering, AVEVA Point Cloud Manager, and AVEVA Unified Project Execution. These always-on cloud-enabled solutions aid customers increase project transparency and reduce risk. They also enable collaboration and offer the ability to increase revenue retention with on-time, on-budget project delivery.

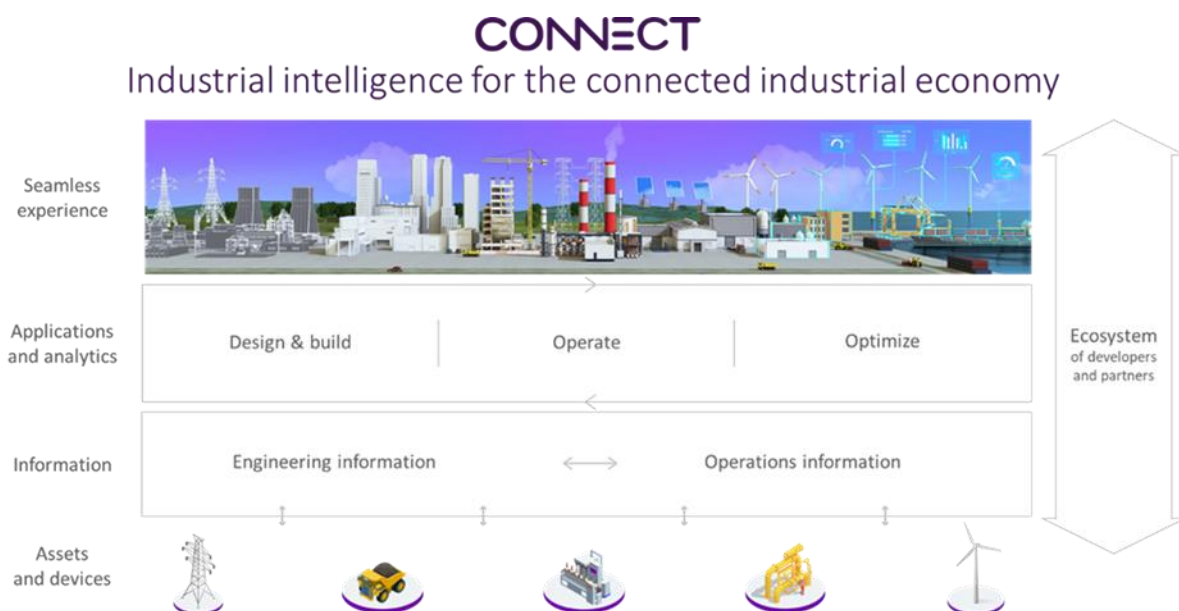
- **Engineering data management.** The primary objective of engineering data management products is to create a single source of truth across the asset life cycle to gain universal access to information. These solutions help customers create a standardized view of their data, so they can get actionable, contextualized information to make faster and reliable decisions to seamlessly connect engineering and operations. Products include AVEVA Asset Information Management, AVEVA Information Standards Manager, AVEVA Point Cloud Manager, and AVEVA 3D Asset Visualization. This set of products/solutions helps customers break down internal silos and connect teams with relevant trusted information and insights.
- **Simulation and Learning.** Simulation and Learning solutions operate on the principle of building better and smarter ways to design and learn by linking conceptual design to engineering and operations. AVEVA's solutions use physics-based models to understand, predict, and improve the behavior of processes, plants, and people. Solutions include AVEVA Process Simulation, AVEVA PRO/II Simulation, AVEVA Dynamic Simulation, AVEVA XR for Training, and AVEVA Unified Learning.
- **Unified Project Execution.** Against the backdrop of delays in capital-intensive projects coupled with high costs of materials, AVEVA's Unified Project Execution approach forms a layer of risk protection around the company's customers' projects via products that enhance process governance and offer best-in-class change management and data-centric construction, planning, and execution. These solutions also connect decision-makers with software designed for capital project execution to help customers deliver on time and on budget, even on the most challenging projects. Products in this category include AVEVA Contract Risk Management and AVEVA Enterprise Resource Management.
- **Operate and optimize:**
  - **Operations Control and HMI.** AVEVA Unified Operations Center solution enables customers to view operations, engineering, and other business data – in one contextual environment. It also helps improve operational awareness, crisis response, and information sharing across the organization. Additional monitoring and control-related products include leading SCADA/HMI solutions AVEVA System Platform, AVEVA Plant SCADA, AVEVA Enterprise SCADA, AVEVA Historian, AVEVA InTouch HMI, and AVEVA Edge.
  - **Production Optimization solutions.** AVEVA's Production Optimization software aligns people and processes with advanced execution and optimization capabilities to maximize production performance, quality, sustainability, and agility. The solutions that comprise the products for process and manufacturing industries are:
    - **Process Operations software.** Customers can leverage this suite of products to improve their operational processes and enable precise decision-making with end-to-end visibility and collaboration capability.
    - **Process Optimization and Manufacturing Performance Management software.** These include a suite of products that assists customers with minimizing waste and losses and are enabled by data-driven continuous improvement, advanced analytics, and advanced process control.
    - **Manufacturing Execution Software.** Manufacturing Execution Software products are leveraged to improve operational process and work efficiency, enforce consistent execution of work and data collection tasks to minimize compliance risks, and improve business agility and resilience with end-to-end visibility and collaboration across the manufacturing value chain.

