

The **CIO Guide** to the IBM Maximo Application Suite

Special Report

Get an Edge on
MAS

WHO USES IBM MAXIMO?



12 of the 20 Largest Power Distribution Utilities.



9 of the 18 Busiest Airports in the World.



14 of the 20 Largest Power Generation Companies.



16 of the 24 Diversified Utility Companies.



10 of the 20 Largest Oil and Gas Companies.



10 of the 13 Largest Pharmaceutical Companies.



7 of the 10 Major Aerospace and Defense Companies.

Market-Leading Asset Management and Performance Solution

Over the years, many Asset Management Lifecycle solutions have been on the market, but none have consistently endured the test of time like IBM Maximo and its unparalleled single platform: the Maximo Application Suite (MAS).

CIOs and other technology professionals—especially those working in public power, water utilities, municipalities, energy, ports, and infrastructure—should give careful consideration to this market-leading asset management and performance solution backed by “Big Blue.”¹

Whether an organization is in the early stages of researching the market for digital asset management options, upgrading existing Maximo software, or preparing to issue a request for proposal (RFP) for a best-of-breed, intelligent asset management solution, the IBM Maximo Application Suite offers an ideal setup with all the following in a single digital platform:

- Enterprise Asset Management (EAM)
- Asset Performance Management (APM)
- Reliability Centered Maintenance (RCM)
- Computerized Maintenance Management System (CMMS)

For organizations already using IBM Maximo, now might be an ideal time to consider upgrading. The 7 series of IBM Maximo **will no longer be supported in 2025**, which is why many CIOs and their organizations are quickly migrating to Maximo 8. This transition can take approximately 8 to 12 months to properly implement with the support of IBM and its accredited solution partners such as Starboard Consulting. For an upgrade playbook watch this [video](#).

¹ “Big Blue,” a nickname for IBM arose in the early 1980s, even though the company—one of the oldest technology organizations in the world—was founded in 1924. The nickname has typically been connected with the company’s logo, its one-time dress code, and historical association with blue-chip stocks.

According to IBM, the Maximo Application Suite is part of a more comprehensive push towards digital transformation that entails moving away from traditional asset management. Users now have unprecedented access to an “integrated suite” that provides a range of asset management applications/tools in one manageable location making asset management and predictive maintenance operations more easy and efficient.

Today, many CIOs and IT leaders working in utilities, the public sector, and other industries—that require heavy lifting when it comes to asset management capabilities—find themselves losing sleep. They consistently worry about whether their current technology stack is well-aligned with quickly evolving business requirements, especially given the tsunami-like onset of AI and machine learning.

A recent article appearing in *CIO* with the title “10 Things Keeping IT Leaders Up at Night,” specifically stressed that “keeping pace with business needs” has become a perennial pressure now that CIOs are expected to deliver top-line value.² The most recent *State of the CIO* report found that 85% of CIOs agree that the CIO is becoming a “changemaker,” increasingly leading both business and technology initiatives. 83% of these CIOs said they’re committed to this transformative work.³

This report is specifically written for CIOs and other tech leaders that have found themselves in the pivotal position of being a changemaker, leading transformative efforts in their organizations that now involve making decisions about digital asset and performance management.

When it comes to research and due diligence involving IBM’s Maximo Application Suite, there are five critical dimensions that every CIO should scrutinize:

