

Enterprise Asset Management
Benchmark Study

How IBM Maximo Users Are Advancing Maintenance Maturity

In A Changing Asset
Management Landscape

Based on interviews conducted by Verdantix,
an independent research and advisory firm.

Cohesive



Foreword



Every week I speak with maintenance leaders in asset-intensive industries and hear the same worries. The pace of change is so great that people are afraid of falling behind. Despite doing amazing work, they still wonder:

- Are others getting more out of their asset lifecycle management (ALM) platforms?
- Has everyone but me figured out how to get predictive maintenance working?
- How do I safely move AI from pilot to production and show positive impact to my bottom line?

To get an accurate read on how you're doing relative to others, you need an outside-in perspective with a wide view of the market. For this reason, Cohesive engaged Verdantix to conduct a first-of-its-kind benchmark study. The researchers held in-depth conversations with IBM Maximo users and decision-makers, and compared their responses with the industry at large.

The result is a picture of the current market that helps you evaluate your own progress without bias. This is a study maintenance leaders can share with their counterparts in other departments and company leadership to ensure that everyone has a common understanding.

Most importantly, the report contains advice from Verdantix and organizations that are setting the pace for mature maintenance strategies. We hope that their experiences overcoming barriers and driving adoption can help light the way for you to champion more effective ALM practices in your organization.

Colin Ellam, CEO, Cohesive

Executive Summary

The asset maintenance world is in a period of transition. Leaders of industrial firms face pressure to increase efficiency and uptime so that they can deliver critical services and meet rising expectations. To this end, many firms have invested in technologies designed to support proactive maintenance and AI-assisted asset management.

However, moving from traditional, reactive strategies to AI-assisted maintenance is easier said than done. Some firms are accelerating their progress, while others are struggling.

This research aims to understand why.

To understand the factors shaping maintenance maturity and AI-assisted asset management, independent research and advisory firm Verdantix interviewed 100 enterprise asset management (EAM) decision-makers and users of IBM Maximo.

Responses were also compared against those from industrial firms participating in the Verdantix Global Corporate Survey 2026. The study reveals that organizations using Maximo Application Suite (MAS) 8 or 9 demonstrate stronger predictive maintenance maturity and greater adoption of AI and agentic automation. It also highlights that technology modernization alone is not enough; achieving measurable improvement in reliability, productivity and asset performance requires strong data foundations, effective organizational change management and workforce readiness.

These findings allow leaders to benchmark their current maintenance maturity relative to peers and better inform roadmaps to achieve their goals.



Key Takeaways From The Research

1

IBM Maximo users demonstrate stronger maintenance maturity than the broader industrial market, driven in part by platform modernization.

39% of Maximo users interviewed apply predictive or reliability-centered maintenance for critical assets, compared with just 14% of Verdantix Global Corporate Survey respondents. Industrial organizations using MAS 8 or 9 are more likely to apply advanced maintenance strategies, suggesting that platform modernization is a key enabler.

39% vs. 14%



● Maximo ● Industrial Market

2

AI use is stronger among MAS users, though there are still barriers to more widespread adoption.

24% of all Maximo users cite multiple examples of agentic automation in asset maintenance workflows—outpacing the 14% reported across the wider industrial market. 26% of MAS 8 and 9 users are already deploying AI within IBM MAS. However, inability to measure ROI, poor data quality, and lack of in-house capabilities represent the most significant barriers to scaling adoption.

24% vs. 14%



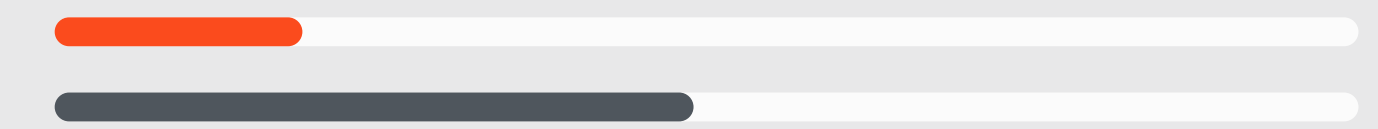
● Maximo ● Industrial Market

3

Proactive firms outperform their peers by addressing organizational readiness, data, and change management.

Proactive maintenance transformation is as much an organizational challenge as a technical one. While integration issues dominate among Maximo 7 users—with 49% citing integration as the primary barrier hindering the adoption of more advanced maintenance strategies—MAS 8 and 9 users have largely moved past integration challenges and are now focused on data governance and trust as the foundation for advanced analytics and AI. The nature of barriers shifts as organizations mature, but their importance does not.

19% vs. 49%



● MAS 8 & 9 ● Maximo 7

Maintenance

IBM Maximo users demonstrate stronger maintenance maturity than the broader industrial market, driven in part by platform modernization.

IBM Maximo users are making measurable progress shifting from reactive to proactive maintenance, and research points to platform modernization as a meaningful driver of this progress.

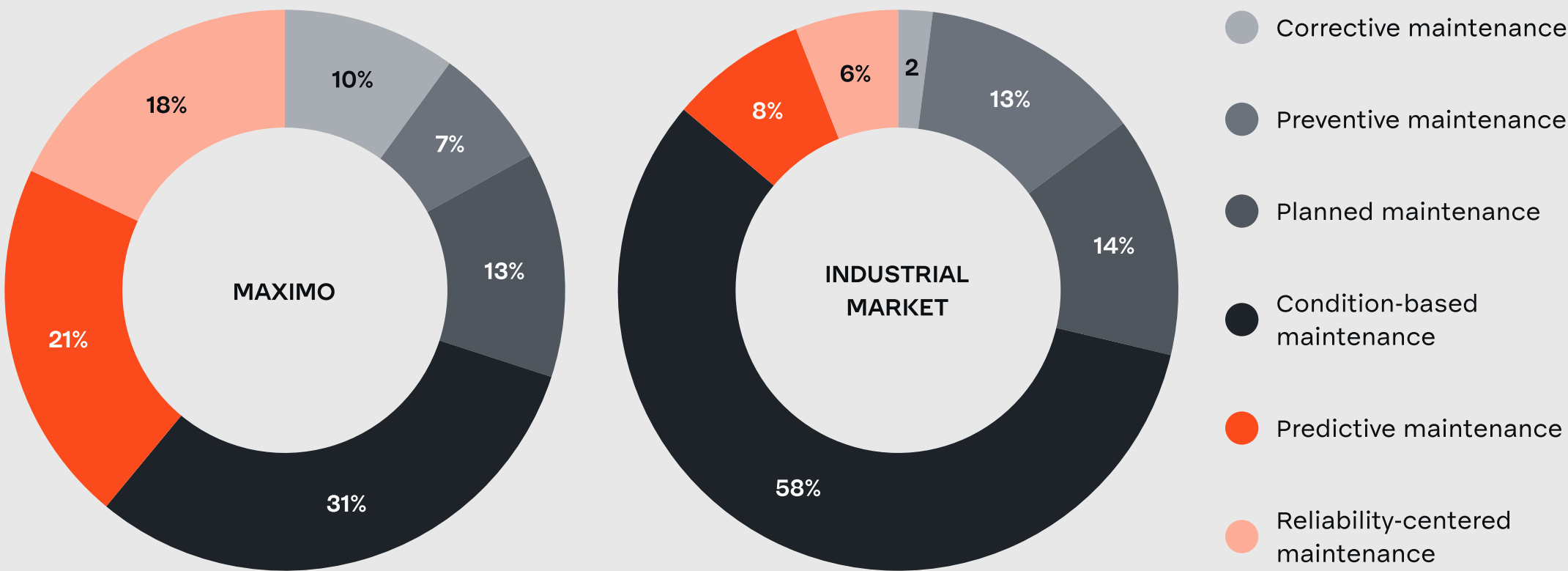
Organizations utilizing newer versions (8 and 9) of Maximo Application Suite (MAS) are outpacing both those using legacy Maximo (version 7 or earlier) and the broader market on predictive maintenance adoption, while also pursuing the technology consolidation that creates a stronger foundation for advanced analytics and AI.



Maximo users outpace the market on predictive maintenance.

