



Future of Asset Management

Wipro's AI- powered Maximo Application Suite Upgrade

Dec 2025

Global Impact and Industry Dominance

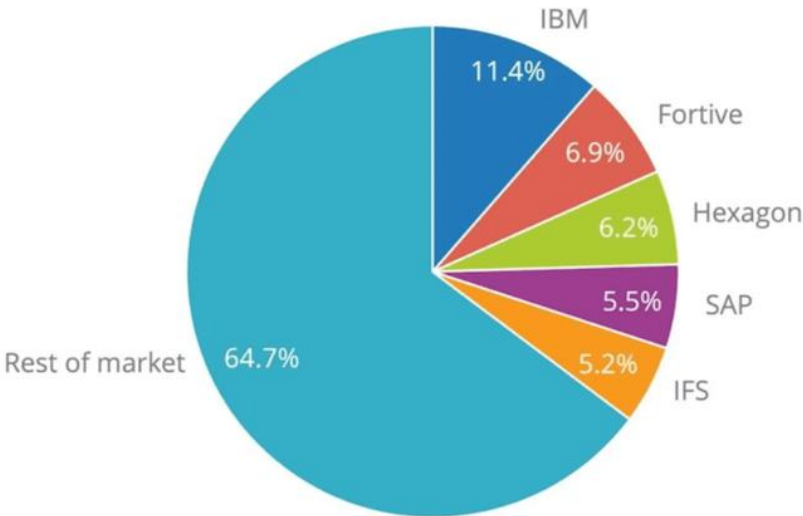
IBM Maximo, showing a 3.5% growth to 12,700 installations and holding an 11.4% market share, is chiefly utilized in IT, software, and energy sectors, with significant adoption in key global industries including major airports, shipping ports, and leading automotive, aerospace, pharmaceutical, and oil companies.

Primary Industries Utilizing IBM Maximo: Information Technology and Services lead with 21%, followed by Computer Software at 7%, and both Utilities and Oil & Energy at 6%.

Geographical Distribution of IBM Maximo Users: The United States accounts for 58%, EMEA for 24%, APAC for 12%, and LATAM for 6%.

Company Size by Revenue Among IBM Maximo Users: Small companies (revenue < \$50M) make up 48%, medium-sized companies (revenue < \$1000M) constitute 22%, and large companies (revenue > \$1000M) represent 30%.

Worldwide Asset Life-Cycle Management Applications 2022 Share



Source: IDC Semiannual Software Tracker, November 2023



WHO USES MAXIMO?

- 9 of the 18 busiest airports
- 5 of the 15 busiest shipping ports
- 16 of the 24 largest automotive companies
- 7 of the 10 major aerospace & defense companies
- 10 of the 13 largest pharmaceuticals companies
- 10 of the 20 largest oil & gas companies

Business Opportunity

IBM has announced it will end support for Maximo Asset Management 7.6.1.x and compatible versions on September 30, 2025, making this the ideal time to consider an upgrade.

Many customers today are still running Maximo EAM 7.6.x, predominately on-premise, which is approaching end of life support in September 2025. These customers will rely heavily on Cloud Providers and key business partners to support their journey when upgrading Maximo 7.6.x to MAS.

| | | |
|-----------------------------|--|----------------|
| Announcement (EOM & EOS) | Announcement Letter published, support tech-note and upgrade resource pages updated. | April 12, 2022 |
| End of Marketing (EOM) | Parts are no longer available for purchase. Masked from ordering systems | April 19, 2024 |
| End of Support (EOS) | Update Support Plans, CSP, Retain, Lifecycle page | Sept 30, 2025 |

Moving to an updated version of Maximo involves more than just a simple software upgrade. This transition is essential for organizations to stay ahead in integrated asset management and ensure their systems remain adaptable.