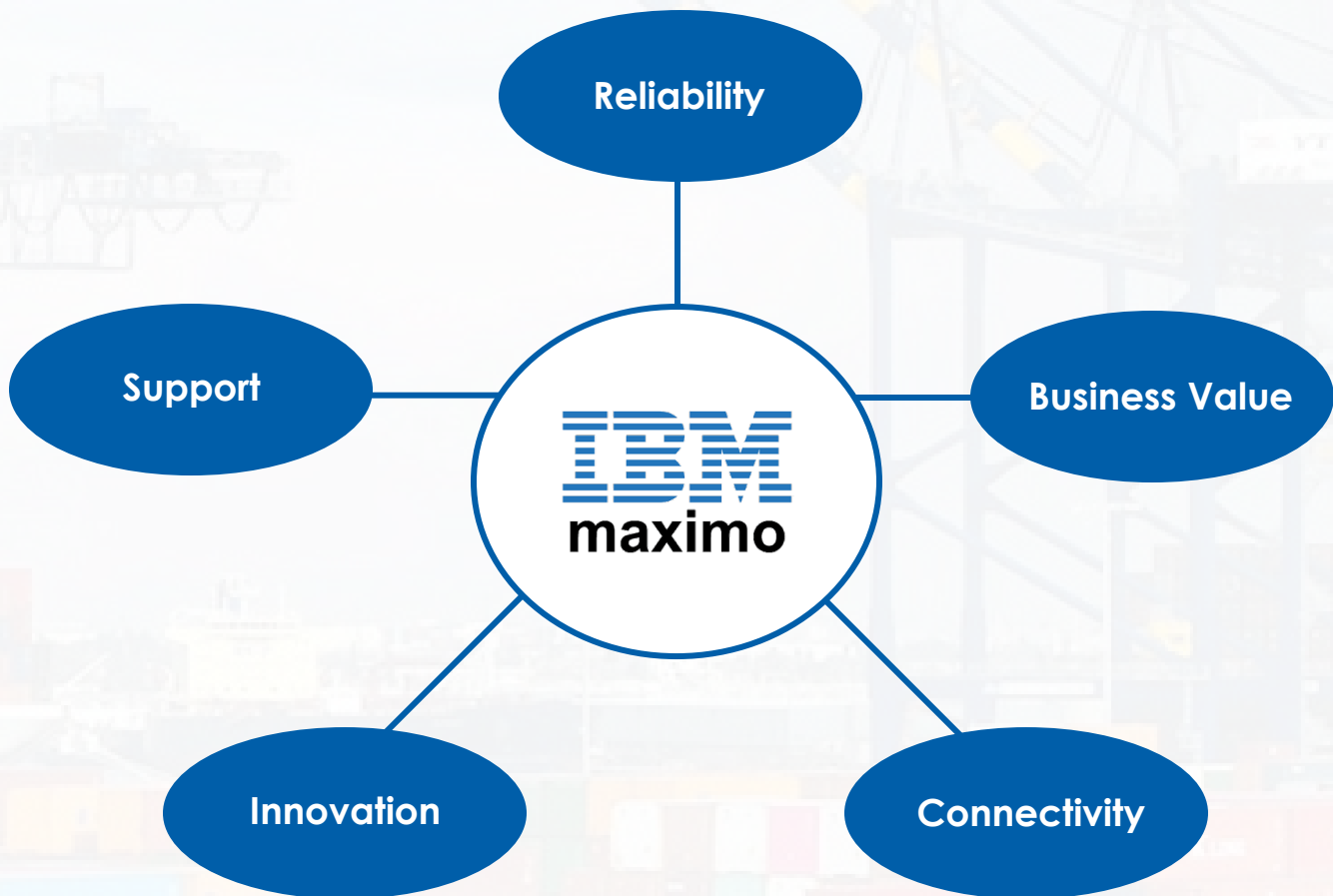
1. Reliability
2. Business Value
3. Connectivity
4. Innovation

² See “10 Things Keeping IT Leaders Up at Night,” *CIO*, November 27, 2023 at <https://www.cio.com/article/1247637/10-things-keeping-it-leaders-up-at-night.html>.

³ *Ibid.*

5. Support

We've broken down this report by those critical dimensions to make it easy to understand why IBM Maximo is consistently chosen by leading organizations over the competition, while at the same time helping IT leaders sleep better at night.



A Long and Proven History of Exceptional Reliability

IBM Maximo is by far the premium cross-industry asset management solution with reliability and stability, along with strength of performance programmed into its DNA. Any CIO or IT leader that is concerned about devising a technology plan with longevity should consider the backstory of Maximo.

The history of this sturdy and enduring solution dates all the way back to 1985—nearly 40 years—when it was originally developed for commercial release by Project Software & Development (later MRO Software). In 2006, IBM purchased the solution and branded it as IBM Maximo Asset Management.⁴

Since its initial acquisition of the software for nearly three-quarters of a billion dollars, IBM demonstrated that it intended to become a serious player where digital asset management was concerned, even at a time when asset management was not the highest of priorities for technology companies.

