

# IoT Application Enablement Platform (AEP) benchmarking report reveals the diversity of the marketplace

*Transforma Insights unveils the results of its extensive analysis of the strategies of twelve leading IoT Application Enablement Platform providers.*

LONDON, UK, November 11, 2020 /

EINPresswire.com/ -- Transforma Insights today published the report '[IoT Application Enablement Platform \(AEP\) Peer Benchmarking 2020](#)' as part of its Advisory Service subscription. The report is based on detailed analysis of the strategies of twelve leading vendors of AEP capabilities which between them represent a diverse cross-section of the market.

Commenting on the results, author Jim Morrish said: "The title of this report is something of an oxymoron: there's no such thing as a 'peer' in the IoT AEP space. Rather, the market is complex and diverse in a way that reflects the diversity of end user requirements. Different AEPs seek to differentiate their offerings in different ways, and seek to target different opportunities".

The report includes detailed analysis of the strategy and capabilities of AEP vendors in dozens of areas, aspects of which are synthesized into a number of summary and comparison graphics. For example comparing the relationship between scale and market (end-user vertical and application) market focus for selected AEPs: generally only the very largest companies seek to offer 'generic' AEP capabilities to support all end-user verticals and applications.

The findings of the research reveal the great diversity in the IoT AEP market. Morrish further notes: "There is no 'the best' IoT AEP, and the best (most suitable) platform for any particular end-user requirement can only be identified in the context of that specific requirement. The IoT platforms included in this report specialise in diverse areas, ranging from enterprise application

Vendor	Platform Name	Sweet Spot
Altair	SmartWorks	<ul style="list-style-type: none"> <li>Support for development and operation of sophisticated and smart products.</li> <li>Infrastructure and asset monitoring.</li> <li>Digital twins, physics-based simulation and modelling.</li> </ul>
AWS	AWS IoT	<ul style="list-style-type: none"> <li>Supporting platform solutions, including other AEPs.</li> <li>Digital twins, physics-based simulation and modelling.</li> <li>Analytics and the management of content.</li> <li>Hyperscale capabilities.</li> </ul>
Clearblade	Clearblade	<ul style="list-style-type: none"> <li>Edge solutions for complex industrial contexts.</li> <li>Brownfield deployments.</li> <li>Situations where wide area connectivity is not reliable.</li> </ul>
Ericsson	Connected Vehicle Platform	<ul style="list-style-type: none"> <li>Vehicle OEMs selling connected vehicles.</li> <li>Applications to support connected vehicles.</li> </ul>
Fujitsu	COLMINA	<ul style="list-style-type: none"> <li>Manufacturing production management and optimisation.</li> <li>Multi-site, mixed production.</li> <li>Digital transformation and change management for manufacturers.</li> </ul>
IBM	Watson IoT	<ul style="list-style-type: none"> <li>Integration with AI, distributed ledger, digital twin, and other emerging technologies.</li> <li>Large and sophisticated end users.</li> <li>In-house consulting capability.</li> </ul>
Microsoft	Azure IoT	<ul style="list-style-type: none"> <li>Very large end users.</li> <li>Systems integrator and telco resellers.</li> <li>Digital twins of manufacturing facilities.</li> </ul>
Oracle	IoT Intelligent Applications	<ul style="list-style-type: none"> <li>Smart manufacturing, logistics, worker safety, predictive maintenance and service monitoring.</li> <li>Larger and global enterprises.</li> <li>Users of Oracle enterprise software.</li> </ul>
PTC	ThingWorx	<ul style="list-style-type: none"> <li>Manufacturers of industrial and engineering equipment.</li> <li>Integration of IoT with CAD/CAM information.</li> <li>AR enabled service and manufacturing.</li> <li>X-as capabilities.</li> </ul>
SAP	Industry 4. Now (SAP Internet of Things)	<ul style="list-style-type: none"> <li>Enterprise digital transformation.</li> <li>Existing SAP ERP clients.</li> <li>End users looking to deploy a range of ERP solutions.</li> </ul>
Siemens	MindSphere	<ul style="list-style-type: none"> <li>Industrial automation and control.</li> <li>Power grid and rail infrastructure monitoring and maintenance.</li> <li>Smart campus and smart city.</li> <li>Assets in the field and automotive fleet management (via partners).</li> </ul>
Software AG	Cumulocity	<ul style="list-style-type: none"> <li>Water management and building management.</li> <li>Supporting the rapid development of IoT solutions with no lock-in to a specific vendor, hardware, or</li> </ul>

