



On Key and the Gartner Magic Quadrant

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White Paper

Gartner Magic Quadrant

01

Strategic Intent

02

Intelligent Partnering

03

Partnership

04

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Gartner Magic Quadrant

Gartner is a global research and advisory firm providing information, advice, and tools for business leaders. One of the tools published for each software segment is the Gartner Magic Quadrant. The Gartner Magic Quadrant is a first step toward understanding what vendors and digital service providers and their associated technology do. This tool helps business leaders understand the strategic visions and roadmaps of the significant vendors in the segment, and their ability to execute on your specific needs.

On Key EAMS is classified as an enterprise asset management system (EAMS) but does not currently feature on the Gartner Magic Quadrant for Enterprise Asset Management Software. Figure 1 is the latest Gartner Magic Quadrant for Enterprise Asset Management Software:



Figure 1: Gartner Magic Quadrant for Enterprise Asset Management Software

Pragma is of the firm opinion that On Key is very competitive in the EAMS segment, and can compete with all the vendors listed on the Gartner Magic Quadrant for Enterprise Asset Management Software in terms of completeness of vision and ability to execute. With its 30 years of proven asset management experience and hundreds of active On Key clients across the world, there is no doubt that On Key is a force to be reckoned within this segment. The continued growth and investment into the product has seen On Key rejuvenated to new architecture for the sixth time in 25 years with the release of On Key Plus in January 2021.

The question is often asked why On Key is not listed on the Gartner Magic Quadrant for Enterprise Asset Management Software. And rightly so.

The answer to this question lies in two parts:

- Strategic Intent
- Intelligent partnering



On Key and the Gartner Magic Quadrant

Strategic Intent

There is more to enterprise asset management than software. Pragma recognises this challenge all too well and has crafted a service and product portfolio that allows for comprehensive, integrated asset management solutions. The EAMS undoubtedly forms a critical part of the holistic offering. But it is augmented by consulting, training, condition monitoring, service and much more in the broader integrated solution.

The fact that Pragma offers this integrated asset management solution differentiates it from the rest of the market. None of the software vendors in the Gartner Magic Quadrant for EAMS can offer such complete solutions as Pragma does. Pragma can genuinely partner with its clients to optimise

their enterprise asset management by balancing performance, cost and risk.

Pragma's strategic intent is positioning its offering as an integrated asset management solution, and not as a provider of only one aspect of the portfolio, like software or training. Being listed on Gartner's Magic Quadrant for EAMS will bring countless benefits and market reputation but it also holds the risk of creating a limiting perception - that of Pragma being solely a software vendor. Pragma took the strategic decision not to pursue inclusion in Gartner's Magic Quadrant for EAMS but to strengthen the brand around integrated asset management solutions that go beyond software.



Figure 2: Pragma's portfolio of integrated asset management solutions

Intelligent Partnering

To fulfil its promise of a complete integrated asset management solution provider, Pragma needs to offer more than just the traditional EAMS in terms of software capabilities. The vision to position On Key

as a connected enterprise asset management suite is much broader than the traditional scope of a CMMS or EAMS system.



On Key and the Gartner Magic Quadrant

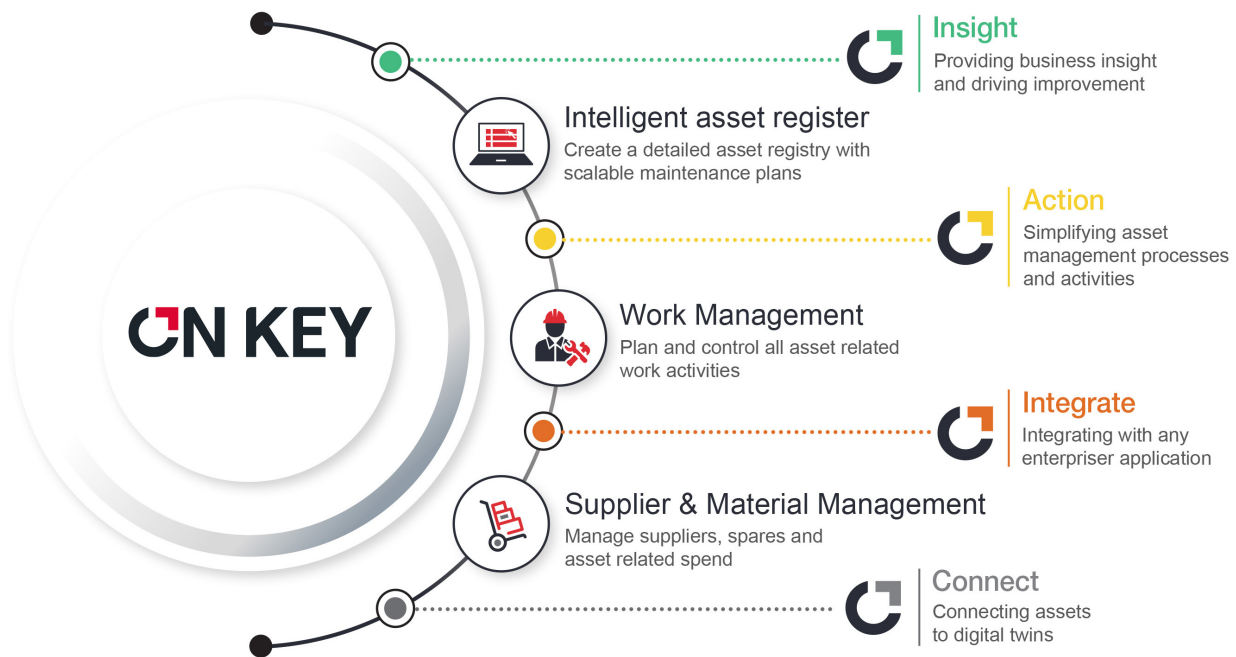


Figure 3: The On Key connected enterprise asset management suite

At its core, On Key offers the features and functionality of a world-class EAMS. It remains the system of record for all asset management related information and primary asset management process. The three primary asset management processes can broadly be described as:

- **Intelligent Asset Register:** Creation of a detailed asset registry with scalable maintenance plans.
- **Work Management:** Planning and control all asset-related work activities.
- **Supplier and Material Management:** Management of suppliers, spares and asset-related spend.

