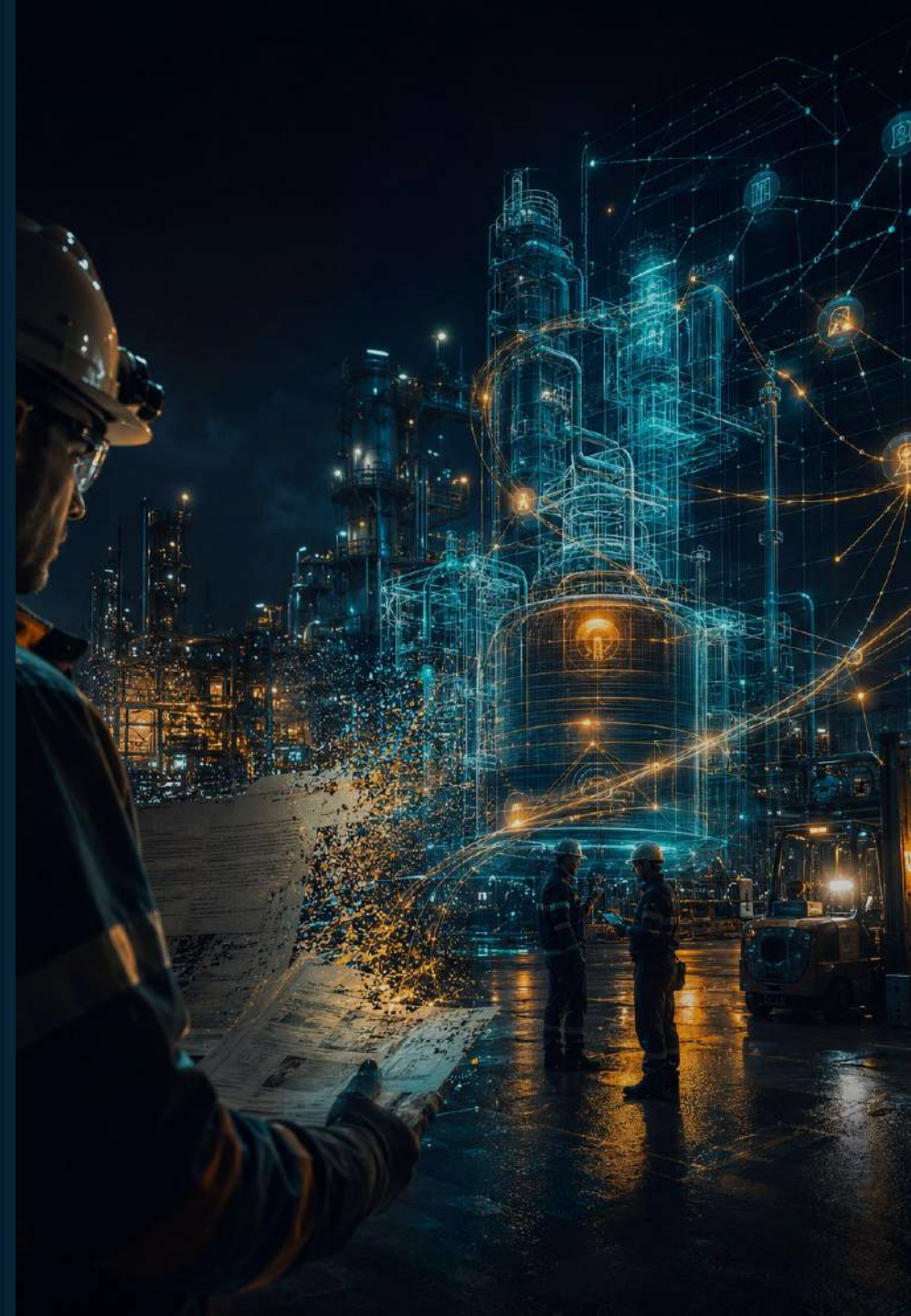


Market Analysis Work Intelligence

From paper to a learning organization — without the leap of faith

Enterprise briefing • June 22, 2026



The name of the game: escalation avoidance

Just-in-time, on the frontline — what operations leaders tell us in their own words

Experts are the bottleneck

When work deviates, the answer is “call an expert.” Experts are scarce, retiring, and unavailable at 3 a.m. — and every answer they give is lost when the call ends.