Wipro brings together the solution expertise, capabilities, talent, and technology to help customers in modernizing their asset management portfolio and be future ready

Partnering with Wipro Engineering Edge

A Seamless Transition to Maximo Application Suite

449

iWAM Consultants with
Domain knowledge, ISO
55000

252

Maximo Personnel

- 50+ MAS Certified
- 200+ Maximo 7.5/7.6 certified

21

Active Engagements

3 dozen successful Maximo
Implementations/Support

\$1 Bn

Wipro service revenue
related to IBM technologies

Recognitions

Accredited Platinum partner
Expert Level for Sustainability
Software
Watson IoT Excellence Award -2019

Our Key Engagements

Credentials

- **21+ years** of experience with EAM practice
- **252** Maximo Personnel **50+** MAS Certified & **200+** Maximo 7.5/7.6 certified
- **21 Active Engagements** **3 dozen successful Maximo** Implementations/Support
- **Top 10 Global SI Partner since 2004**, Long term relationship with customers and supporting Maximo implementations since 2004 ranging from Maximo 4.x to Maximo Application Suite v8.x
- Awards & Recognition **Accredited Platinum Partner Expert Level** for Sustainability Software Watson IoT Excellence Award

Capacity

- **449 iWAM Consultants** with Domain knowledge, ISO 55000
- **Dedicated COE (Centre Of Excellence)** for Maximo within iWAM
- **Platinum level partnership** with IBM and Joint Industry specific solutions
- Proven **end-to-end services** across the IBM Maximo Application suite
- Tools & Accelerators:- Custom solutions like **AQUA, i-WAM, EVT, Max-T, Performance Testing, KNET, KEDB, WBT material**

Our Differentiator

Domain/Business Centric Approach

- Expertise across various verticals like **Energy, Manufacturing, Transportation, Oil & Gas, Transportation etc.**
- Assisted more than **20,000 Maximo users**
- **AI-based accelerators** to fast-track Maximo greenfield , brownfield implementations, upgrades, as well as large sized capacity projects.
- Automation of de-customization effort (Java) enabled through **AI-enabled Accelerators**

Tools & Frameworks Industry-Specific

- Range of **pre-built Wipro tools and Accelerators**, including AQUA, i-WAM, EVT, Max-T, Performance Testing, KNET, KEDB, and WBT material, ensuring a seamless MAS upgrade transition.
- **Industry-tailored solution** templates and frameworks inline with IBM best practices.,
- Customization detection frameworks helping in **preemptive code customization detection.**

Center of Excellence

- Access **best-in-class business, design, and technology minds**
- Engage **domain experts** to help you define, design, and deliver enterprise asset management results
- Achieved and maintained technical certificates
- Persistently achieving utmost level of **customer satisfaction**
- **Dedicated IBM Cloud Studios.**

Industry Recognized & Accredited

- Delivering high value transformative solutions of Maximo
- Expert Sustainability partner, Watson IoT Excellence awards
- Pool of **IBM advocates and IBM champions**
- **IBM Beacon Award: Best IBM Hybrid Multi-cloud Practice.**

More than **30%**
Reduction in MAS
upgrade cycle

25-30%
Productivity
Improvement

~60-70%
Effort Reduction



IBM TechHub @ Wipro

Jointly investing in Wipro Practices with COEs built around IBM technology

- Differentiated Services & Solutions
- Global Skills Development Programs
- Joint Go-to-Market Programs
- Joint Client Engagement (Innovation, POCs, Accelerators)

Platinum Business Partner

360° Partnership with IBM

20+ years of mutual and sustainable growth in markets

GSI Ranking*: #2

TWITCH Ranking: #1

2020: IBM Beacon Award: Best IBM Hybrid Multi-cloud Practice.

*As of December 2023 (IBM overall technology revenue)



20+

Years of strategic partnership across 30 countries.

3000+

IBM Certifications and Professional Badges (9000+ trained)

30+

Compelling solutions and accelerators.

100+

Customers and cloud migrations across 20 industries.

2

Dedicated IBM Cloud Studios.