In the years that followed, IBM has backed up its historical investment in digital asset management by consistently covering all bases with proven advanced capabilities and deliverables.

All of which are designed to take organizational asset monitoring and maintenance cost centers from a “black hole” of expense and liability to the promise of predictability with accurate forecasting using the most current technologies for mastering asset and performance management.

■ **Project Software & Development, Inc. has announced *Maximo Maintenance Manager*, a turnkey factory maintenance system based on an IBM Personal Computer AT.**

A vendor spokesman said that the package assists in work-order tracking, equipment history and inventory control. *Maximo* allows a user to associate each work order with craft, crew and spare part requirements. According to the vendor, requisitions are automatically generated from a job plan and closed against an inventory control system.

The product features an IBM Personal Computer AT with IBM's PC-DOS, a 20M-byte hard disk drive, 512K bytes of random-access memory and a color monitor as well as a mouse.

Maximo costs \$25,000.

Project Software & Development, 20 University Road, Cambridge, Mass. 02138.

An article introducing Maximo that appeared in *Computerworld* in 1985.

⁴ In 2006, IBM acquired MRO Software, and its asset management solution that would become Maximo, for approximately \$740 million in an all-cash transaction.

Furthermore, only IBM Maximo is making the connection between reliability and sustainability. This is accomplished with asset and facilities management solutions that help track, report, and control emissions to drive net income and net-zero goals.

Almost in a league by itself, IBM Maximo has long held its position as a “leader” and “visionary” in the Gartner Magic Quadrant for Enterprise Asset Management Software. This coveted position in the upper-righthand corner of the quadrant is the highest positioning for solutions that have demonstrated both a “completeness of vision” and “ability to execute.” Completeness of vision speaks directly to reliability in that IBM listens and understands the future wants and needs of its clients across a gamut of industries including utilities, municipalities, and infrastructure.

Maximo’s reliability, in what is now a very mature market, is inextricably interwoven with the “blue blood” lineage of the rock-solid technology organization that backs it. IBM, one of the earliest asset management contenders in the field, consistently performs against the most prominent EAM products worldwide while making Maximo suitable for almost every asset-intensive industry.

CIOs who stay up at night worrying about IT credibility and perception can now rest more easily while fully depending on IBM Maximo (and the Maximo Application Suite) for a scalable, stable, and steady solution that leads the pack for reliability and performance, whether delivered on-premise or through the cloud/SaaS. CIOs can also worry less knowing that IBM is capably managing all matters related to system maintenance and business continuity while safeguarding all sensitive data in the cloud.

Consistently Providing Quantified Business Value



In 2022, IDC, a premier global market intelligence firm that has been tracking the evolution of asset management for over 20 years, conducted in-depth research into the business value of IBM Maximo. Firms that were interviewed for this study—including utilities, government, and transportation—had an average

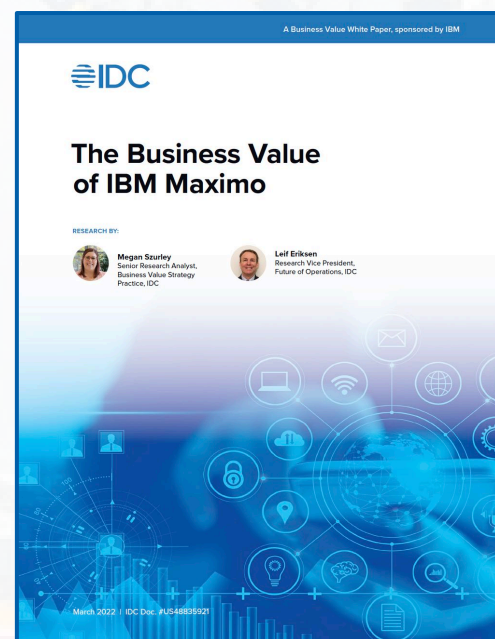
of 8,500 employees including an IT staff of 200 and average annual revenue of \$3 billion.

