

# SOLUTION SELECTION MATRIX

**Vendor Profile:**

 QAD | Redzone

---

**2023**

**Connected Frontline Workforce Applications**

## Connected Frontline Workforce (CFW)

Connected Frontline Workforce (CFW) initiatives are a key component of successful Industrial Transformation (IX) programs. The following Vendor Profile is part of the LNS Research CFW Applications Solution Selection Matrix (SSM). This research provides industrial organizations with insights into the rapidly evolving CFW Applications technology space, which is critical for digitally enabling a future-ready frontline workforce. Additionally, this Vendor Profile should be used in conjunction with the [2023 CFW Applications SSM Guide](#), which details the LNS Research methodology for evaluating vendors, including the scoring criteria used in this profile.





**Connected Frontline Workforce Products/Brands:** Connected Frontline Workforce Solutions  
**Website:** [www.rzsoftware.com](http://www.rzsoftware.com)

## Company Overview:

QAD Redzone is a user-friendly collaboration platform for the frontline workforce focused on improving productivity, quality, and total productive maintenance (TPM). Redzone was founded in 2013 and is headquartered in Miami, FL. The privately held company has grown quickly, with 2022 SaaS revenue growth of 46%, with expected revenue of \$100 Million. The company grew to more than 200 employees prior to being acquired by QAD, as announced in February 2023. QAD is a global enterprise software vendor founded in 1979, providing industrial customers in 84 countries with manufacturing and supply chain management solutions.

QAD Redzone's target market is industrial organizations, with many of its customers in the food and beverage and consumer packaged goods (CPG) verticals. The product offering has been traditionally focused on the SMB market and positioned as a "Mobile 1st SaaS solution." Providing a single code base to all customers without customization has minimized customer challenges related to product upgrades. The company's Connected Frontline Workforce solution is an application suite providing workflow integration to the frontline to address labor shortages, worker burnout, and supply chain disruptions. QAD Redzone emphasizes a flexible platform with highly productized and repeatable solutions that do not need heavy IT or OT technology to improve productivity and engagement.

The offering provides many out-of-the-box workflows with a tailored cloud within one week to improve time to value. Future improvements include providing multiple plants with a common cloud for multi-site analytics and access to anonymized data to allow customers to benchmark across the QAD Redzone customer base.

Current key capabilities include:

- **Workforce Collaboration:** purposeful collaboration application
- **Productivity:** increases agility and productivity for manufacturers
- **Quality:** creates an audit-ready operation to reduce waste and increase regulatory compliance
- **Reliability:** reduces unplanned stops and increases more predictable outcomes
- **Learning:** provides transparent job qualification progression and advancement beyond their role; leaders can quickly adjust operations due to staffing shortages

### 3P Evaluation

LNS Research developed its 3P Evaluation as a holistic methodology to comparatively assess the ability of vendors to serve a technology category or domain. It’s a framework for evaluating a vendor’s capabilities and ability to execute in a specific technology market space as defined by LNS Research across the dimensions of Product, Presence, and Potential. In each Vendor Profile, LNS Research has assigned a score on a 1 to 6 scale in each of the Product, Presence, and Potential dimensions. Details of the scoring criteria and scales can be found in the [2023 CFW Applications SSM Guidebook](#).




#### Product

LNS Research has defined key functional capabilities and platform technology features most relevant to Connected Frontline Workforce (CFW) Applications. Vendors are evaluated against these criteria to determine a Product score. We use Harvey Balls to score the degree of functionality or feature coverage and then determine an overall Product score from 1 through 6.



**Legend:** Little or no coverage Partial coverage Majority coverage Full coverage




The following table scores the vendor’s product against the functional criteria outlined in the CFW SSM Guidebook.

Connected Frontline Workforce Functionality Review		
Capability   Functionality	Score	Comments   Insights
<b>Functional Capabilities</b>		
<p><b>Digital knowledge management</b></p> <ul style="list-style-type: none"> <li>Digital work instructions</li> <li>Knowledge capture</li> <li>Central knowledge repository</li> <li>Content management/sharing</li> </ul>		<ul style="list-style-type: none"> <li>Videos easily capture and share knowledge</li> <li>Features a mentor/coaching program</li> <li>No-code digital workflow builder</li> </ul>
<p><b>Work execution support</b></p> <ul style="list-style-type: none"> <li>Workflow/Guided procedures</li> <li>In-context information</li> <li>Personalized support</li> <li>Real-time data provision</li> </ul>		<ul style="list-style-type: none"> <li>In-context, on-demand self-service platform</li> <li>Content accessible by scanning QR code</li> <li>Push notifications for downtime types</li> </ul>
<p><b>Team collaboration and engagement</b></p> <ul style="list-style-type: none"> <li>Cross-functional work execution</li> <li>Team communication/problem-solving</li> <li>Remote collaboration</li> <li>Proactive engagement</li> </ul>		<ul style="list-style-type: none"> <li>Drives team communication/problem solving/recognition/engagement</li> <li>Guided onboarding with focus on new hire integration</li> <li>Expert assistance provided remotely</li> </ul>

