2025 NEW PRODUCT INNOVATOR

Pioneering New Features and Functionality to Exceed Customer Expectations

RECOGNIZED FOR BEST PRACTICES IN THE GLOBAL INDUSTRIAL AI COPILOTS INDUSTRY

FROST & SULLIVAN

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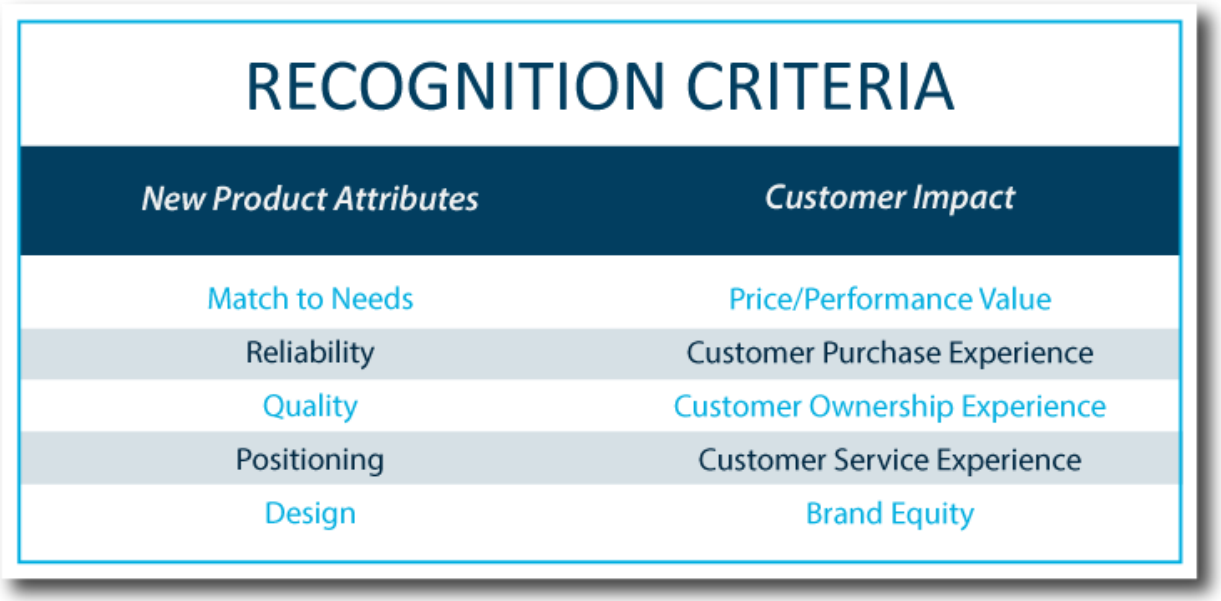
Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. InSkill excels in many of the criteria in the industrial AI copilots space.



AI Copilots: Redefining the Future of Industrial Intelligence

The industrial sector is undergoing rapid digital transformation, driven by the need to become more data-centric, competitive, and resilient in an increasingly digital economy. At the heart of this shift is the growing adoption of artificial intelligence (AI)-powered virtual assistants and copilots, intelligent tools designed to optimize operations, support decision-making, and enhance productivity across diverse industrial environments.1

AI copilots represent the next evolution of enterprise virtual assistants. Unlike legacy chatbots that offer rule-based, menu-driven interactions, today's copilots, especially those powered by generative AI (GenAI) and large language models (LLM), bring contextual awareness, conversational fluency, and enterprise integration to the forefront. These advanced systems can process voice, text, and image-based data in real time, enabling more natural and effective human-machine collaboration. As a result, AI copilots are becoming indispensable across manufacturing sites, equipment maintenance, field services, and back-office operations.

The integration of GenAI copilots into industrial workflows is unlocking significant business value. These copilots can automate repetitive tasks, accelerate knowledge sharing, and enhance worker efficiency and experience, whether on the factory floor or in remote service environments. GenAI copilots' ability to

[1] "Generative AI Transforms Enterprise Virtual Assistant Capabilities", Frost & Sullivan, November 2024

contextualize information from diverse data sources, including equipment manuals, Internet of Things sensor data, and user expertise, makes them a powerful enabler of digital enterprise goals.

As enterprise needs grow more complex and interconnected, AI copilots will play a central role in enabling strategic agility, streamlining workflows, and future-proofing industrial operations.[2] GenAI capabilities are maturing rapidly, and cloud infrastructure is becoming increasingly scalable. These advances are propelling the industrial sector into a new era where digital intelligence permeates every layer of production, service, and support.