The study's top-line findings include the following business value highlights:

- **\$14.6 million** average annual benefits per organization
- **450%** five-year ROI
- **13 months** to payback
- **\$8.6 million** total equipment cost avoidances
- **\$6.0 million** asset management operational cost avoidances
- **66%** more efficient platform management teams
- **28%** increase in end-user productivity
- **43%** less unplanned downtime
- **28%** less unplanned-impacting incidents
- **\$44,732** annual net benefits from additional revenue per 100 maintenance workers

While many industries and organizations can benefit and realize significant business value from IBM Maximo, there are special advantages when it comes to energy and utility asset management using the Maximo Application Suite. Among these benefits:

- Full suite of applications for operations
- Health, safety, and environment (HSE) tools specifically for the energy and utilities (E&U)
- Utilities application that delivers a complete work and asset management solution for electrical transmission and distribution, power generation, gas, water, and wastewater treatment
- Data and AI to enable smarter maintenance and replacement decision-making by considering both historical and current asset health/risk predictions



- Ability to boost asset reliability and minimize risk by using a library of 50,000 failure modes, details for over 800 asset classes, and 5,000 optimized preventative maintenance schedules
- Industry best practices that allow for jump-start operations with embedded data models, workflows, and processes
- Increasing sustainability practices by driving efficiency across the management of assets to improve the robustness of utility infrastructures while improving energy management and water efficiency, emissions, waste, and environment management.

Lastly, given the aging infrastructure and retiring workforce, IBM Maximo provides significant business value by capturing critical information and institutional knowledge about asset history every time a senior team member walks out the door.

Built to Connect the Enterprise



As changemakers, CIOs and other technology leaders must ensure operational excellence during times of transformation. To help do so, IBM Maximo and the Maximo Application Suite is built specifically to easily integrate with other critical line of business and enterprise operation systems.

IBM provides the necessary APIs and tools to quickly connect Maximo to other system data governing business operations, financials, and production to successfully build a centralized asset repository at the enterprise level. This includes connecting with enterprise resource planning (ERP), manufacturing execution systems (MES), and human capital management (HCM) among other pivotal enterprise systems.

IBM and a Gold Accredited Partner, such as Starboard Consulting, can help your organization connect the enterprise so that the Maximo Application Suite becomes the source of truth for all enterprise assets, resource productivity, and the bottom line.



Relentless Pursuit of Innovation

Another prominent reason that CIOs burn the midnight oil is from anxiety worrying about how to future-proof today's IT decisions.⁵ Where dynamic technology is concerned, future-proofing largely equates to ongoing improvements or what IBM has coined the "relentless pursuit of innovation."

According to IBM, they spend over \$6.5 billion in research and development annually (and growing). The product roadmap for the Maximo Application Suite is no exception and reflects IBM's laser-focus on driving transformation that consistently benefits its customers.

Since IBM acquired the software in 2006 there have been ongoing major enhancements to almost every aspect of the platform leading up to the current Maximo Application Suite that is now an integrated cloud-based platform leveraging generative AI, IoT, and analytics to optimize performance, extend asset lifecycles, and reduce operational downtimes along with costs.

Today, innovating with AI and machine learning is a must for future-proofing. The Society for Information Management (SIM) recently conducted its annual trends study and found that nearly a quarter of IT leaders indicated AI and machine learning as "an area of concern." The concern is immediate, one where CIOs are seriously worried about how AI will impact their organizations, the associated risks, and whether they are seizing on the right opportunities using these technologies.⁶

Fortunately, IBM shares these same pragmatic concerns and is committed to responsible innovation that relies on AI and machine learning to supercharge the core set of underlying Maximo applications: asset monitoring, management, predictive maintenance, and reliability planning.

In fact, only IBM offers a broad set of low-code AI capabilities from anomaly detection for remote monitoring, computer vision for quality and asset inspections, and AI assistance for technicians and predictive maintenance. All of which is based on decades of research and development.

⁵ See "10 Things Keeping IT Leaders Up at Night," CIO, November 27, 2023 at <https://www.cio.com/article/1247637/10-things-keeping-it-leaders-up-at-night.html>.

⁶ Ibid.



Unrivaled Support by IBM, Community, and Partners

CIOs need and want superlative support for major technology investments such as IBM's Maximo Application Suite. Taking an organization's asset management strategy to the next level requires much support and resources. IBM Maximo has it.