- **Asset performance management (APM).** AVEVA's asset performance management suite of products monitors assets to identify, diagnose, and prioritize impending equipment problems – continuously and in real time. APM empowers organizations to reduce unscheduled downtime, prevent equipment failure, and reduce maintenance costs while increasing asset utilization, extending equipment life, and identifying underperforming assets.
- **Supply chain.** AVEVA's supply chain performance solutions tailored specifically to the oil, gas, and energy market include digital twin technology that delivers actionable insights. Teams can change direction quickly to meet demand, maximize profitability, or reduce operational risk. Customers can break down silos, share knowledge, and drive collaboration.
- **Data management solutions.** AVEVA data management solutions let customers collect, enrich, and use industrial data in a distributed, multivendor environment. Some of these products are:
  - **AVEVA Asset Information Management.** Customers can leverage this product to accelerate information discovery and break down silos for fast, intuitive, and in-context access to relevant data.
  - **AVEVA Data Hub.** AVEVA Data Hub is a scalable cloud data management SaaS solution that makes sharing industrial data simple and secure.
  - **AVEVA Insight.** AVEVA Insight delivers actionable information and artificial intelligence capabilities to help customers' teams improve asset reliability and operational performance.
  - **AVEVA PI System.** This product enables customers to collect, aggregate, and enrich real-time operations data for immediate problem-solving and easily deliver formatted data to enterprise applications and advanced analytics systems.
- **Digital transformation:**
  - Digital technologies are enabling customers to accelerate speed to insights across the industrial life cycle – from conceptual and engineering design to performance optimization. AVEVA leverages the latest advancements and digital transformation use cases to enable the company's customers' success. Further:
    - **Artificial intelligence.** With the intent to optimize with AI software that puts any customer's technology and human insight to work, AVEVA's AI-based solutions provide the agility to respond to changing conditions in real time for greater safety, profitability, and sustainability. These solutions are purpose built for industry and application requirements and integrate AI technology and machine learning capabilities. This enables a constant state of self-optimization through autonomous and semiautonomous processes.
    - **Industrial Cloud Platform solutions.** These solutions enable the connected digital landscape and break down boundaries with an open cloud platform optimized for unlocking industrial insights in real time.
    - **Connected Worker.** AVEVA's solutions address the needs and expectations of the human behind the working asset when learning, preparing, and executing work. AVEVA provides the connected worker with seamless collaboration, access to timely information, and enhanced visualization and insights.
    - **Digital twin.** AVEVA's solutions provide the necessary data, models and analytics, and visualization to build digital twin solutions that span the entire asset life cycle. They connect data from every layer of the technology stack for one contextualized, multivisual experience from capital project to operations.

- **Extended Reality (XR).** AVEVA Extended Reality platform empowers the workforce with enhanced *Design Review & Commissioning*, *Workforce Upskill*, and *Operations and Maintenance* products/solutions to make better and faster decisions and increase efficiency and asset longevity. This technology uses AI-infused analytics, Industrial Internet of Things (IIoT), and an advanced digital twin in a common cloud platform to provide the best multi-experience and guidance to any workforce, ensuring profitable and safe operations every day.
- **Industrial Internet of Things.** AVEVA's broad edge to enterprise portfolio is designed to add the value of the IIoT to the company's customers' entire organization.
- **Cloud services.** AVEVA CONNECT is an industrial cloud platform where customers can access and manage the full AVEVA portfolio through a single interface for both cloud and on-premises applications (see Figure 2). It enables a digital experience delivering access to everything organizations need to design, build, operate, and optimize better with industrial intelligence as a service. It assists organizations to uncover new opportunities and create a living digital twin, from a single asset to entire ecosystems, and provides the ability to collaborate across teams and organizations, uncover new opportunities, and make sustainability a competitive advantage.