One standout example in this space is InSkill, recognized for its pioneering role in industrial AI copilots. Founded in 2020 and headquartered in Boston, Massachusetts, the company's no-code, vendor-agnostic platform enables organizations to build, deploy, and share copilots across a vast ecosystem of original equipment manufacturers (OEM), service providers, and industrial operators. InSkill facilitates the creation of a shared knowledge network and transforms how teams capture and apply industrial expertise. It supports internal operations while fostering cross-organizational collaboration and continuous learning. Its ability to unify fragmented knowledge across brands, systems, and formats represents a major leap in industrial AI capabilities.

InSkill: Setting New Standards

InSkill's approach to industrial AI copilots goes beyond performance metrics or brand differentiation. The company builds on deliberate architectural choices and governance frameworks that directly tackle some of today's most pressing AI limitations: reliability, transparency, and internet protocol (IP) integrity. These foundational principles set InSkill apart in a market often dominated by generalist tools repurposed for industrial needs.

At the core of InSkill's competitive strength is its uncompromising commitment to AI reliability and information fidelity. Unlike typical LLM-driven systems that can hallucinate or generate unverified responses, the company implements a tightly controlled agentic architecture. These LLMs interpret natural language input and strictly limit response generation to accredited, customer-approved sources of information. InSkill personalizes these sources dynamically by site, machine, user role, and organizational context, ensuring every answer reflects the specific conditions under which the user makes the request.

This commitment to accuracy includes built-in safeguards. When a copilot lacks sufficient context or data to provide an accurate response, the copilot transparently acknowledges the limitation. Rather than generating speculative answers, the copilot triggers a structured feedback loop to identify and address knowledge gaps. The publisher, whether an OEM or an industrial site, receives a flag through InSkill's system, enabling them to identify missing documentation, process blind spots, or opportunities to enhance the knowledge base. These automated, auditable learning loops keep copilots current and continuously improving without compromising truthfulness.

InSkill's differentiated stance on data governance is equally important in competitive terms. The platform maintains strict IP boundaries between OEMs, industrial operators, and the company itself. The principle

[2] Ibid.

of origination governs how content and feedback flow: teams collect feedback only on data the company creates and owns. InSkill treats proprietary documents, sensitive procedures, and customer-owned enhancements as private IP, and it never mines or shares them beyond their intended boundaries. The company also enforces anonymity across its user base, ensuring that even when users share information within allowed contexts, it protects their identities.

> *"Industrial workers can access copilots through mobile apps, web portals, or embedded APIs, ensuring flexibility across job functions and geographies. This simplicity of use, combined with the company's collaborative culture, allows InSkill to achieve impressive adoption: thousands of published copilots, widespread usage across industrial sites, and an ever-growing network of contributors and users."*
>
> ***- Karthik Sundaram,***
> ***Research Director, Industrial***

This rigorous approach to AI ethics and privacy is particularly resonant in tightly regulated regions such as Europe. With increasing pressure on AI vendors to align with evolving data protection standards and governance frameworks, InSkill proactively architected its platform to be compliant by design, rather than retrofitted through policy. The company's active involvement in initiatives like the Open Copilot Association also signals its long-term leadership in shaping industry-wide standards around validation, reliability, and copilot lifecycle governance.

Finally, InSkill sustains its competitive advantage through its technical versatility and independence. The no-code, vendor-agnostic platform supports over 30 languages and integrates seamlessly with major enterprise systems, including Salesforce, Microsoft Azure, and custom application programming interfaces (API).[3] This versatility allows organizations to retain their existing technology investments while layering on a scalable, interoperable AI assistant framework that embeds in OEM products or that end users can use directly.

Taken together, the company's platform delivers superior performance and lasting endurance. By building durable, verifiable copilots owned by the companies that create them, InSkill delivers long-term value in a landscape dominated by fleeting hype cycles. Its approach enables industrial organizations to use AI effectively and build genuine trust in it, an essential factor driving real change.

Additionally, InSkill's competitive edge lies in its focus on delivering measurable, hard return on investment rather than incremental improvements. Unlike many providers that layer AI on top of existing dashboards, the company targets core operational inefficiencies, demonstrating value through reductions in downtime, improved asset utilization, fewer maintenance-induced issues, and increased first-time-fix rates. Organizations track these gains using their internal metrics, such as escalation reduction or fewer replacements of good parts.

InSkill's value also extends into "off-book" impact, unmeasured overhead time burned through inefficiencies like returning to a desk for documentation, calling support teams, or navigating cleanroom transitions. These are real costs that often go unnoticed, yet significantly affect productivity.

[3] Interview with Frost & Sullivan

Frost & Sullivan believes InSkill's ability to eliminate this friction across more than 5,000 industrial sites, with over 25,000 asset copilots deployed, and 1.5 million pages of documentation integrated[4] is a testament to the platform's operational and financial relevance at scale.

