



# IDC Innovators: Field Service Management Applications, 2025

THIS IDC INNOVATORS EXCERPT FEATURES ZUPER

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April 2025

# In this Excerpt

The content for this excerpt was taken directly from IDC Innovators: Field Service Management Applications, 2025 (Doc # US52750625).

# Synopsis

This IDC Innovator presentation identifies five technology vendors offering innovative applications and platforms to enable field service teams with the technology to automate processes and deliver issue resolution.

The vendors included in this presentation support the end-to-end field service management (FSM) process and have also established innovative capabilities to address the changing needs of the aftermarket. With the aid of automation tools, artificial intelligence, generative AI, and mobility, these vendors are helping field service organizations be more proactive, data driven, and customer centric.

“Field service management contributes to more than just a closed work order. Technicians engage with customers at a point of need and deliver value to the customer relationship. Technology and automation are now ensuring that the field service team has insights to make data-driven decisions at the point of service to wow customers, maintain assets, increase productivity, and generate profitable growth.”

**Aly Pinder**

*Research Vice President*

*Worldwide Aftermarket Services Strategies*

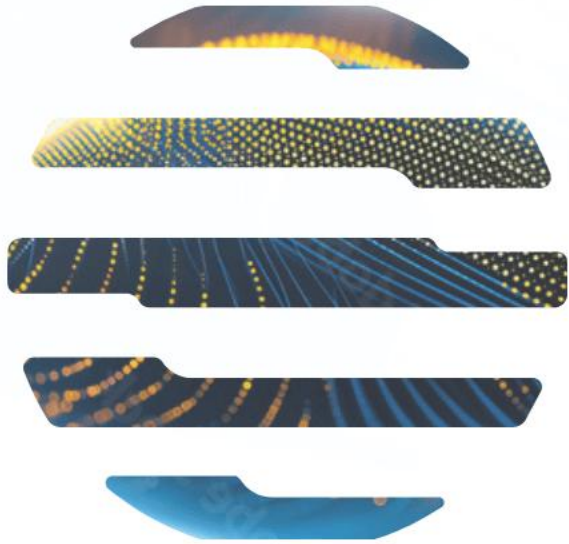
# Executive Summary

Field service and aftermarket organizations are rapidly transforming. Organizations in the aftermarket across industries are exploring new ways to deliver outcomes to their customers incorporating a culture of innovation, collaboration, and value delivery. IDC's 2023 Product Innovation and Aftermarket Services Strategies research (n = 369) highlighted that the top 3 drivers for service leaders were to increase service-related revenue; identify, hire, and retain service talent; and improve collaboration between cross-functional teams, such as sales, marketing, and engineering (48.7%, 48.1%, and 48.1%, respectively). In particular, the field service operation is ripe to establish this linkage between engaged technicians and collaboration with back-office teams for the benefit of delivering more value within customer interactions driving new sets of revenue streams.

But increasing service revenue from field service is not a given even if field technicians are often considered by customers as trusted partners helping solve critical issues at a point of need. To unlock customer value and more importantly value that customers are willing to pay for,

field service organizations will need to have timely insights to make better data-driven decisions. IDC believes this is where AI and GenAI can play a crucial role in driving this change. IDC defines AI as techniques that help computers mimic human behavior and GenAI as a subset of deep learning techniques that enable computers to create new content using previously created content, such as text, audio, video, images, and code. IDC's January 2024 *Future Enterprise Resiliency and Spending Survey, Wave 1*, highlighted that 68.8% of organizations noted that GenAI has already disrupted their business, is starting to now, or will have a significant impact in the next 18 months. The field service team, both technicians and back-office support resources, needs to have the insights to make better decisions. This is so that they can not only be more productive but also deliver enhanced value outcomes to customers that now more than ever have options for their business.

This presentation identifies five technology vendors that provide offerings to support FSM and are enabling innovation to meet goals around revenue, productivity, profitability, and customer satisfaction.



VENDOR PROFILE

Zuper

# Vendor Profile: Zuper

**IDC Innovator®** Zuper

**Founded**  
2016

**Number of Employees**  
Not disclosed

**Headquarters**  
Seattle, Washington

**Founders**  
Anand Subbaraj, Karthik V, Raghav Gurumani, and Vijay Narasiman

**Product/Service Description**  
Innovative field service software for businesses of any size to simplify work orders, estimates, invoices, scheduling, and time sheets

**Funding**  
Series A funding: \$13 million in 2022  
Series B funding: \$32 million in 2023

## Why Zuper Was Chosen as an IDC Innovator

Zuper was chosen as an IDC Innovator due to the company's core goal of continuous innovation. Zuper looks to delight its customers and their field workers with a platform of specialized tools that empower competitive advantage and excellence. Zuper is able to simplify the process of technology adoption to ensure clients can accelerate value and business model transformation for the benefit of the field workers and the end customer. Zuper breaks down its market into four primary archetypes: asset, route, project, and facility. The company is able to support the wide variety of needs across these different work types.