**FIGURE 2**

## AVEVA CONNECT



Source: AVEVA, 2024

- Some key features of AVEVA CONNECT are:
  - **Scale:** It allows customers to scale faster with a flexible subscription model.
  - **Enrich data into insights:** It provides custom and predefined dashboards to visualize industrial insights in real time and optimizes with AI for sustainable growth.
  - **Innovate for a sustainable future:** It offers new ways of working that optimize productivity, engagement, and carbon efficiencies.
  - **Provide a secure and stable platform:** AVEVA CONNECT provides a stable and secure platform to run AVEVA CONNECT services.
- Organizations can subscribe and manage their solutions through the self-service portal. They can also manage their budget and monitor consumption through the AVEVA Flex subscription program. AVEVA CONNECT enables customers to engineer smarter and operate better with their industrial cloud platform. Customers can also access SaaS capabilities through the platform to create an industrial hybrid architecture that offers on-premises industrial applications. It also provides the benefits of connecting a business to the ecosystem of partners and helps accelerate time to value with AVEVA's industrial expertise.
- Organizations use AVEVA CONNECT to connect their data and communities, empowering their ecosystem with trusted information, robust data visualization, and sector-specific insights. It's a digital transformation hub that can help drive down IT and engineering costs and improve flexibility to scale software usage to meet project demand.
- The AVEVA Flex subscription program spans any mix of cloud, hybrid, and on-premises solutions across AVEVA's comprehensive portfolio with simplicity in the license purchase, usage, and management. On top of regular software upgrades included, AVEVA enables any customer's workforce with support and success services to accelerate the customer's business digital transformation.

## Success Stories

Table 1 showcases a few wins that depict how customers leveraged AVEVA's solutions to solve their business and technology challenges.



**TABLE 1**

**AVEVA – Success Stories**

Customer	Challenges	Goals	Services Partnership	Solution	Benefits
<p>German fast-moving consumer goods (FMCG) manufacturer Henkel operates globally with more than 52,000 employees. Its brands span three business units: Adhesive Technologies, Beauty Care, and Laundry &amp; Home Care.</p>	<p>Improvements were needed in the collection, use, and communication of consumption and emissions data across the length of Henkel's global supply chain.</p>	<ul style="list-style-type: none"> <li>▪ Reduce specific energy consumption and confirm ISO 50001 certification for all Laundry &amp; Home Care production sites.</li> <li>▪ Improve supply chain resource efficiency on the production side by 5-6% annually.</li> <li>▪ Become three times more efficient by 2030.</li> </ul>	<p>Henkel worked with an experienced systems integrator in Germany, EMP Etteplan GmbH, to implement the energy monitoring system, with software provided by AVEVA. The project team was ably supported by the Henkel supply chain production experts.</p>	<p>Henkel chose to implement a digital backbone and further develop the preexisting information system in a flexible and demand-oriented way. For its sustainability goals to be achieved, it was critical that the new solution possess the capability for the new measures to be implemented continuously and immediately.</p>	<p>The Laundry &amp; Home Care business unit has seen significant improvements to its sustainability efforts as a result of its AVEVA-based solution. Energy consumption has fallen, and resource efficiency has increased. In terms of financial savings, each energy saving percentage point approximately equates to a saving of €0.5 million per year. As a result, the AVEVA-based solution has saved Henkel €37 million to date, with the latest annual saving having now reached €8 million per year compared with the base year. Consolidating the financial gains delivered by the solution each year represents full payback four times over, with 100% ROI delivered after less than four years. As a result of its successful implementation of AVEVA Manufacturing Execution System, Henkel has reduced filling line waste and eliminated virtually all incorrect labelling (100% label quality ex-line and more than 99.8% first time right for label application globally). This leads to the highest guaranteed product quality and significant savings in packaging. The solution also drove improvements in OEE of an average of 15% after just two years.</p>