19

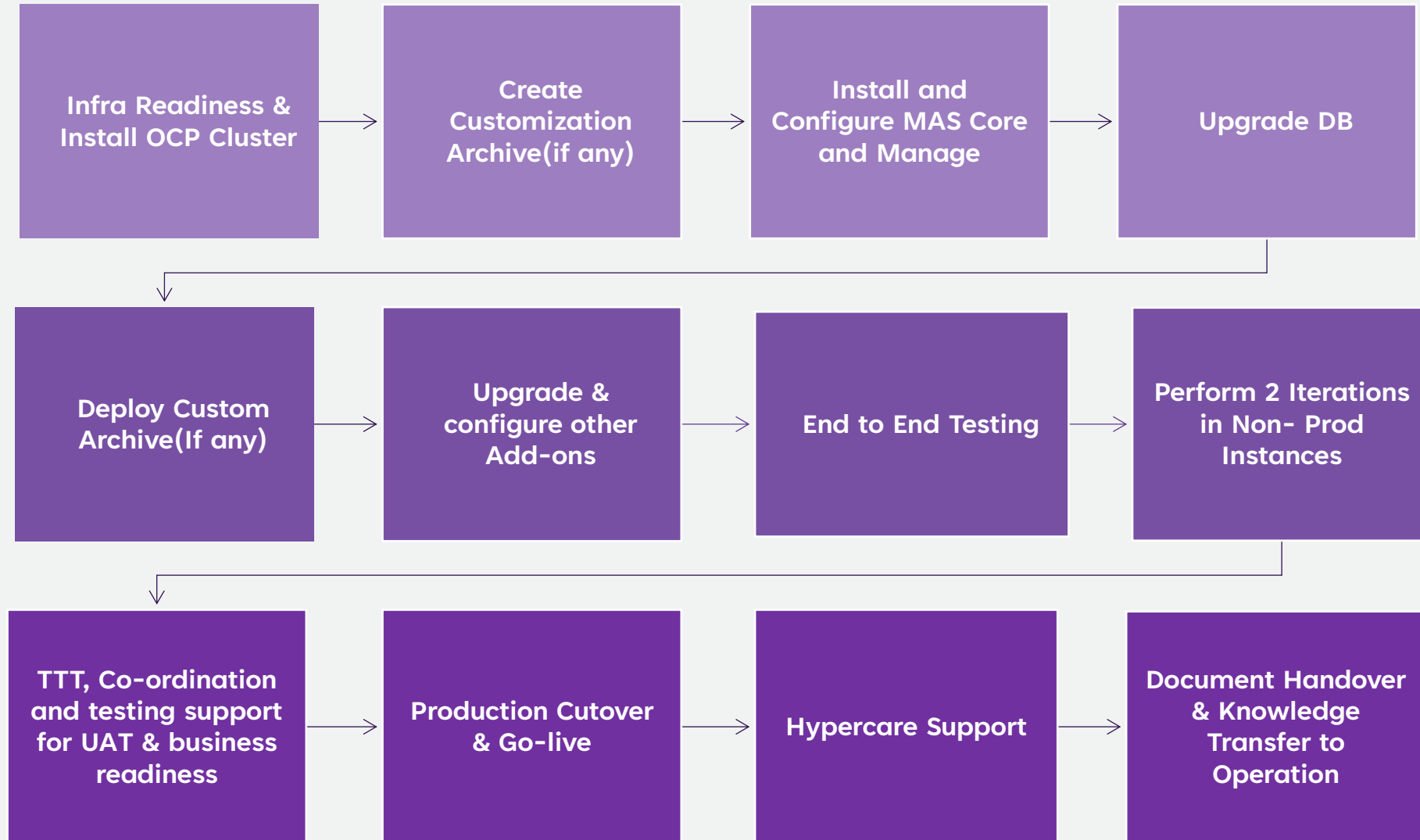
IBM Innovation Studios for hosting clients.

Wipro and IBM handshake in MAS upgrades

- I. *Wipro's partnership with IBM enables us to leverage the full potential of IBM Maximo support ecosystem and offer a complete **end-to-end one stop shop** for any support related issues. One of the key contributors to accelerate customer's journey of MAS upgrade.*
- II. *Empowered through **IBM GSI Labs Connect**, a collaborative initiative where Development, Support and Product Management experts from both Wipro and IBM work closely.*
- III. *Collaboration between **Wipro and IBM Expert labs** for customer engagements to provide advisory services and premium support for resolving issues during the upgrade/implementation.*