Roadmap to Success: Customer-centric, Continuous, Proactive

> *"Unlike many providers that layer AI on top of existing dashboards, the company targets core operational inefficiencies, demonstrating value through reductions in downtime, improved asset utilization, fewer maintenance-induced issues, and increased first-time-fix rates."*
>
> ***- Silvana Rulet,***
> ***Best Practices Research Analyst***

InSkill built its rise in the industrial AI copilot space on a deep, ongoing commitment to its customers. The company's approach to innovation is not reactive: it is relational, built on a continuous cycle of dialogue, testing, and trust. InSkill actively embeds this ethos into its structured, multi-layered customer engagement model, continuously channeling user needs and industry challenges back into product development.

At the tactical level, the company maintains close, consistent communication with its customers. Dedicated account managers meet weekly or bi-weekly with key stakeholders across industrial sites to review copilot performance, surface new requirements, and guide program evolution. These regular conversations form the foundation of a long-term co-creation strategy, enabling customers to deploy copilots for internal use and as integral components of their products and services.

Strategically, InSkill extends its customer-first mindset beyond transactional relationships by launching the Open Copilot Association, a collaborative forum designed to bring together voices from across the industrial ecosystem. Through working groups and partnerships with organizations like the Hydraulic Institute, the Association encourages shared learning and helps set the stage for responsible, forward-thinking development of AI copilots across sectors.

At the heart of InSkill's approach is a clear belief: copilots are full-fledged products, built to meet the same standards of rigor, reliability, and lifecycle support as any critical industrial system. Every customer receives an author account, allowing them to build, test, and validate copilots in a controlled environment before deployment. Integration with GitHub provides version control and traceability, ensuring full visibility and accountability throughout a copilot's operational life. This structured process enables customers to scale safely, responsibly, and confidently.

Four core pillars guide InSkill's product experience:

- **Accuracy**, ensuring copilots deliver the right information every time, supported by AI and human curation
- **Context**, with asset-specific copilots tailored to the unique configurations of real-world equipment
- **Empowerment**, enabling customers to actively shape their copilots, contribute expertise, and manage updates

[4] Interview with Frost & Sullivan

- **Trust**, grounding every user interaction in validated information, curated workflows, and intuitive design

This foundation earned InSkill a growing reputation for dependability in a fast-moving market. As AI adoption accelerates, many industrial users are still discovering the full range of copilot capabilities. The company's deep roots in the industrial sector, shaped by decades of experience, including the leadership's work at Axeda, allow it to anticipate use cases and guide customers toward untapped potential, even before those needs are fully articulated.

The platform scales through its cloud-native infrastructure, hosted on Microsoft Azure, and continues to expand its global footprint. Industrial workers can access copilots through mobile apps, web portals, or embedded APIs, ensuring flexibility across job functions and geographies. This simplicity of use, combined with the company's collaborative culture, allows InSkill to achieve impressive adoption: thousands of published copilots, widespread usage across industrial sites, and an ever-growing network of contributors and users.

With copilots in active use across thousands of machines and daily customer queries answered through the platform, InSkill provides a dependable, always-on resource. The system's responsiveness, scale, and embedded feedback loop drive continuous improvement, while the trust it earned from OEMs, who extend the technology to their customers, further illustrates the platform's reliability and the value it brings to end users.

InSkill's passionate persistence in an ever-changing market is about leading responsibly. The company's focus on long-term partnerships, user empowerment, and transparent improvement cycles positions it as a service provider and a trusted ally in industrial transformation. InSkill builds its brand equity on results, strong relationships, and a belief that the future of work in industry depends on intelligent, accessible AI that amplifies human expertise rather than replacing it.

Frost & Sullivan commends InSkill for combining groundbreaking technology with a deep commitment to customer-centricity and scientific rigor, an approach that enables the company to scale globally and lead the way in shaping the future of industrial AI copilots.

Conclusion

To create a new industrial artificial intelligence (AI) copilot solution, a company needs to understand the market's needs and deliver a solid solution designed and embedded with high quality and reliable performance. Frost & Sullivan finds that InSkill embodies this concept. The company's agentic architecture ensures accuracy by limiting responses to customer-approved sources and transparently handling knowledge gaps through structured feedback loops, while its strict data governance safeguards internet protocol integrity and privacy across user groups. Furthermore, InSkill integrates a customer-centric approach to ensure that its offerings address the wants and needs of users, delivering measurable return on investment by reducing downtime, improving asset utilization, and eliminating hidden inefficiencies across over 5,000 industrial sites.

InSkill earns Frost & Sullivan's 2025 Global New Product Innovation Recognition for its strong overall performance in the industrial AI copilots industry.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Recognition is a top honor and recognizes the market participant that exemplifies visionary innovation and offers a new product or solution that uniquely addresses key customer challenges.

Best Practices Recognition Analysis

For the New Product Innovation Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	**Opportunity Universe**	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	**Transformational Model**	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	**Ecosystem**	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	**Growth Generator**	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	**Growth Opportunities**	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	**Frost Radar**	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	**Best Practices**	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	**Companies to Action**	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)