New work = peak risk

New work orders, line changeovers, and product introductions are exactly when paper procedures fail — producing alerts, escapes, and recalls.

You can't manage what you can't measure

Finance and inventory are visible in real time. Whether critical work was done correctly is not. Sign-off sheets say work happened — not how.

Operations and frontline execution is where the money is. Even L&D spend is justified by the same outcome: fewer alerts, fewer escalations, limited recalls — and measuring everything.



How frontline work is done today

The honest starting point — and it is the industry norm, not the exception

SOP binder, rev. 2019

- 1 Paper-based, linear processes — binders and laminated checklists
- 2 Difficult to deploy, difficult to version across sites
- 3 No smart data capture — sign-offs attest, they don't measure
- 4 Prone to mistakes and errors at exactly the riskiest moments
- 5 The organization is not learning from the insights



A generation of platforms digitized this

The “connected worker” market, 2011–2024 — and it proved the demand

Atheer

Work, remote & self assistance; audit-ready compliance capture

Parsable

Complex SOPs with conditional logic

Poka

Tribal-knowledge capture via operator video

Augmentir

AI skills tracking & personalized guidance

Tulip

No-code frontline apps tied to machines

Librestream

AR remote expert assistance

What they got right:

phones, tablets and glasses on the floor; checklists instead of paper; remote experts; automatic compliance records. Deployed at Coca-Cola, VW, Porsche, UPS, Komatsu and more.



But fifteen years later, the category's own slide still says:

"The organization is not learning from the insights."

~\$35M

raised by the category's reference
vendor over 15 years

~\$11M

its estimated annual revenue today

0

vendors who own the full work
lifecycle — the field is fragmented
into slices

Digitization made work visible. It did not make organizations smarter. (Sources: PitchBook, CB Insights, June 2026)



Three layers of frontline maturity

INTELLIGENCE

EON Work Intelligence

Work is simulated, executed, measured, and compounded. A Gartner-validated, net-new category.

DIGITIZATION

Atheer · Parsable · Poka · Augmentir ...

Paper becomes checklists; compliance auto-generates. Ceiling: data ends in dashboards.

PAPER

Most industrial operations today

Binders, sign-off sheets, tribal knowledge. Linear, unversioned, unmeasurable.

The middle layer's ceiling is structural — dashboards summarize, they don't learn. The top layer is where we live.



The frontline work lifecycle

Who owns what: ERP takes words, we take worlds — your systems of record stay where they are

WORK INITIATION

Ticket management · Work-order generation · Scheduling

Stays in your ERP / MES / CMMS

We integrate — we do not replace

WORK EXECUTION

Pre-work rehearsal · Guided execution · Expert assist · Evidence capture · Verification

EON Work Intelligence

Genesis · Field IQ · Assess IQ

WORK REPORTING

Analysis · Compounding insight · Updates back to ERP/MES

EON + your systems

Compound IQ writes back automatically

Work orders flow in from SAP / Oracle / Maximo via standard MCP connectors; completion status and audit evidence flow back — weeks of configuration, not quarters of integration.



The Intelligence Flywheel

EON Work Intelligence — every job makes the next job better

Genesis

Simulate & rehearse the actual workplace — Show Me, Train, Let Me Try, Evaluate Me

Field IQ

Execute & capture — guided procedures, expert assist, evidence as work happens

Assess IQ

Measure competence — demonstrated skill against standards, not just check-offs

Compound IQ

Learn & improve — insights upgrade procedures, training, and the digital twin

Compound IQ feeds improvements back into Genesis — the loop never stops

Orchestrated by EON Conductor
Built on 25 years and 4,400+ institutional customers of immersive-training heritage



The expert-scarcity inversion

Remote assistance everyone has. What happens after the call is what changes everything.