Implementation Approach

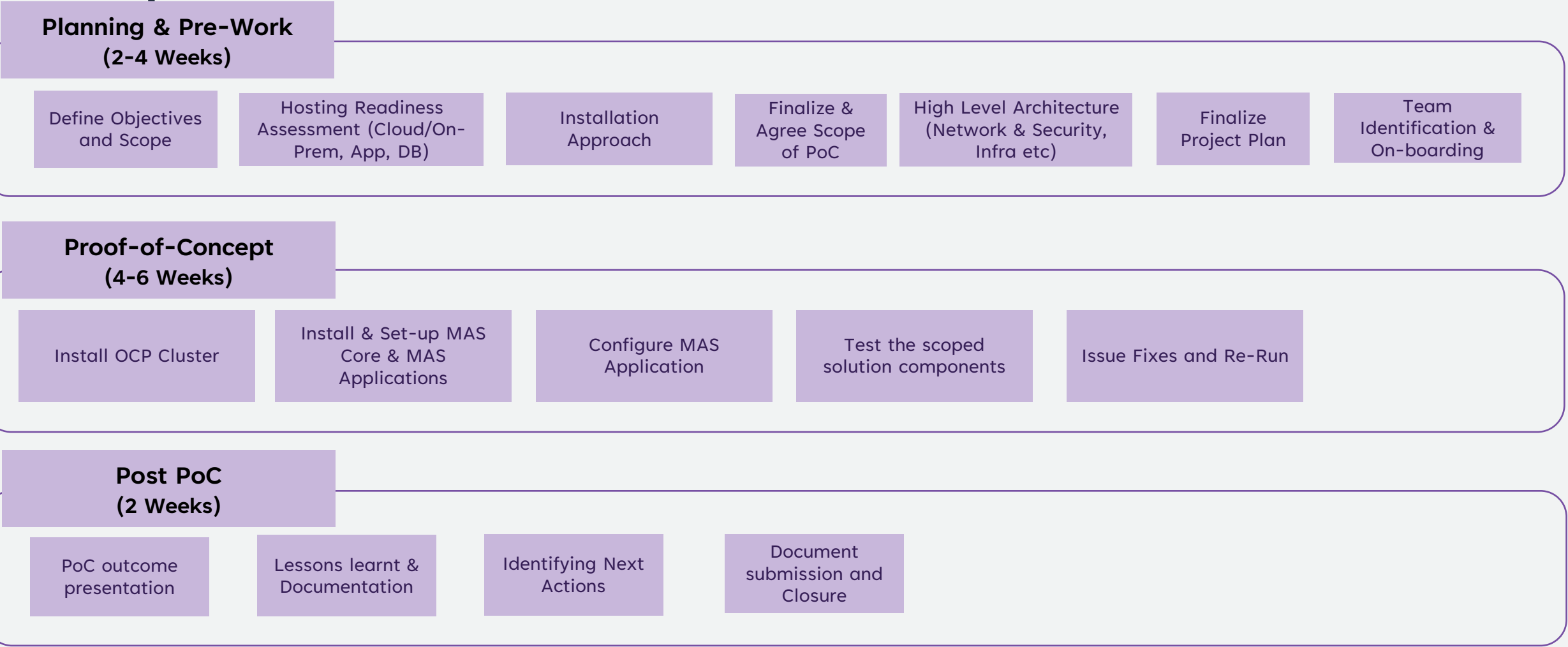
Accelerating MAS Upgrade Journey



Customer Engagement Roadmap

| | Phase 1 - Initiate | Phase 2 - Upgrade | Phase 3 - Modernize | Phase 4 - Contextualize |
|-------------------------------------|---|---|--|---|
| | <ul style="list-style-type: none"> • System Maturity Assessment • Technical fitment assessment • Proof of concept scoping and delivery | <ul style="list-style-type: none"> • Infrastructure inventory finalization • Design, build/upgrade, test • Train and go-live • Support and sustenance | <ul style="list-style-type: none"> • De-customization of code • Use-case identification for modernization • Expansion for futuristic capabilities such as Mobile, Health, Predict, monitor etc. • Identification of cross-offerings in IoT and EAM | <ul style="list-style-type: none"> • Industry specific EAM enablement • RCM • APM • Augmented Reality (AR) • Generative AI |
| | 2 – 6 months | 6 – 18 months | 6 – 18 months | 6 – 18 months |
| Deliverables / Outcomes (Projected) | <ul style="list-style-type: none"> • Complexity assessment report • As-is journey documented • Desired business outcome improvement report • Tentative plan for upgrade • Projected cost savings from cloud hosting and locked-in upgrade timeline and resources | <ul style="list-style-type: none"> • Upgrade of all non-production and production instances • BCP/DR Setup • SRE Enablement – monitoring and self-healing • Ongoing defect and enhancements | <ul style="list-style-type: none"> • PAYG infrastructure model enablement • OOTB alignment of Maximo • Reduced OPEX • Quick enablement of futuristic use cases | <ul style="list-style-type: none"> • Retail & Consumer Goods – Smart Warehousing, supply chain monitoring, energy management • Manufacturing – Smart factories, ACM • E&U – Grid AM, Smart metering, renewable asset monitoring • O&G – Pipeline monitoring, drilling AM, remote AM |

How to Approach Proof Of Concept



IBM MAS Upgrade: Start with a PoC

SCOPE

- Set up a lean MAS instance on Azure
- No customizations / integrations are built in the PoC environment.
- Monitor, Health, Predict, Assist, Visual Inspection are not enabled for PoC.
- The scope is only limited to look and feel of the application with customer data in it.