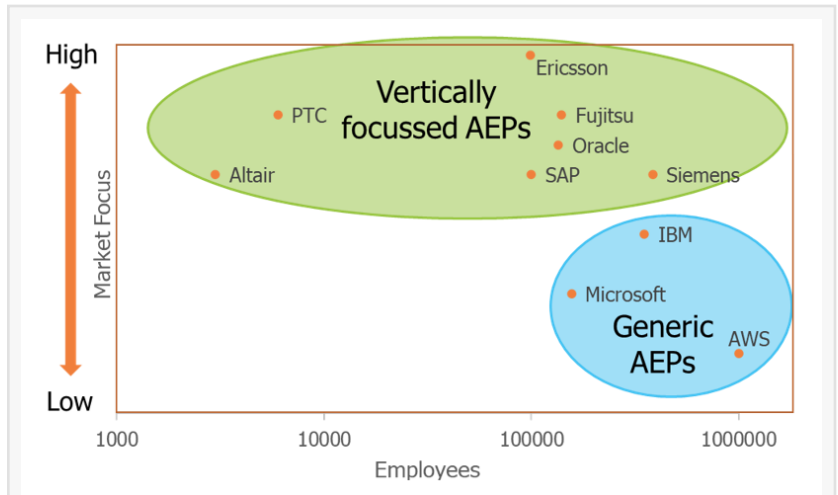
IoT AEP Vendors, Platform Names, and Key Strengths [Source: Transforma Insights, 2020]

integration (and consistency) through to smart product design and enablement”.

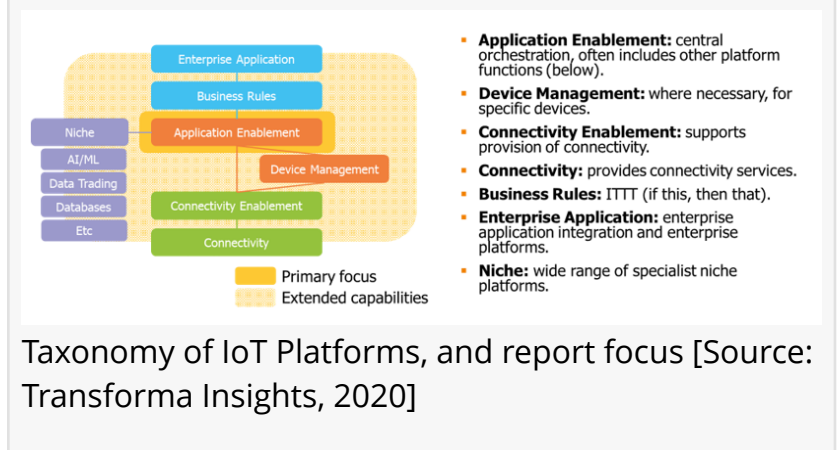
The report also reveals some of the key capabilities that are increasingly offered alongside core AEP technical capabilities, including technology areas such as Artificial Intelligence, Distributed Ledger, Digital Twin, Edge Computing, and cellular Connectivity Management.

### About the Report

Transforma Insights’ IoT Application Enablement Platform (AEP) Peer Benchmarking 2020 report analyses the strategies and capabilities of twelve leading vendors of AEP platform capabilities: Altair, AWS, Clearblade, Ericsson, Fujitsu, IBM, Microsoft, Oracle, PTC, SAP, Siemens, and Software AG. The twelve vendors chosen offer a blend of generic (cross-vertical), end-user and application focussed, and horizontal technology focussed propositions.



Employee count and market focus for selected AEPs [Source: Transforma Insights, 2020]



Taxonomy of IoT Platforms, and report focus [Source: Transforma Insights, 2020]

The scope of the benchmarking study is Application Enablement Platforms, that assist and enable end-users (and others) to efficiently develop IoT applications. Not included in this scope are Connectivity or Connectivity Support Platforms (that enable efficient management of device connectivity), Device Management Platforms (that allow for efficient management of devices), and a range of other specialist platforms such as Business Rules Platforms and Data Exchange Platforms, except where such capabilities are offered alongside Application Enablement Platform capabilities.



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*Jim Morrish, Founding Partner*

The 108-page report leads with a summary of the ‘sweet spots’ for each vendor, and includes an aggregated ranking

based on various technical capabilities and also analysis of the market positioning, channel strategy, (end-user and vertical) market focus, and ecosystem focus of each vendor. This is

followed by an analysis of key emerging technology areas (Artificial Intelligence, Distributed Ledger, Digital Twin, Edge Computing, and cellular Connectivity Management).

The majority of the report consists of 4-9 page profiles of each of the companies, featuring sections covering each of the following:

- Synopsis section provides a general overview of the vendor.
- Sweet spot section includes a summary of areas of the IoT market in which the vendor in question excels.
- SWOT summarises the strengths, weaknesses, opportunities, and threats for the vendor.
- Background section provides information on the history of the organisation, its structure, size of the team, and other salient information.
- Strategy provides a summary of the strategy of the vendor.
- Scale provides information related to and evidence of deployments at scale.
- Verticals includes information on key target verticals.
- Geographies summarises geographies addressed by the vendor.
- Ecosystems provides information about ecosystems associated with the vendor.
- Channels includes information about channels to market.
- Technical summarises relevant technical information.
- Pricing includes any available pricing information.

#### About Transforma Insights

Transforma Insights is a leading research firm focused on the world of Digital Transformation (DX). Led by seasoned technology industry analysts we provide advice, recommendations and decision support tools for organisations seeking to understand how new technologies will change the markets in which they operate.

For more information about Transforma Insights, please see our website

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