Maximo users are further ahead in their adoption of predictive maintenance strategies compared with respondents to the Verdantix Global Corporate Survey. Data reveal that the maintenance maturity gap is most pronounced for critical assets. Thirty-nine percent (39%) of Maximo users apply predictive or reliability-centered maintenance to critical assets, compared with just 14% of Verdantix Global Corporate Survey respondents (see Figure 1). The difference is also evident for non-critical assets, where 12% of Maximo users apply these approaches versus 2% of Global Corporate Survey respondents (see Figure 2).

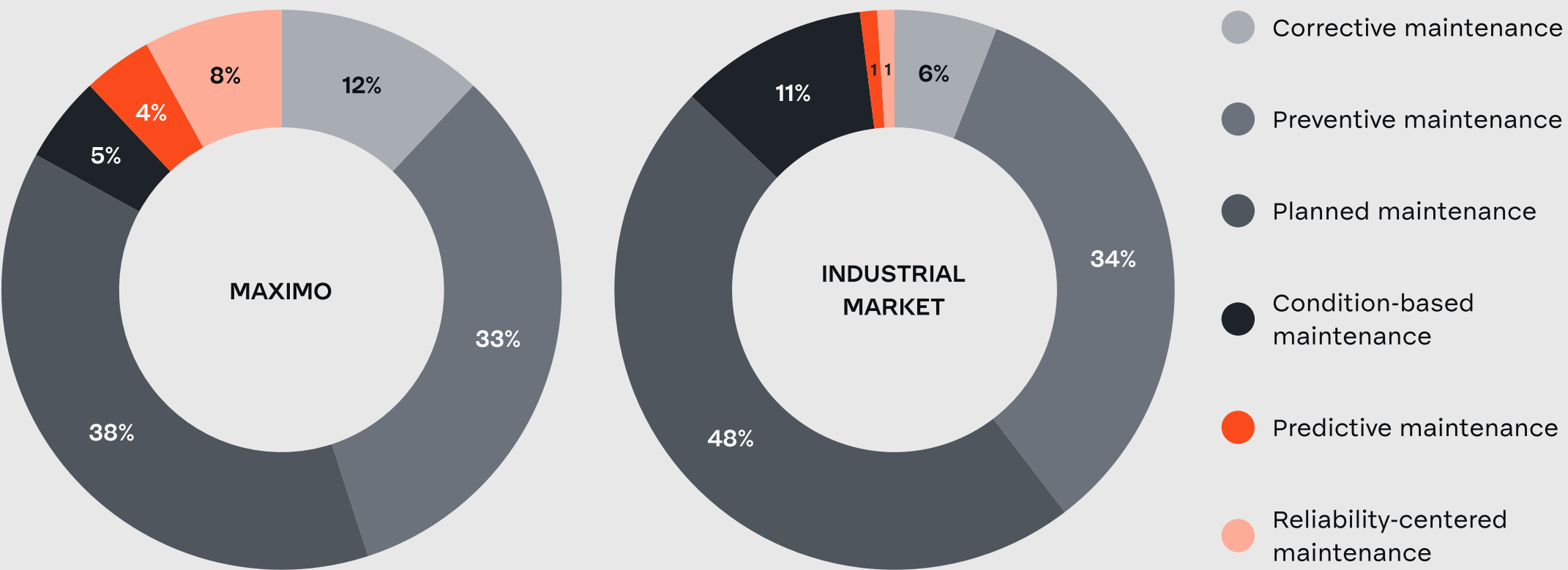
Figure 1
Critical Assets Maintenance Approach: Maximo vs Market



Question: *What is your firm's standard approach to maintenance of critical assets?*

Source: Verdantix Maximo User Survey 2026 (n=100)
Source: Verdantix Global Corporate Survey 2026 (n=333)

Figure 2
Standard Maintenance Approach: Maximo vs Market



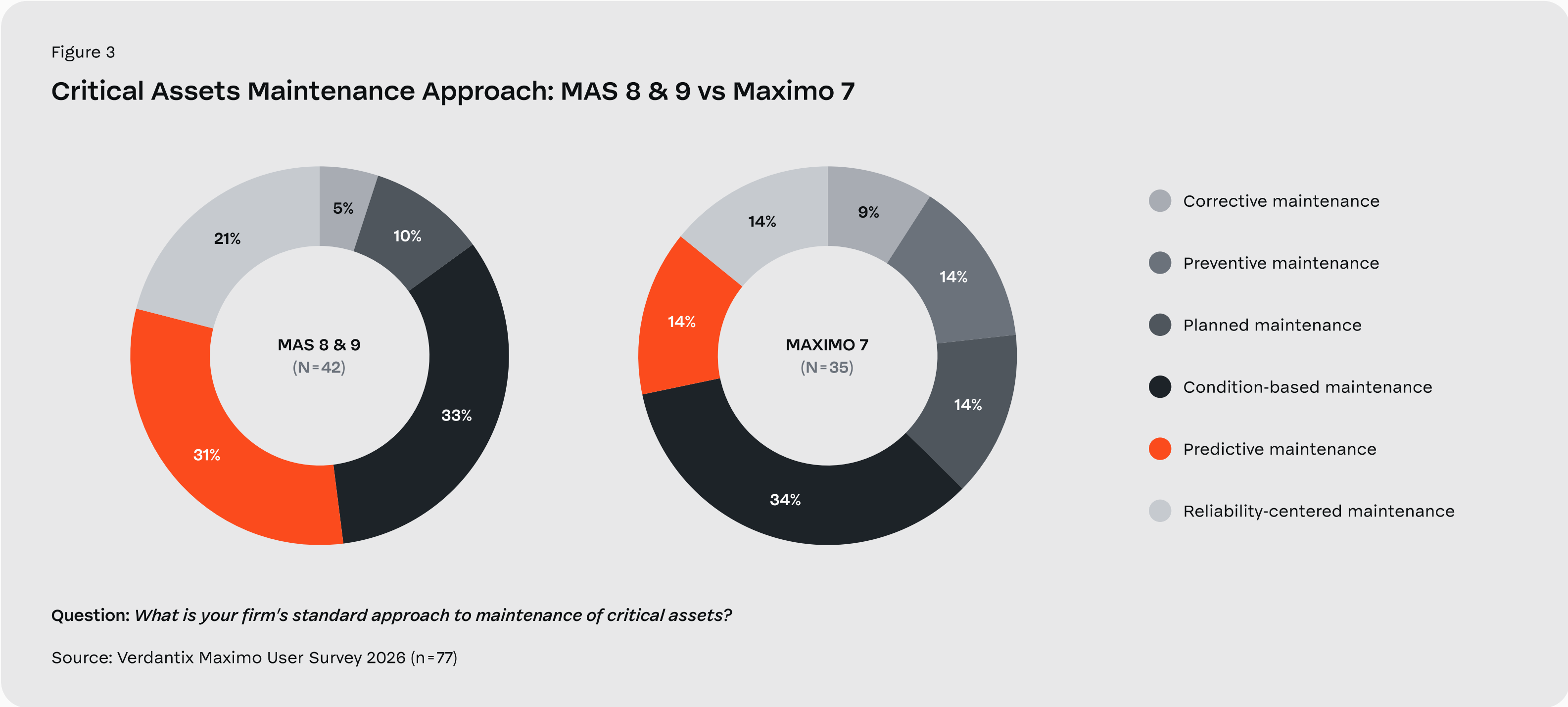
Question: *What is your firm's standard approach to maintenance of general assets?*

Source: Verdantix Maximo User Survey 2026 (n=100)
Source: Verdantix Global Corporate Survey 2026 (n=333)

Platform modernization accelerates predictive maintenance adoption.

Platform modernization is closely linked with higher maintenance maturity. Among MAS 8 and 9 users, 31% apply predictive maintenance to critical assets, compared with 14% of Maximo 7 users (see Figure 3). Across all assets, 7% of MAS 8 and 9 users have adopted predictive maintenance as a standard approach, compared with 0% of Maximo 7 users. Organizations running newer Maximo versions are better positioned to adopt predictive maintenance than those still operating on legacy versions.

The enhanced capabilities available in newer versions such as MAS Monitor and MAS Predict support real-time anomaly detection and predictive analytics at scale. For firms prioritizing proactive maintenance, accelerating the move from legacy Maximo to MAS 8 or 9 can help close the maturity gap with more advanced peers.



Maximo users are unlocking additional value through EAM and APM consolidation.