KEY ACTIVITIES

- Provision a MAS instance with native authentication.
- Associate the client's database copy with the instance.
- Limit the transactional data to not more than 1000 records.
- The configurations or workflows can be activated to replicate the customer's real life user experience.
- Identify security, integration, customization, upstream/downstream data dependency, testing needs for the full upgrade.

OUTCOME

- Maximo Technical Modernization Assessment document containing tailored recommendations and a journey map for the implementation of MAS.
- Lessons learnt & POC outcome presentation
- Identifying Next Actions
- Document submission and Closure

TYPICAL TIMELINES

4-6 weeks

PRICE

POC: \$35-40K

**Final price depends on scope of work. This is indicative pricing and excludes on-site support, travel related to on-site support, hardware (if needed), and other professional services.*

Typical Deployment Options on Azure

| Services | Model 1 | Model 2 | Model 3 | Model 4 (SaaS) |
|---------------------------------|------------------|--------------|---------------------|----------------|
| Infrastructure Hosting | Azure (Customer) | Azure | Azure (marketplace) | Azure |
| Infrastructure setup | Wipro | Wipro | Azure | IBM |
| Maximo Licensing | BYOL / IBM | BYOL / Wipro | BYOL / Azure / IBM | IBM |
| Upgrade Services | Wipro | Wipro | Wipro | IBM |
| Design, Training, and Testing | Wipro | Wipro | Wipro | Wipro |
| Application Support services | Wipro | Wipro | Wipro | Wipro |
| Infrastructure Support Services | Wipro | Wipro | Azure | IBM |

- Model 1 - IBM MAS on customer-hosted ROSA
- Model 2 – IBM MAS on Azure (Wipro Marketplace offering)
- Model 3 - IBM MAS Dedicated on Azure (Existing Marketplace)
- Model 4 - IBM MAS SaaS on Azure (Existing Marketplace)

Our Experience with Maximo on Azure



Customer

*A leading water utility
in Australia*

Challenge

Customer, a leading water utility in Australia, delivers essential water and wastewater services to millions of residents. With a workforce of over 1,200 users relying on its enterprise systems. Wipro has been a strategic partner to Customer since 2013, supporting its IBM Maximo ecosystem through upgrades, integrations, and mobility solutions. Customer faced several critical challenges in its asset management landscape:

- **Lifecycle Support:** The need to operate Maximo on the latest supported version to ensure continued support and alignment with IBM's roadmap.
- **Field Workforce Modernization:** Transitioning from paper-based processes to mobile-enabled solutions for improved field productivity.
- **Advanced Scheduling & Dispatch:** Implementing robust scheduling tools to optimize resource allocation and service delivery.

Solution

Wipro secured a strategic engagement to upgrade Customer's legacy Maximo 7.6 system to the latest IBM Maximo Application Suite (MAS) v9.1, following a successful Proof of Concept in late 2024. Key Solution Highlights:

- **Platform:** Delivered as a PaaS solution on Microsoft Azure, ensuring scalability and cloud-native resilience.
- **Accelerated Delivery:** Leveraged Wipro's MAS upgrade accelerators for efficient and low-disruption implementation.
- **Comprehensive Upgrades:** Executed multiple Maximo upgrades from v7.1 to v7.6.1.3 over the years.

Results

- **Stable System Availability:** Ensured uninterrupted access to Maximo for over 1,200 business users.
- **Seamless Upgrades:** Delivered flawless upgrade and enhancement projects with minimal disruption to operations.
- **Integrated Ecosystem:** Built a truly integrated solution with Maximo at the core, connected to scheduling, mobility, and SAP systems.
- **Cloud-Native Resilience:** Enabled a secure, scalable, and future-proof asset management platform on Azure.



Harness the power of AI-enabled Assets

Contact Us @ <https://www.wipro.com/engineering/enhancing-maintenance-efficiency-with-enterprise-asset-management/>

Thank you.