IBM provides 100% transparent, worldwide support and documentation along with a well-established community of users and partners. In fact, no other product out there has a comparable community and support network that operates as a "safety net" when industry questions arise or users need help getting answers. The community around Maximo is so large that it drives down the risk for product users because they have such a strong voice.

To get the best from IBM Maximo and the Maximo Application Suite we recommend engaging with a Gold Accredited, IBM Premier Business Partner like Starboard Consulting. Starboard Consulting, an IBM Maximo reseller, has provided superior Maximo consulting services for 17 years since its beginnings in 2007 (one year after IBM acquired Maximo).

Staffed by professional experts holding numerous IBM and industry accreditations, Starboard Consulting offers specialized services covering implementations, upgrades, support, and ongoing training. As a trusted partner when it comes to digital transformation, Starboard Consulting is a leading provider of comprehensive Maximo solutions with decades of expertise serving utilities, municipalities, and transportation. Its highly certified and credentialed team has many years of practical experience integrating IBM Maximo with critical enterprise applications.

Given all the years Starboard Consulting has dedicated itself to bringing the power of IBM Maximo, and now the Maximo Application Suite, to an array of organizations, we have acquired a deep understanding of Maximo's capabilities and best practices. We make it our business to keep up on every trend while having access to exclusive resources and support from IBM.

Starboard Consulting leverages its knowledge and skills to create cutting-edge Maximo solutions that enhance functionality and performance. We listen carefully to our clients and tailor all our solutions to meet their specific needs



and challenges. Our reputation is one where we build long-term relationships with our clients to maximize their Maximo journey.

Whether your organization needs help with an implementation, upgrade, integration, customization, cloud hosting, or support, we can provide top-tier Maximo service at an economical price.

Let Us Help You Get Started or Upgrade

On April 12, 2022, IBM announced that there would be an end of support for all Maximo Asset Management 7.6.1.x and compatible versions of products. This includes industry solutions and add-ons. Starting in September 2025, regular base support will no longer be provided.

As per IBM, the path forward for all current Maximo EAM customers is to “trade-up” to the IBM Maximo Application Suite. There are also options for on-premise customers to move to a managed service or SaaS alternative.

Starboard Consulting would like to extend an invitation to all CIOs and IT leaders to learn more about the impending upgrade; or if they are not a current Maximo customer, but researching an intelligent asset management platform, to schedule a personalized Maximo Application Suite Workshop at an IBM Innovation Studio.

To do so, please go to:

www.starboard-consulting.com/book-a-live-demo.

Or feel free to email us at inquiry@starboard-consulting.com.

Why CIOs Choose the IBM Maximo Application Suite

Value Across Five Critical Dimensions

1



RELIABILITY

A nearly 40-year history backed by *Big Blue* that consistently performs against the most prominent EAM products worldwide.

2



QUANTIFIED BUSINESS VALUE

Platform provides \$14.6 million in annual average benefits per organization with a 450% five-year ROI.

3



CONNECTS THE ENTERPRISE

IBM provides all the necessary APIs and tools to quickly connect Maximo to other critical line of business systems and data.

4



RELENTLESS INNOVATION

IBM spends roughly \$6.5 billion annually for research and development and the Maximo product roadmap reflects it.

5



UNRIVALED SUPPORT

IBM provides worldwide support and documentation along with a well-established community of partners with a wellspring of knowledge and experience.



Starboard Consulting is a Gold-accredited, IBM Premier Business Partner and IBM Maximo reseller.

Since its beginnings in 2007, Starboard has provided superior Maximo Consulting Services. Our team is staffed by professional experts who hold numerous IBM and industry accreditations.

Our services include implementations, upgrades, support, and training. Our areas of expertise include Maximo Spatial/GIS, Mobile, data migrations from client legacy systems, and integrations.

As specialists in Maximo consulting, we are focused on delivering to the highest standards and expectations of our clients. All Starboard employees are committed to a series of core values including professionalism, technical expertise, quality and integrity resulting in the ultimate in client care. Our company's teamwork inspires our employees to do their best enabling our unparalleled growth and prosperity.

info@starboard-consulting.com

+1 (407) 622-6414

www.starboard-consulting.com