MAS 8 and 9 users are more likely to prioritize enterprise asset management (EAM) and asset performance management (APM) consolidation, with 18% rating it as a high priority versus 9% of legacy users (see Figure 4). Yet, fragmentation remains widespread. Half of the Maximo survey respondents still use third-party asset management and maintenance tools alongside Maximo (see Figure 5).

Consolidating EAM and APM capabilities within Maximo can create a unified data foundation for analytics, AI and decision-making, while reducing the burden of maintaining multiple systems. To translate consolidation into measurable outcomes, firms must pair it with strong data governance, process redesign and cross-functional alignment.

Figure 4

Percentage Selecting EAM/APM Platform Modernization as a High Priority: MAS 8 & 9 vs Maximo 7

MAS 8 & 9 (N=42)



Maximo 7 (N=35)

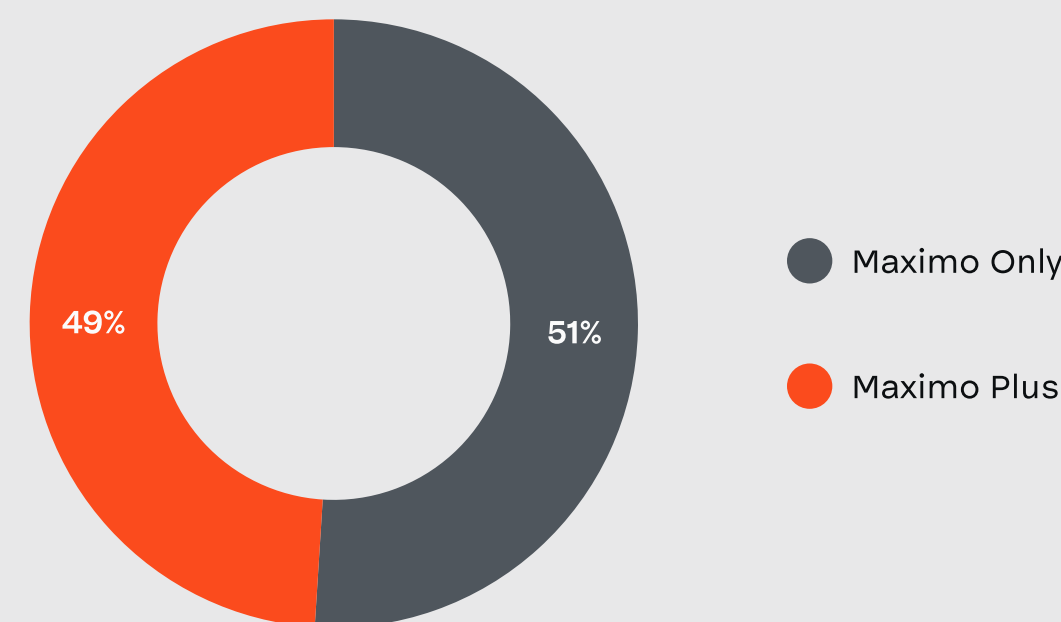


Question: *What level of priority do you attribute to EAM/APM modernization and consolidation?*

Source: Verdantix Maximo User Survey 2026 (n=72)

Figure 5

Percentage using Maximo in addition to other ALM software



Question: *Are you using Maximo exclusively or in addition to other third-party asset lifecycle management software?*

Source: Maximo User Survey 2026 (n=100)

Verdantix Take:

Maximo users are ahead of the broader industrial market in predictive maintenance adoption, with platform modernization emerging as a key enabler. Those using MAS 8 and 9 show stronger adoption of predictive maintenance strategies than legacy users. At the same time, many firms use fragmented tools for asset management, making system and data consolidation, data governance and cross-functional alignment all critical foundations for scaling advanced analytics, AI and proactive maintenance outcomes.

AI

AI use is stronger among MAS users, though there are still barriers to more widespread adoption.

AI is generating significant interest among asset-intensive organizations but translating that interest into operational value remains difficult.

Verdantix research indicates that Maximo users, particularly those utilizing MAS 8 and 9, are making more tangible progress than the broader market by concentrating adoption on well-defined use cases where the path to measurable outcomes is clearest.

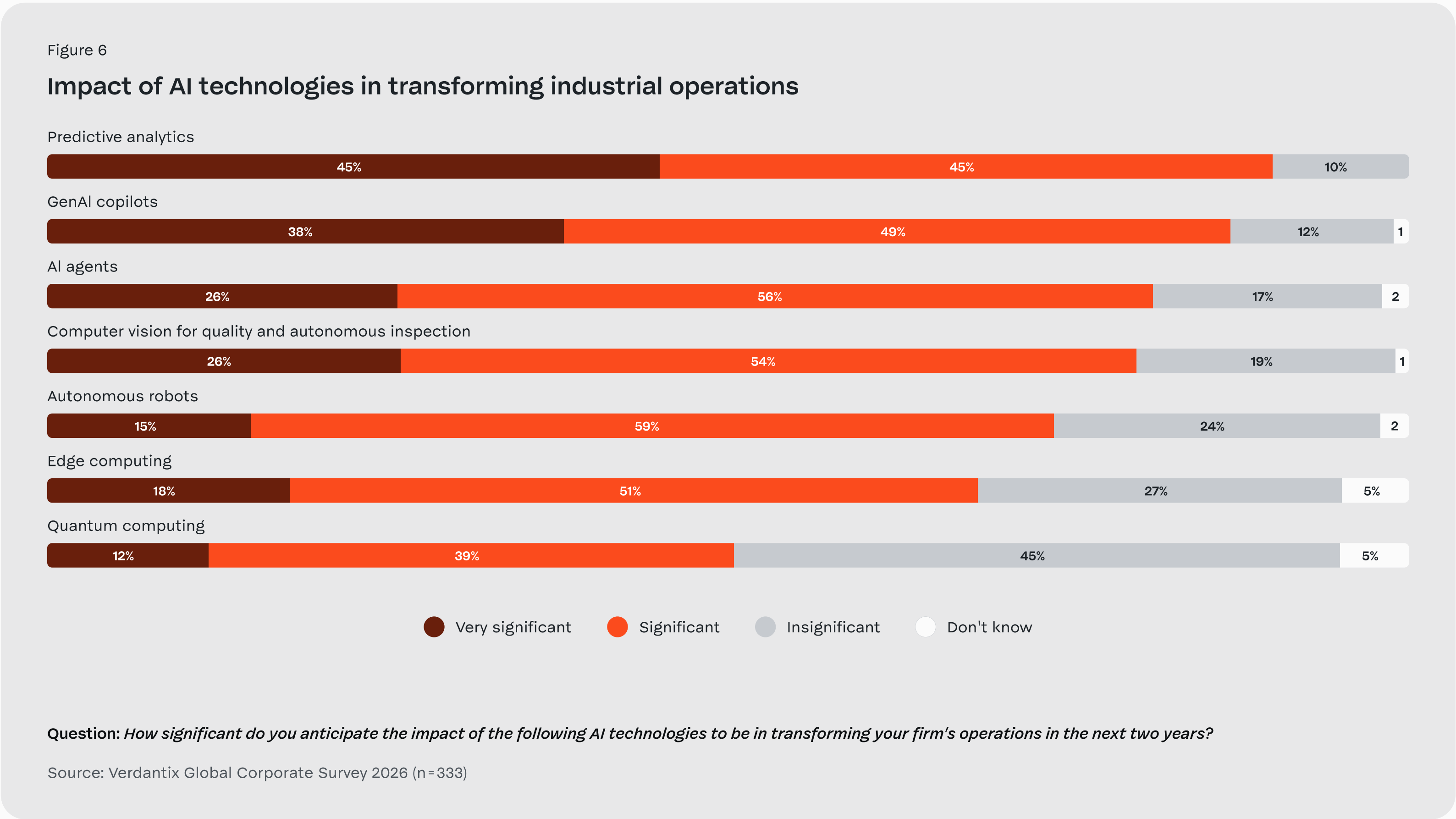


Maximo users are overcoming barriers to accelerate adoption of industrial AI.



Industrial firms increasingly recognize AI’s potential to improve maintenance performance, asset reliability, and operational efficiency.

The Verdantix Global Corporate Survey identified predictive analytics, GenAI copilots and AI agents as the top three technologies expected to have the most significant impact in transforming operations (see Figure 6).