To offer the complete integrated asset management solution, the core EAMS is extended through four supporting platforms. Each of these platforms has a dedicated function and forms part of the complete vision of the connected enterprise asset management suite. But these platforms can also function independently, or in support of another EAMS. The supporting platforms are:

- **On Key Insights:** A business intelligence platform that provides business insights and drives business improvement.

- **On Key Action:** A low code rapid application development platform that simplifies asset management processes and activities through focused mobile experiences.
- **On Key Integrate:** An integration platform that integrates On Key with any enterprise application.
- **On Key Connect:** An IoT platform that connects the physical assets to its digital twin in the EAMS' Intelligent Asset Register.

For the four supporting platforms, Pragma partners with leading technologies to bring the best possible integrated solution to the market. In all four cases, Pragma evaluated all the technologies available in the relevant segment and compared it to the requirement to become part of the Connected Enterprise Asset Management Suite. Based on the findings, partnerships were established with the most suitable technology partners in the respective segments, and their technologies were integrated into the Connected Enterprise Asset Management Suite. The following section describes these four technologies and their presence on the Gartner Magic Quadrant in their respective segments.



On Key and the Gartner Magic Quadrant

Partnership



Source: Gartner (February 2020)

Figure 4: Gartner Magic Quadrant for Analytics and Business Intelligence Platforms

On Key Insights

On Key Insights is a set of standard business intelligence and reporting applications, with customisation capabilities, delivered through Qlik. Qlik has been a market leader on the Gartner Magic Quadrant for Business Intelligence Platforms since 2006. The modern data analytics encompasses an entire workflow, from initial data preparation, integration and cataloguing, to AI-driven insights, to sharing and taking data-driven action.

On Key Action

On Key Action is a set of focused asset and facility management applications, with the option of custom application development. These applications can be seen as focused mobile experiences extending the reach of the primary EAMS processes. These applications are often referred to as Asset Performance Management (APM) applications. On Key Action

utilises the low code platform, OutSystems as technology. The technology allows for rapid application development and deployment, with a user-centric development approach. The OutSystems low-code application development platform gives Pragma the freedom to think big and innovate with no limits.



Source: Gartner (August 2019)

Figure 5: Gartner Magic Quadrant for Enterprise Low-Code Application Platforms

On Key Integrate

The modern-day IT landscape wants to support best-of-breed systems and expects an integrated approach. But, almost without exception, the best-of-breed systems makes available a set of published APIs and expects the organisation to set up the necessary integrations with its IT landscape. Integrating best-of-breed systems in an IT landscape can become challenging and, if not done correctly, can quickly negate the benefits that were initially expected from the best-of-breed system.



On Key and the Gartner Magic Quadrant

To support its integrated asset management solution approach, Pragma needs to offer system integration capabilities. On Key Integrate is a standardised system-to-system integration solution. It is based on best practices and it includes monitoring and maintenance of the integrations. On Key Integrate utilise the DellBoomi iPaaS platform and integration technology. DellBoomi is named as an enterprise iPaaS Leader by Gartner for the 6th consecutive year. It is one of a handful of iPaaS technologies that support both cloud and on-premise integrations with enterprise-level security.

On Key Connect

On Key Connect is a complete industrial internet of things (IIoT) platform that incorporates asset management and condition monitoring expertise. The technology includes sensor selection, edge processing, secure transfer of data to a cloud platform with real-time visualisation, and integration logic into the EAMS' online condition monitoring features and processes. With this comprehensive technology stack, coupled with Pragma's asset management expertise, On Key

Connect offers preconfigured condition monitoring solutions that are based on failure mode and effects analysis (FMEA) and condition monitoring best practices for selected critical assets.

On Key Connect uses IoT.nxt as the base technology for the IIoT offering. Gartner acknowledged IoT.nxt as a notable vendor amongst the IoT Platforms, stating that the "IoT.nxt offering spans the range of required IIoT platform components for industrial enterprises".

Conclusion

The On Key Connected Asset Management Suite is a purposefully crafted set of platforms with the EAMS at its core. The main purpose of the Suite is to support Pragma's portfolio of integrated asset management solutions. Pragma is unique in its ability to offer such a complete solution that stretches across software, training, consulting, services and focused expertise. The On Key market positioning strategy is in support of this holistic, integrated offering, and steers away from activities that could limit Pragma to a single segment or offering – for instance, being positioned solely as an EAMS vendor.

Gartner remains a leading information technology firm and is a source of valuable information for organisations seeking to make technology choices. Pragma applies intelligent partnering when integrating technologies into the On Key Suite. Most of Pragma's strategic technology partners are listed as Leaders in their respective Magic Quadrants.



Source: Gartner (April 2019)

Figure 6: Gartner Magic Quadrant for Enterprise Integration Platform as a Service

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