Source: IDC, 2025

# Vendor Profile: Zuper

## Innovator Assessment

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### Technology as a Competitive Advantage

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Zuper has a technology offering that enables field service organizations to transform the team into heroes with forward-thinking capabilities driving the right outcomes. Field service is no longer an afterthought and must become a driver of differentiation and value. Technology needs to support this shift toward value and outcomes.

2

### Poor Service Experiences Can Spark Innovation

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Zuper was born out of a poor service experience by its founders, and the organization recognized field service and its eventual offering could deliver higher-quality experiences. Quality service outcomes and customer experiences must be driven by better insights and data at the fingertips of the field worker.

3

### Cloud, AI, and Mobile-First FSM Platform

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Zuper offers capabilities across the end-to-end field service management space. Zuper is an API platform that can integrate with business applications to enable configuration and customization when necessary. The offering has 60+ native integrations highlighting its ability to solve the needs of clients across a wide variety of technology maturity. The product is cloud, AI, and mobile first.

# Vendor Profile: Zuper

## Key Differentiators

### **Fast Time to Value and ROI**

Zuper has achieved a high customer retention rate based on delivering fast time to value for its platform. The company has been able to deploy its technology in less than a year in many cases. Zuper, to further enable value and quick ROI, is focused on driving insights through artificial intelligence and automation. Zuper can also help customers analyze the value of its service contracts and customer relationships enabling insights to help drive revenue and more importantly profitable service.

### **Robust, Innovative Field Service Management Platform**

Zuper has a flexible and customizable field service management platform that can support end-to-end FSM functionality including asset management, alerts and notifications, contract management, customized workflows, digital payments, estimate management, industry integrations, intelligent dispatching, inventory management, invoice management, location intelligence, mobile applications, project management, reporting and analytics, smart scheduling and exception handling, time sheet management, and work order management.

### **Customer Success Obsession**

FSM consists of a wide range of tasks and processes as noted previously. The ability for a technology vendor to enable a variety of customers with all of the tools to excel is critical in this evolving market where customers' businesses and business models shift abruptly. Zuper has aided its customers through a cloud-first deployment approach that is rooted in continuous innovation. For example, the company has enabled its clients to establish end-customer portals, which cements relationships and ensures shared outcomes of value can be achieved.

# Vendor Profile: Zuper

## Challenges

### **IT Risk Aversion to Change**

Investments for the field service operation are becoming a part of broader enterprisewide decisions, which now require IT buy-in. Zuper needs to educate the IT organization regarding the importance of having a field service domain expert to ensure the needs of the field service team are met. The line-of-business team within FSM has a major influence in purchase decisions, but they are just one of many stakeholders.

### **Market Fragmentation and Incumbency**

Zuper is establishing its offering in the FSM market. A number of aftermarket FSM companies already have incumbent technology solutions in place. Zuper will need to provide a reputable business case for modernization, enhanced value, and urgency for change. With the advent of AI advancements, Zuper's ability to highlight how the company has helped organizations accelerate from concept to production in AI will be crucial to success.

### **Budget Constraints in FSM**

The field service management market is moving quickly with organizations looking to invest in cutting-edge technologies. However, service leaders are having to deal with trade-offs within broader enterprise IT investment strategies. This requires field service leaders to amplify the value of service-specific technologies and the ability for these tools to deliver value in months and not years.

# Technology Definition

IDC defines field service management as technology that aids in the management of the field service operation, including work order management, scheduling optimization, route optimization, fleet management, human capital management, contractor management, and augmented reality/virtual reality, among other capabilities.

IDC defines artificial intelligence as techniques that help computers mimic human behavior.

IDC defines machine learning as a subset of AI techniques that enable computer systems to learn without programming by a human.

IDC defines generative AI as a subset of deep learning techniques that enable computers to create new content using previously created content, such as text, audio, video, images, and code.

# 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 Process. 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's annual revenue is 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 to 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.

# Related Research

Document Title	Document Title	Publication Date
<i>IDC ProductScope: Worldwide Field Service Management Applications, 2024–2025 — Technology Supplier Solution Functionality</i>	IDC #US53184825	February 2025
<i>IDC Market Glance: Aftermarket and Service Life-Cycle Management (SLM), 4Q24</i>	IDC #US52736124	December 2024
<i>IDC FutureScope: Worldwide Manufacturing Product and Service Innovation 2025 Predictions</i>	IDC #US51483123	October 2024
<i>Market Analysis Perspective: Worldwide Aftermarket Services Strategies Applications, 2024</i>	IDC #US51489224	August 2024
<i>IDC MaturityScope: Aftermarket Service Transformation 1.0</i>	IDC #US50874123	June 2024
<i>What Role Should GenAI Play in Service Outcomes and Field Service Execution?</i>	IDC #US52246024	May 2024
<i>IDC PlanScope: Experience-Orchestrated Business to Deliver Differentiated Value Outcomes</i>	IDC #US51910024	March 2024

# About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.).

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