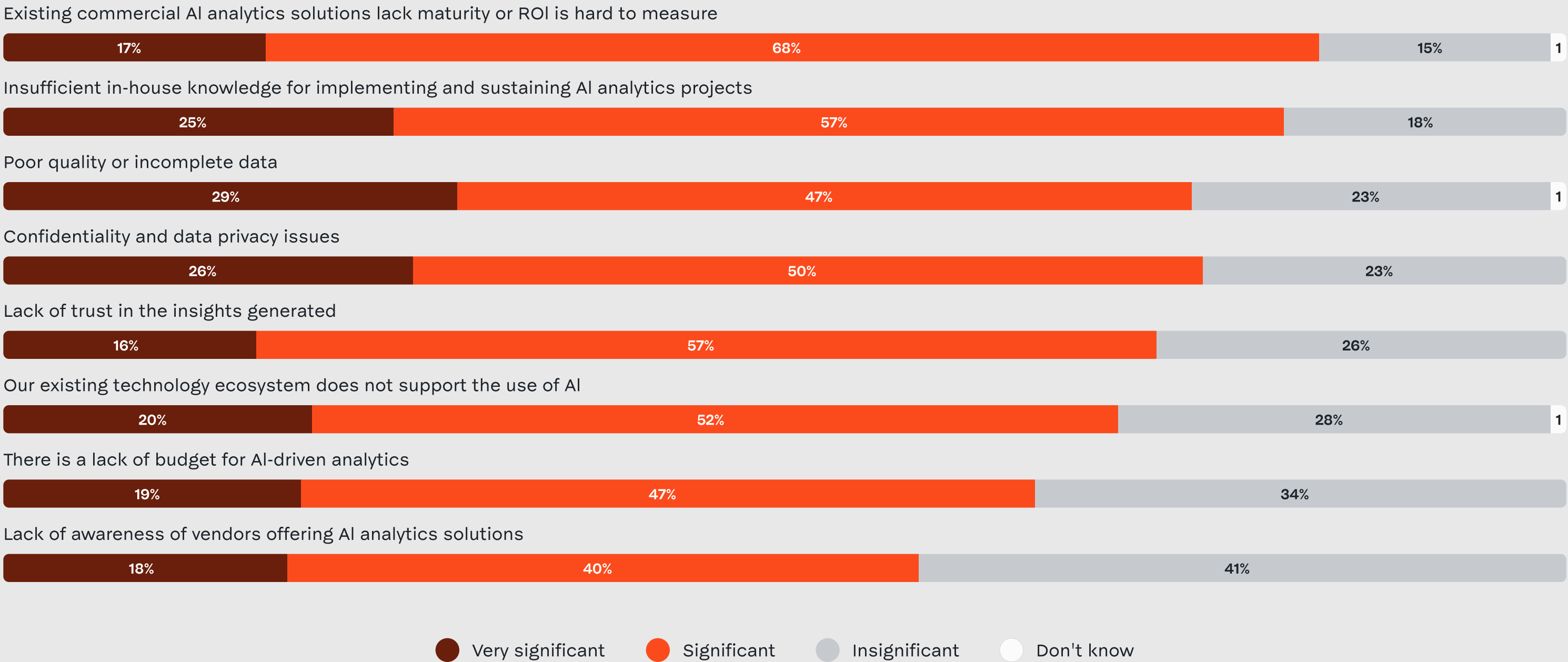


However, the same survey notes that AI adoption and scalability remain constrained by several persistent barriers, namely the inability to measure or show ROI, insufficient in-house knowledge, poor data quality, and confidentiality concerns (see Figure 7).

Despite these obstacles, 26% of MAS 8 and 9 users report already using AI within the platform. Successful adoption depends on organizational readiness, data maturity, and the ability to establish a solid foundation for scaling AI-enabled capabilities.

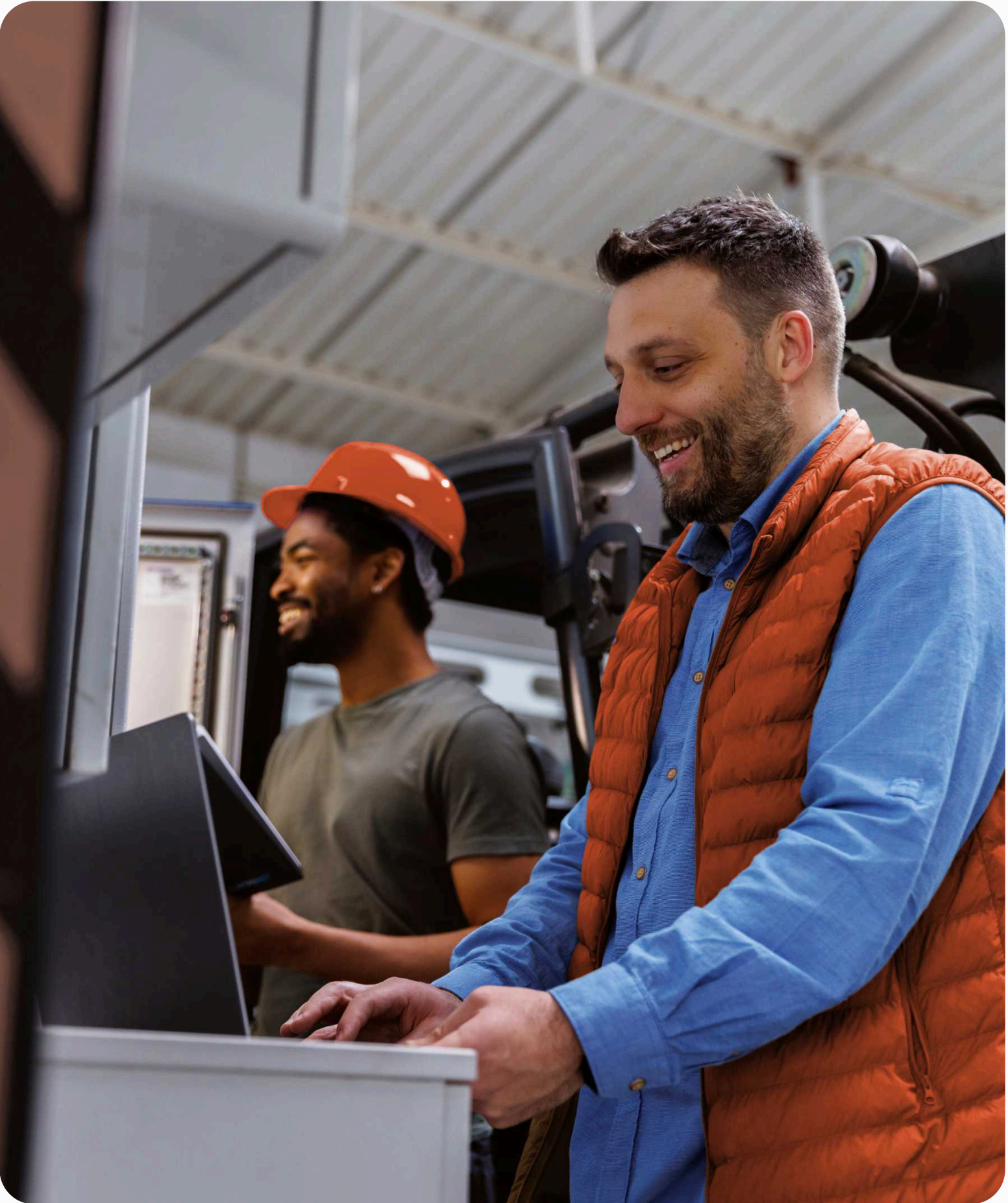
Figure 7

Barriers impacting the success of industrial AI analytics projects



Question: How significant are the following barriers to the success of your industrial AI analytics projects?