**TABLE 1**

**AVEVA – Success Stories**

Customer	Challenges	Goals	Services Partnership	Solution	Benefits
ZGlobal is a California-based energy consulting firm and solutions provider, which provides power management services to SVCE, including scheduling coordination and asset analysis for maintenance purposes.	<ul style="list-style-type: none"> <li>▪ Multiple different organizations needed access to multiple different data sets from the power producer.</li> <li>▪ Traditional data sharing methods either required too much time and effort or raised too many data security concerns.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Securely share real-time and historical data sets with multiple organizations.</li> <li>▪ Ensure identical data set view to all stakeholders for auditing purposes and transparency.</li> <li>▪ Provide real-time secure access to third-party power producers' data sets to manage scheduling.</li> </ul>	No	The group's new data sharing solution, configured with the cloud-native capabilities of AVEVA Data Hub, increases security and simplifies the process of sharing data sets with multiple parties. The power producer configures data flow from its AVEVA PI Server to an AVEVA Data Hub tenant. Instead of an on-premises PI Server, now data sharing originates in the cloud from AVEVA Data Hub, which reduces security risk. Rather than multiple, customized data sharing solutions, the power producer can now configure data sharing communities for its data consumers, each with its own AVEVA Data Hub tenant.	In this new, cloud-based data community, everyone wins. With convenient, remote access to near-real-time and historical data, ZGlobal builds daily heterogeneous reports, which combine the power producer's data sets with other information, such as schedule data from the California Independent System Operator as well market and meter data, to provide their customers with a full picture of exactly how their assets are performing. Now, when performance drops below the expected level, ZGlobal has the data to effectively troubleshoot the issue. The new system has also given the company a competitive advantage in attracting new customers.
Based in Austria, HENN manufactures connectors for the charging-air and cooling systems found in nearly every type of	<ul style="list-style-type: none"> <li>▪ Improving component quality is key to customer satisfaction and a</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improve the quality of manufactured parts.</li> </ul>	No	With AVEVA's help, HENN created a system that used Edge Data Store to send information collected by their	Reporting time decreased from two days to two minutes, contributing to overall efficiency gain of 10%.

**TABLE 1**

**AVEVA – Success Stories**

Customer	Challenges	Goals	Services Partnership	Solution	Benefits
<p>automotive engine on the road – be it a combustion, hybrid, electric, or fuel cell-powered engine. Outfitted with cutting-edge digital technologies, HENN's automated manufacturing comprises of 18 assembly lines which produce one connector every 1.7 seconds. HENN also has 420 of its own assembly machines at customer sites that guarantee the connection between connector and hose/pipe, and data is recorded for quality purposes.</p>	<p>valuable differentiator.</p> <ul style="list-style-type: none"> <li>▪ Establishing the cause of part failure was difficult due to outdated legacy systems and uncontextualized data.</li> <li>▪ Flexibility to combine time series data with other types of data, like part numbers.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Collect and provide real-time data sharing with internal stakeholders (analysts) and external stakeholders in the supply chain (suppliers and equipment manufacturers).</li> <li>▪ Improve visibility into asset conditions to drive efficiency gains.</li> </ul>		<p>production machinery's programmable logic controller (PLC) to both its legacy database and AVEVA Data Hub. Once the data was available on the cloud, HENN was able to unlock new degrees of business intelligence by building doubly indexed data streams, calibrated to both time stamp and part number, to present information in context.</p>	<p>Real-time data is collected and accessible on the cloud, enabling quality issues to be quickly identified and managed.</p> <p>Data sharing among suppliers further encourages improved quality.</p> <p>Flexible SaaS-based subscription licensing model provides assurance of the most cost-effective approach as software needs fluctuate.</p>
<p>PBS is a consortium comprising Ponticelli, Brand Energy &amp; Infrastructure Services, and Semco Maritime. They provide offshore services and maintenance of oil and gas assets in the North Sea.</p>	<ul style="list-style-type: none"> <li>▪ The pandemic forced immediate remote working.</li> <li>▪ The team had to learn how to use new solutions remotely.</li> <li>▪ Varying numbers of software users and contractors could make licensing complex and costly.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Deliver on maintenance and operations contract with supermajor client.</li> <li>▪ Produce accurate, efficient engineering and design work.</li> <li>▪ Maintain digital 3D models of client's assets.</li> </ul>	No	<p>PBS used its AVEVA solutions to design, build, and schedule the work required for the entire shutdown period. For instance, for piping replacements, the team used AVEVA E3D Design to produce detailed P&amp;ID drawings required for the pipework fabricator. AVEVA's solution enabled the team to ensure their</p>	<p>Enabled PBS to meet its contractual obligations on time by delivering the capability to work remotely in the cloud.</p> <p>Delivered savings by eliminating the need for additional IT resources or security.</p> <p>Provided the assurance of the most cost-effective licensing in line with fluctuating project software needs.</p>