CONNECTED-WORKER MODEL

Worker stuck → video call → expert solves it →
knowledge evaporates when the call ends.

Same question asked again next month
Expert hours are consumed, never invested
Knowledge retires with the expert

WORK INTELLIGENCE MODEL

Every expert session is captured, transcribed,
structured, and gated into the knowledge base —
the same question is never asked twice.

The expert's answer works at 3 a.m., in any language
Escalation becomes your knowledge-capture engine
Preview — Q3 2026, with live assist included

Just-in-time escalation avoidance: the escalations you still have become the reason you need fewer of them.



Capability comparison

Capability	Atheer	CW field*	EON Work Intelligence
Digital instructions & checklists	Yes	Yes	Yes – AI-generated from your SOPs
Paper/PDF bridge (ingest + print-pack export)	Manual re-authoring	Manual re-authoring	Automated · Preview Q3 '26
Branching forms / conditional logic	Yes	Yes	Preview Q3 '26
Remote expert assist	Yes	Varies	Live + auto-capture · Preview Q3 '26
Compliance capture / audit trail	Yes	Varies	Verdict-verified · Preview Q3 '26
Offline + jobs + ERP/MES intake (MCP)	Yes (custom projects)	Yes (API projects)	Connector-based · Preview Q3 '26
3D/XR simulation of the actual workplace	No	No	Genesis – unique
Competence measurement (not check-offs)	No	Partial	Assess IQ – unique
Execution capture into a digital twin of work	No	No	Field IQ – unique
Organizational learning loop	No – ends in reports	No – ends in dashboards	Compound IQ – unique

*Augmentir, Parsable, Poka, Tulip, Dozuki, SafetyCulture, Librestream. Amber = on the published roadmap, GA Q3 2026. Teal = no Layer-2 equivalent.



No leap of faith: a ladder where every rung pays for itself

PHASE 1 — DIGITIZE

Weeks

AI converts your existing paper SOPs into mobile procedures — no re-authoring project. Paper stays as fallback: PDFs in, audit-ready print packs out. One app, today's jobs, nothing else.

Everything the connected-worker generation offers, in a fraction of the time

PHASE 2 — CAPTURE & MEASURE

Months

Field IQ records how work is actually done; Assess IQ measures competence; expert calls are captured, not consumed.

Just-in-time escalation avoidance: fewer alerts, prepared introductions, limited recalls — measure everything

PHASE 3 — INTELLIGENCE

Operating model

Compound IQ closes the loop: procedures, training and the digital twin improve with every execution.

A fourth system of record — alongside ERP, CRM, PLM — for how work is actually done

Phase 1 is priced as an on-ramp, not a project — the flywheel starts turning the day the first digital procedure runs.



Let's prove it right now

Live: your document, converted in this meeting

1 • Hand us one of your paper SOPs

Any procedure — dock loading, line changeover, inspection. PDF or a photo of the binder page.

2 • Watch AI build the digital procedure

Steps, warnings, images, sign-offs extracted and structured — in about five minutes, in front of you.

3 • Run it on a phone before we leave

Your procedure, executable on the device in your pocket — with the print-pack fallback for your auditors.

This is the bridge from paper: not a vision video — your own work, digitized while we talk.



What this means for each of you — and the next step

Operations

Fewer escalations and faster work-order introductions — rehearsed before they hit the floor

Quality & Safety

Audit-ready evidence on every job; deviations flagged in real time; recall exposure shrinks

L&D / Workforce

Time-to-competence measured, not assumed — workers practice in the world, not the binder

IT

Nothing replaced: MCP connectors to SAP/Oracle/MES in weeks; offline-capable; enterprise-hosted options

Proposed next step:

a 6-week Phase-1 pilot at one site — 25 of your SOPs digitized, one line running jobs on phones, paper fallback included. Success criteria agreed up front; the data is yours either way.