Source: Verdantix Global Corporate Survey 2026 (n=333)



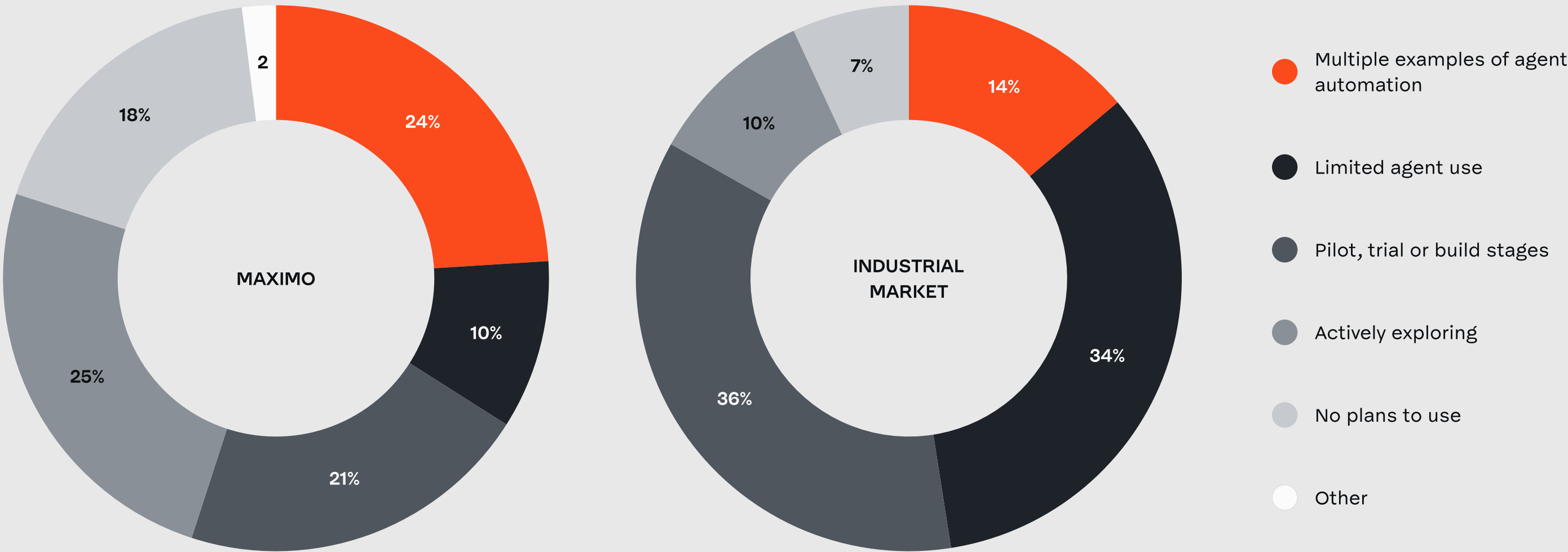
Maximo users are translating agentic AI interest into deployable asset management workflows.



Maximo users are moving beyond general interest in agentic AI toward practical deployment in asset-intensive workflows. Adoption is concentrated in specific operational areas where agentic automation can directly improve maintenance planning and asset performance.

Among Maximo users, 24% cite multiple examples of agent automation for asset maintenance and asset performance management, compared with just 14% of respondents to the Verdantix Global Corporate Survey (see Figure 8).

Figure 8
Application of AI agents to asset maintenance and performance management: Maximo vs Market



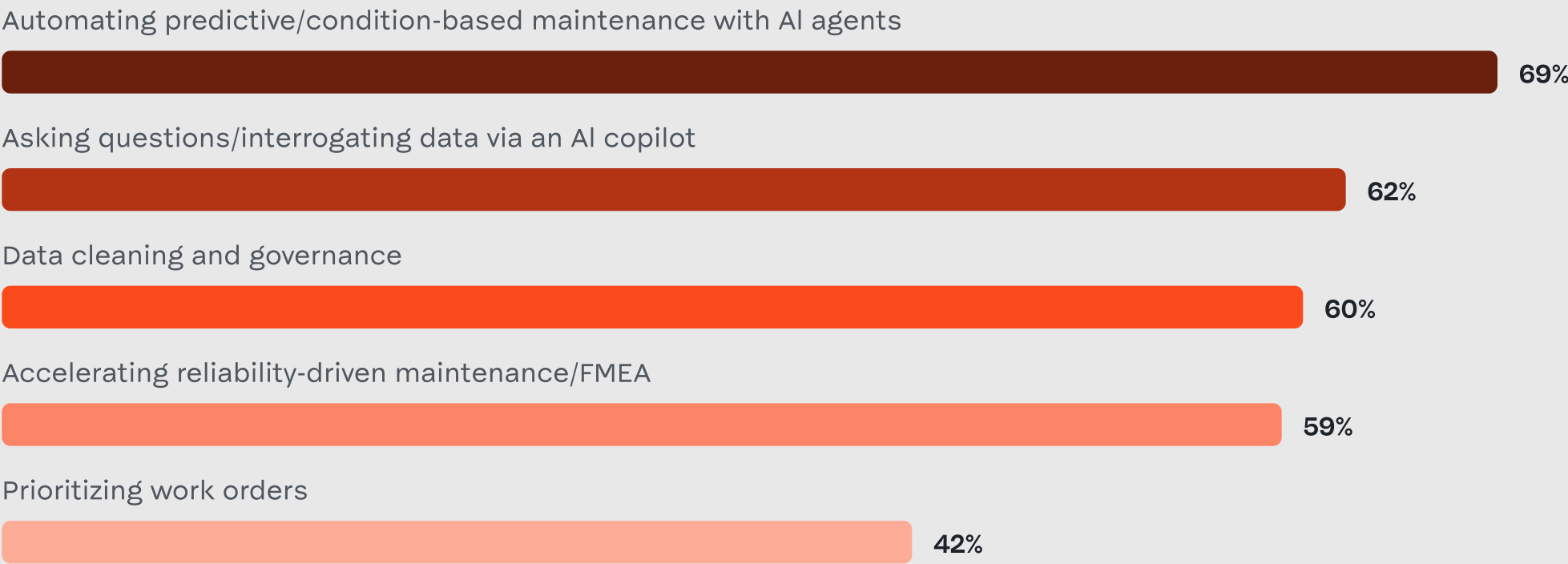
Question: *In 2026, to what extent will your firm apply AI agents to asset maintenance and performance management?*

Source: Verdantix Maximo User Survey 2026 (n=100)
Source: Verdantix Global Corporate Survey 2026 (n=333)

MAS 8 and 9 users in particular are actively embracing industrial AI agents to automate predictive and condition-based maintenance, interrogate asset data via copilots and improve data quality (see Figure 9).

Figure 9

AI use cases for asset maintenance and performance management: MAS 8 & 9



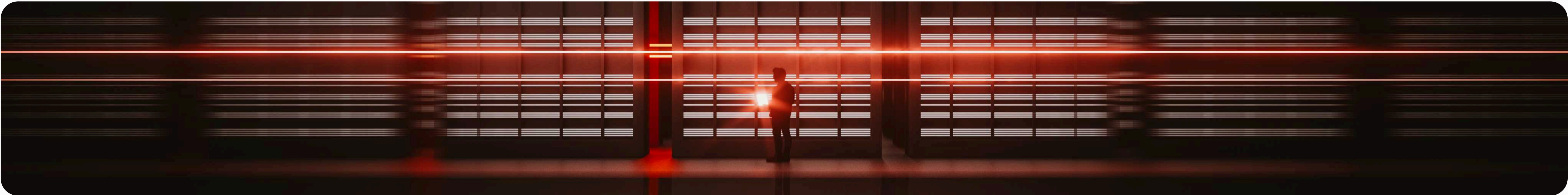
Question: *What AI use cases within asset maintenance and performance management are you using AI for?*

Source: Verdantix Maximo User Survey 2026 (n=42)

Verdantix Take:

AI adoption across the broader market remains uneven due to barriers spanning people, technology, process and data. However, MAS 8 and 9 users are demonstrating that meaningful progress is achievable. Their adoption is concentrated in maintenance and asset performance use cases where the business case is well understood and results are measurable.

This is a pattern that reflects deliberate prioritization rather than broad experimentation. For organizations looking to scale AI adoption, this points to a clear strategic principle of anchoring early investments in use cases that map directly to operational workflows, where data foundations are strongest and the path to demonstrable ROI is shortest.



Transformation

Proactive firms outperform their peers by addressing organizational readiness, data, and change management.

Although Maximo users as a group show increased maintenance strategy maturity compared with the broader market, differences in maturity exist within the surveyed sample of Maximo users. Interviews reveal that Maximo users leading in their maintenance maturity are addressing organizational readiness, building strong data foundations, and investing in training and structured change management.



Addressing organizational readiness is a key first step to maintenance transformation.

Organizations adopting more advanced maintenance strategies prioritize stakeholder engagement, governance, and workforce skills development alongside technology deployment.