**TABLE 1**

**AVEVA – Success Stories**

Customer	Challenges	Goals	Services Partnership	Solution	Benefits
		<ul style="list-style-type: none"> <li>Plan and deliver safe, accurate platform shutdowns.</li> </ul>		<p>design was accurate and avoid rework. The 3D-design approach enabled PBS to confidently plan for the space and manpower needed to maneuver and replace the piping. To meet the design requirements, PBS laser-captured the detailed, as-is 3D models using AVEVA Point Cloud Manager and swiftly compared them with the 3D models provided by its client to gather a view of the latest model. They leveraged tight integration between the laser model and AVEVA E3D Design in the cloud to efficiently execute the new engineering work required for the entire maintenance project.</p>	<p>Enabled the team to produce accurate engineering and design templates, slashing rework to less than 2%.</p> <p>Reduced safety risks during maintenance work through the use of 3D planning that enabled resource requirements to be minimized.</p> <p>Reduced costs through the need for less manpower.</p> <p>Delivered three successful platform shutdowns in first year, with full ROI being reached with the first shutdown.</p>
Yinson is a global floating production, storage, and offtake vessel manufacturer.					

Source: AVEVA, 2024

## FUTURE OUTLOOK

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As organizations begin to see the impact of technology deployment on their business metrics, the market will witness an increased demand for transformative products, services, and operations.

## ESSENTIAL GUIDANCE

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### Advice for AVEVA

AVEVA has built a strong portfolio of relevant industry-specific offerings for its customers. To differentiate from competitors, the company is focused on becoming a go-to partner for its customers' needs across the design, operate, and optimize functions. In summary, the key strengths that enable AVEVA to differentiate itself from its competitors include:

- A comprehensive digital engineering products, solutions, and cloud infrastructure portfolio (This includes data, analytics, digital thread/twin, vision, and the CONNECT industrial intelligence platform.)
- A robust partner ecosystem (AVEVA's growing ecosystem spans over 5,500 partners worldwide. Together with the company's partners, AVEVA ensures that its customers can rely on the company at every stage of their digital transformation journey. AVEVA Partner Ecosystem delivers meaningful impact to the customers across existing and emerging industries and operating models.)
- AVEVA's collaborative ecosystem that provides expertise through integrated sales, support, technology integration, and solutions that enhance the customer experience
- AVEVA's solutions that are focused on *creating an empowered workforce* for the company's customers
- Flexible consumption models

What works for AVEVA today may not always be relevant for tomorrow. According to IDC, AVEVA should focus to increase market share and ensure it can retain/build a competitive advantage:

- Note that to increase market share and expand its reach, AVEVA should increase its focus on co-innovating, cocreating, and joint go-to-market initiatives with engineering services and other partner categories. For example, these partners with their industry-specific capabilities can work with AVEVA to build new offerings for the automotive space where some of AVEVA's competitors are stronger. They can also assist AVEVA with rapid and seamless integration with their customers' existing infrastructure.
- Continue to increase investment in innovation in industrial AI, cloud computing, and other engineering categories.
- Track competitor pricing and make sure its licensing costs for CONNECT offerings are affordable for smaller businesses. This strategy will also help increase its client base.

## LEARN MORE

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### Related Research

- *IDC PlanScope: Future of Operations – Developing a Cohesive and Unified Operations Transformation Program* (IDC #US51348823, November 2023)

- *IDC Market Glance: Digital Engineering and Operational Technology Services, 3Q23* (IDC #US50929624, November 2023)
- *IDC FutureScape: Worldwide Future of Operations 2024 Predictions* (IDC #US48535322, October 2023)
- *IDC FutureScape: Worldwide Manufacturing Product and Service Innovation 2024 Predictions* (IDC #US50873723, October 2023)

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