As one manufacturing operations leader explained, success requires “a phased rollout approach.”

A utility asset systems leader similarly emphasized the importance of “agreeing on strategy at a senior level and aligning roadmaps,” highlighting the role of executive alignment in driving transformation at scale.

Advancing in maintenance maturity depends on tackling technical and operational barriers together, supported by organizational readiness and strong governance.



Success requires “a phased rollout approach”

Manufacturing operations leader

What's important is “agreeing on strategy at a senior level and aligning roadmaps”

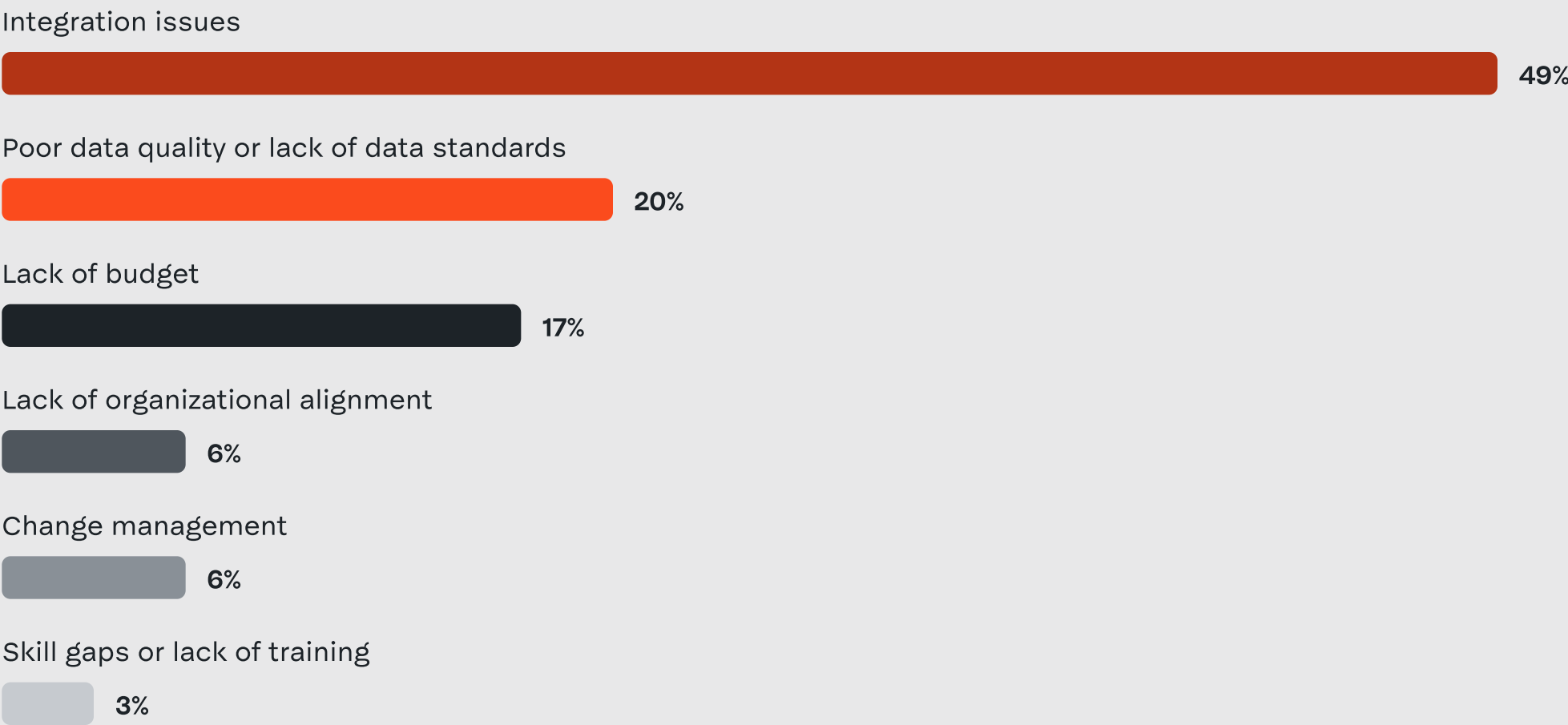
Utility asset systems leader

Building strong data foundations through integrations is essential, and easier with MAS 8 and 9.

Among Maximo 7 users, integration issues stand out as the most significant barrier, with 49% ranking them as their primary challenge (see Figure 10). Among MAS 8 and 9 users, however, the focus shifts toward building a solid data foundation, with 33% ranking poor data quality as their most significant challenge, and only 19% identifying integration issues as an obstacle (see Figure 11).

These findings suggest that as organizations modernize their Maximo platforms, attention increasingly shifts away from integrating legacy systems toward ensuring that asset, maintenance and operational data are reliable and effectively utilized. Proactive organizations recognize that data governance, standardized asset hierarchies and connected EAM and APM environments are prerequisites for advanced analytics, AI capabilities, and predictive maintenance.

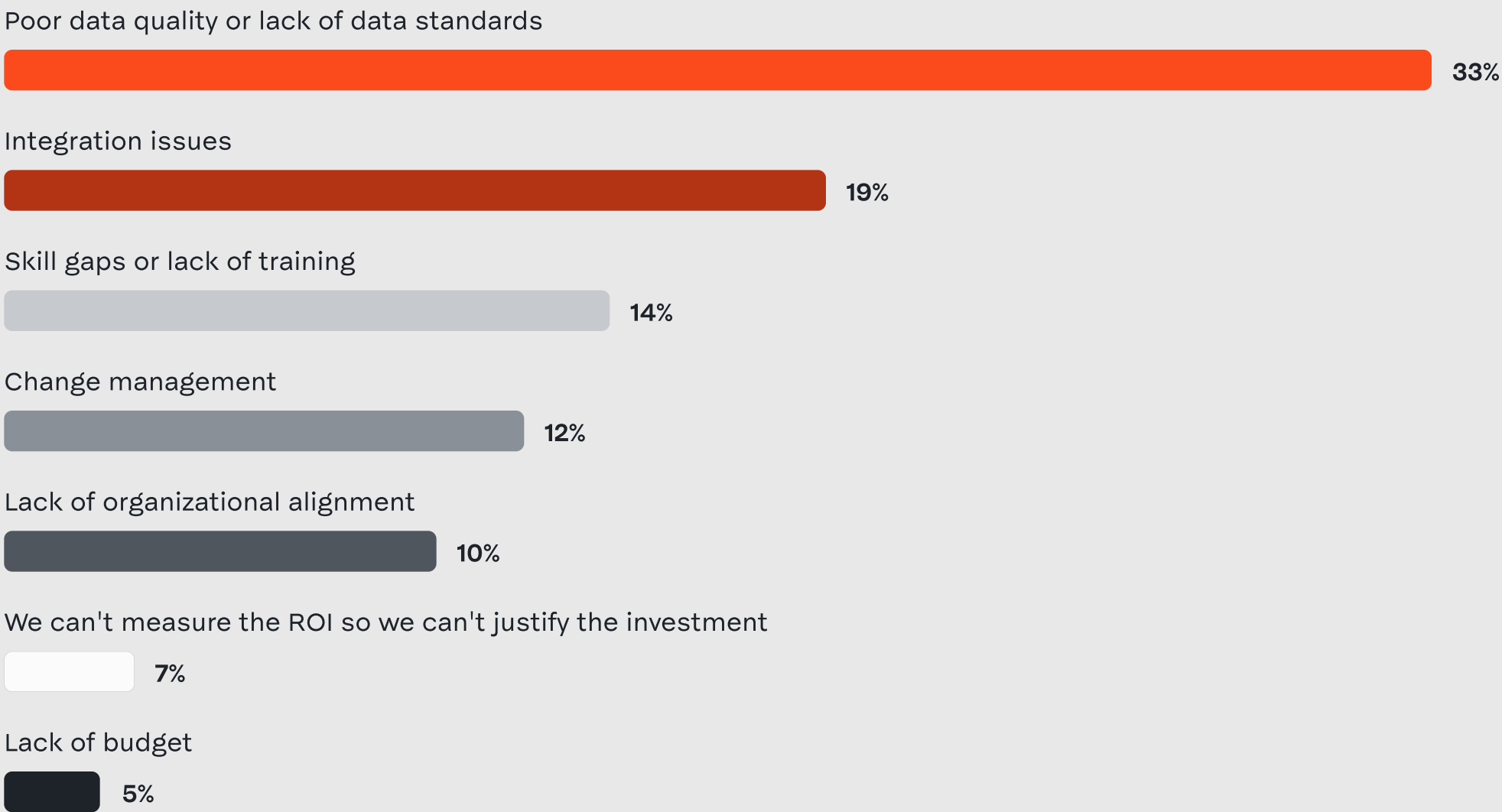
Figure 10
Top barriers hindering maintenance strategy: Maximo 7



Question: Please rank the top three barriers that have either hindered your maintenance strategy in the past (overcome) or are continuing to hinder it today (currently facing).

Source: Verdantix Maximo User Survey 2026 (n=35)

Figure 11
Top barriers hindering maintenance strategy: MAS 8 & 9



Question: Please rank the top three barriers that have either hindered your maintenance strategy in the past (overcome) or are continuing to hinder it today (currently facing).

Source: Verdantix Maximo User Survey 2026 (n=42)

Investing in a trained frontline workforce and structured change management drives success.

Industrial firms accelerating proactive maintenance are not simply those with the most advanced technology, but those also building the ecosystem needed for transformation. Workforce capability is central to this shift, as reflected in the 75% of MAS 8 and 9 users planning to increase investment in workforce training over the next 12 months, compared with less than half (46%) of Maximo 7 users.

As one manufacturing operations leader stated during their interview, “success requires involving field staff early,” reinforcing that adoption is strongest when frontline users are engaged from the beginning.

“Success requires involving field staff early”

Manufacturing operations leader

Respondents also noted the value of specialist expertise and peer networks, with one maintenance systems lead engineer describing the importance of a “Maximo community where people share their experiences and support future development.”

Together, these responses indicate that organizations move beyond pilot initiatives more effectively when they align stakeholders around a shared vision, invest in workforce capability, and create mechanisms for sharing knowledge and best practices.

What's important is a “Maximo community where people share their experiences and support future development”

Maintenance systems lead engineer

Verdantix Take:



The organizations making the greatest progress toward proactive maintenance are not defined solely by their technology stack, but also by how systematically they address the barriers standing in the way of transformation. Data quality and integration challenges remain among the most widely cited obstacles across Maximo users—regardless of version—and until these issues are resolved, the value of advanced analytics and AI capabilities will be limited.

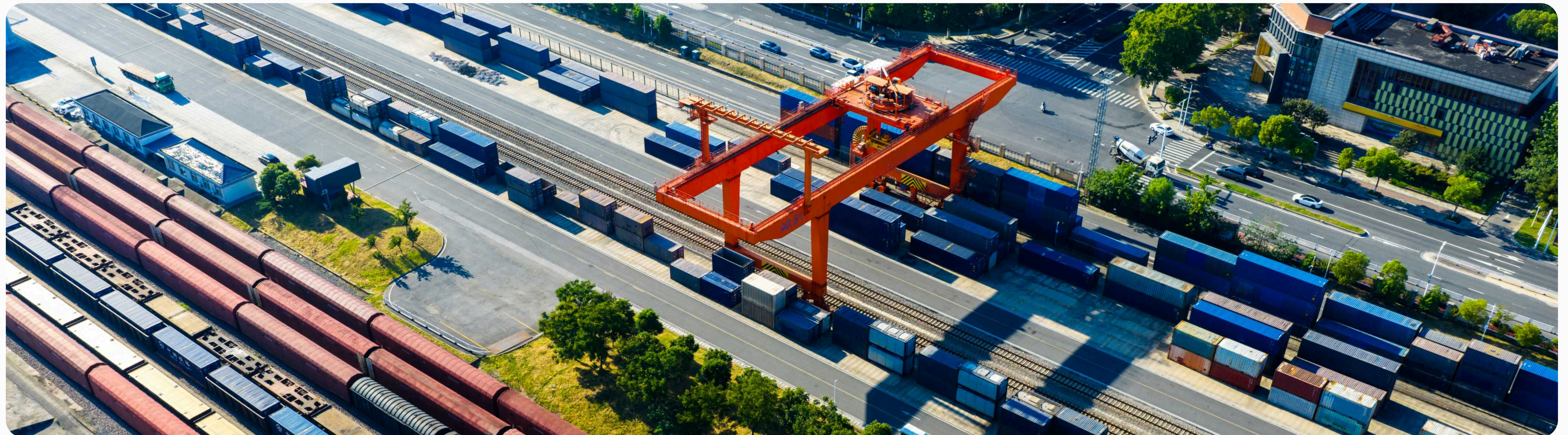
Firms that align stakeholders early, invest in change management, and implement knowledge sharing mechanisms move beyond pilots faster than those that focus on just the technology, and reap the benefits. For Maximo users, strengthening their data and organizational foundation first is the clearest and fastest path to scaling advanced capabilities with confidence and measurable impact.

Conclusions And Next Steps

Maximo users who have modernized their platform and invested in their data foundations and organizational readiness are making measurably more progress toward proactive maintenance than those that have not. Verdantix research shows that MAS 8 and 9 users are better positioned to scale predictive maintenance, AI and agentic automation because they are addressing technology, data, and workforce capability in parallel. However, integration challenges, data quality gaps and change management remain critical barriers for firms still operating on legacy Maximo versions.

To accelerate progress, industrial firms should modernize their Maximo environment, consolidate EAM and APM capabilities, ensure the integration of trusted data and support organizational change.

The call to action is clear: treat maintenance transformation as a connected technology, people and process agenda, not a software upgrade alone. Those that do will be best placed to unlock measurable reliability, productivity, and asset performance gains for sustainable competitive advantage.

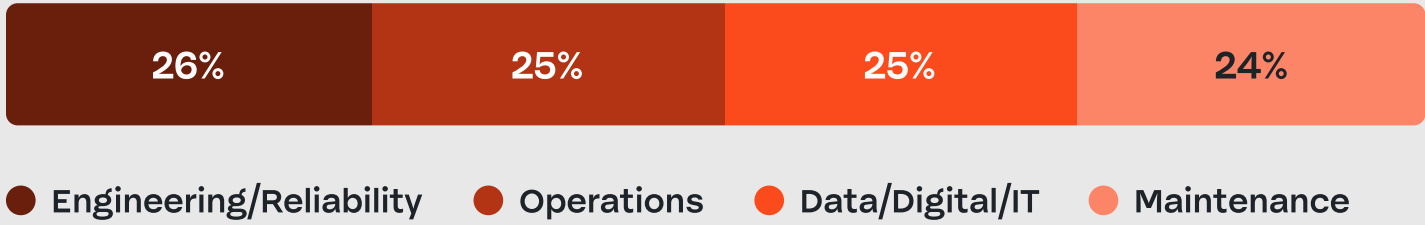


Methodology

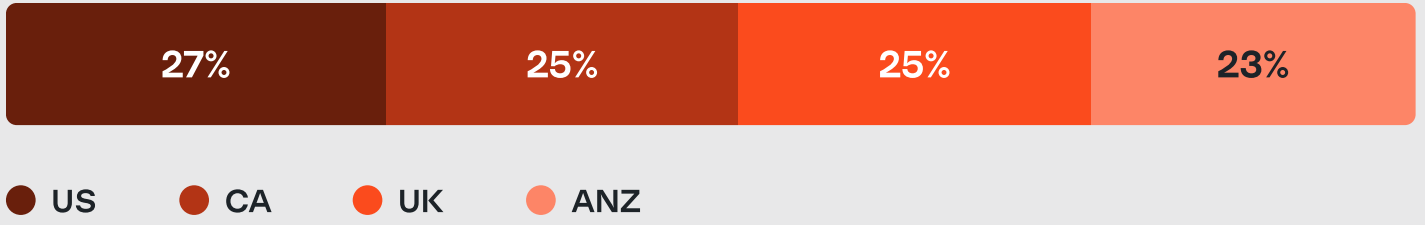
To better understand industrial firms’ approach to using IBM Maximo for asset maintenance and performance management, Verdantix, an independent research and advisory firm, was engaged to conduct 100 structured interviews with decision-makers, budget-holders and users of IBM Maximo at large firms across the process manufacturing, oil and gas, transportation and utilities sectors, from March to May 2026. Interviewees held roles across operations, maintenance, engineering, reliability, data and IT job functions.

Participants were based in the US, Canada, UK, Australia and New Zealand, and worked at firms with annual revenues exceeding \$100 million. Verdantix probed respondents on their asset maintenance strategies, barriers to deployment of AI-powered capabilities and predictive maintenance, and the adoption of key advanced technologies such as agentic AI. In some cases, their responses were compared with those of respondents to the [Verdantix Global Corporate Survey 2026: Industrial Transformation Budgets, Priorities And Tech Preferences](#), who represent the broader market of asset management systems users at industrial firms worldwide.

Roles



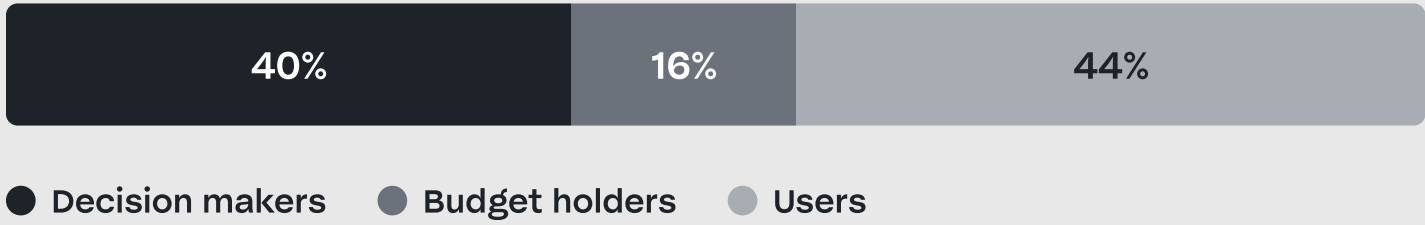
Headquarters locations



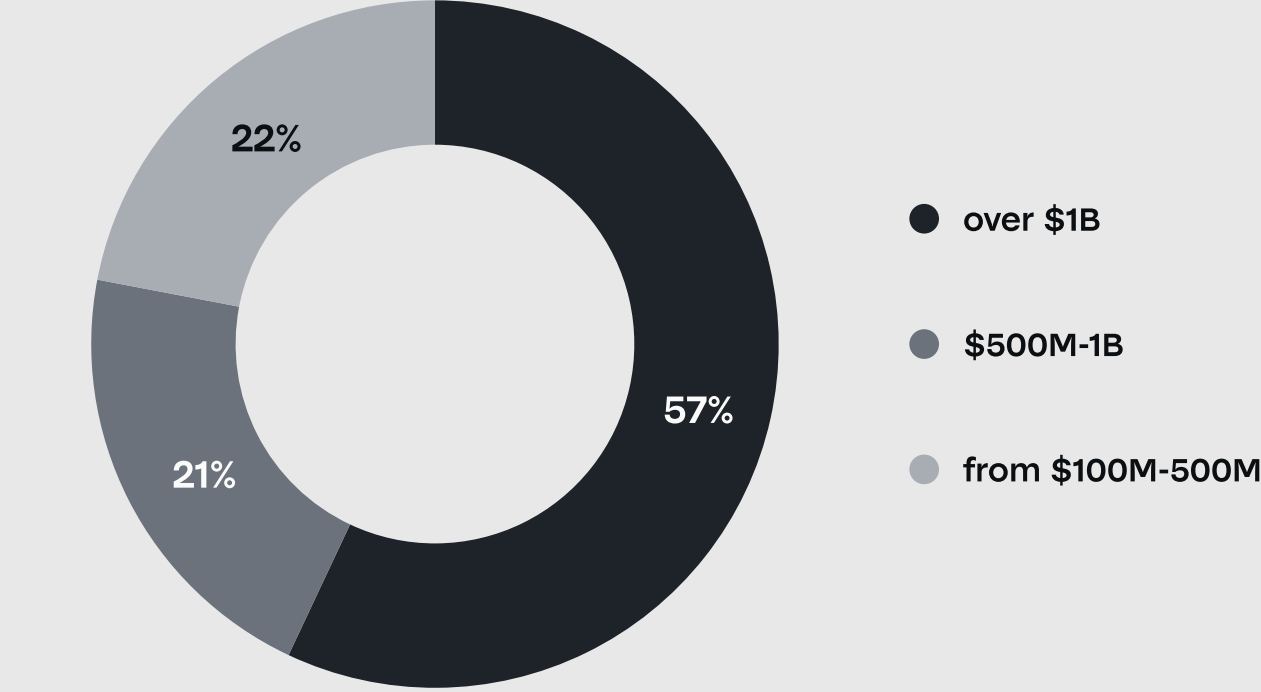
Industries



Responsibilities



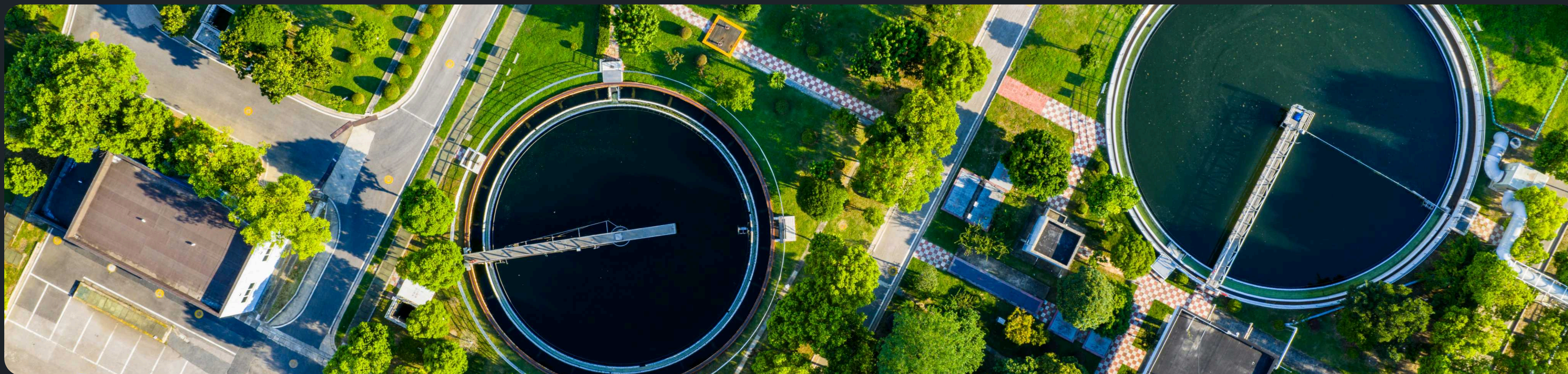
Annual revenues



Methodology

Structured interviews by Verdantix analysts

-  **20 question survey**
-  **Follow up Q&A**
-  **Answers compared to respondents of Verdantix Global Corporate Survey 2026**



About Cohesive

Cohesive is a leading solutions provider and systems integrator for IBM Maximo. We ensure owner operators in asset-intensive industries maximize the return on their Maximo investment by increasing operational efficiency, extending asset life, and reducing risk. Our portfolio spans a wide range of services and solutions for Maximo, including hosting, support, training, workflow design, and roadmap planning.

As an IBM Platinum Partner with 25+ years of experience and 700+ Maximo implementations, we leverage an unparalleled knowledgebase, reliability and industry accelerators, and proven methodologies, tailored to match your context.

Cohesive

We meet you wherever you are on your journey, from basic work order visibility to reliability-driven maintenance to comprehensive asset lifecycle management, and accelerate your progress for sustained success. Our approach replaces siloed processes with a smart ecosystem that delivers insights to decision-makers at every level.

The Cohesive team includes Certified Maintenance and Repair Practitioners (CMRP) and Certified Reliability Leaders (CRL) and holds 200+ IBM Maximo certifications. Local employees with technical expertise are backed by a deep global bench of experts with industry specializations in energy production and distribution, transportation, mining, and manufacturing.

Learn more at www.cohesivesolutions.com

About Verdantix

Verdantix is an independent research and advisory firm that serves a global client base consisting of the world's most innovative corporations, services vendors, and investors. Our insights and analysis form a foundation of the most granular data available in the marketplaces we serve. This allows us to make highly accurate far-reaching forecasts and big-picture predictions that business leaders depend on when they are setting out to reach their most important goals.

Learn more at www.verdantix.com