<p><b>Workforce competency management</b></p> <ul style="list-style-type: none"> <li>Skills management</li> <li>Training program management</li> <li>In-context continuous learning</li> <li>Training content development</li> </ul>		<ul style="list-style-type: none"> <li>Customized skills and training management</li> <li>Guided learning, upskilling, reskilling</li> <li>Knowledge verification to ensure competency</li> </ul>
<p><b>Use case solutions</b></p> <ul style="list-style-type: none"> <li>Cross functional</li> <li>Domain-specific</li> <li>Production/Manufacturing</li> <li>Industry-specific</li> </ul>		<ul style="list-style-type: none"> <li>Use cases include training, safety, quality, maintenance, problem-solving, and workforce development</li> <li>Deep food and beverage experience with growth in other verticals, e.g., CPG</li> <li>Warehouse operations customer use cases available</li> </ul>
<p><b>Workforce reporting and analytics</b></p> <ul style="list-style-type: none"> <li>Standard dashboards and reports</li> <li>Business intelligence tools</li> <li>Advanced analytics</li> <li>Data management</li> </ul>		<ul style="list-style-type: none"> <li>Dashboards provide productivity, quality, and training insights</li> <li>Preconfigured analytics for food and beverage CPG production</li> </ul>
<p><b>Special or unique functional capabilities</b></p>	<p>N/A</p>	<ul style="list-style-type: none"> <li>Strong collaboration platform for real-time engagement across the workforce</li> <li>Automated work orders, alerts, inspections, failure reports, and actions</li> <li>Meeting tool with configurable dashboards, e.g., OEE, open actions, production progress</li> </ul>

**Platform | Technology Features**

<p><b>Solution agility/flexibility</b></p> <ul style="list-style-type: none"> <li>Workflow engine</li> <li>Configurability</li> <li>Extensibility</li> <li>No-code/Low-code</li> </ul>		<ul style="list-style-type: none"> <li>No-code workflow authoring</li> <li>Robust configurability and extensibility</li> </ul>
<p><b>System and data integration</b></p> <ul style="list-style-type: none"> <li>Open APIs/SDKs</li> <li>Pre-build connectors</li> <li>IoT data integration</li> <li>Data distribution</li> </ul>		<ul style="list-style-type: none"> <li>Rest-based APIs</li> <li>No-code/Low-code for customization</li> <li><b>Note: iOS devices are needed</b></li> </ul>
<p><b>Architecture/Deployment</b></p> <ul style="list-style-type: none"> <li>Flexible deployment</li> <li>Connected and offline</li> <li>Broad device support</li> <li>Device management</li> </ul>		<ul style="list-style-type: none"> <li>Single-tenant SaaS cloud solution</li> <li>Roadmap to supply multi-tenant option</li> <li>Public cloud provider is AWS</li> </ul>

<p><b>Augmented Reality</b></p> <ul style="list-style-type: none"> <li>• AR platform</li> <li>• Augmented work instructions</li> <li>• AR experience authoring</li> <li>• AR-enabled remote assistance</li> </ul>		
<p><b>Real-time remote collaboration</b></p> <ul style="list-style-type: none"> <li>• Multiple participants</li> <li>• AR content overlays</li> <li>• Record sessions</li> <li>• Advanced capabilities</li> </ul>		<ul style="list-style-type: none"> <li>• Collaboration possible across functions</li> <li>• Functionality includes calling experts</li> </ul>
<p><b>Security and Privacy</b></p> <ul style="list-style-type: none"> <li>• Application security</li> <li>• Operational security</li> <li>• Product security</li> <li>• Privacy controls</li> </ul>		
<p><b>Special or unique platform/technology capabilities</b></p>	<p>N/A</p>	<ul style="list-style-type: none"> <li>• Multi-language support available</li> <li>• Built-in Pareto charts, 5-why forms, fishbone diagrams, and Kaizen dashboard</li> </ul>



## Potential

QAD acquired the small, well-established Redzone startup in December 2022 to add CFW capability to its Enterprise Resource Planning (ERP) and related enterprise software portfolio. The company is not new to M&A activity, with an uptick in 2021. This strategic acquisition of Redzone will provide an additional customer base to expand into resources for the product roadmap and funding. The track record thus far provides customers with additional modules based on the needs of the manufacturing environment (e.g., learning module). The Customer Think Tank feedback program has enabled the ability to identify and solve customers' most significant frontline challenges.

Future growth and competitiveness will depend on the company being able to continue to execute product updates and customer growth within the larger QAD. The additional funding and resources QAD brings to the table could allow the CFW platform to expand within the discrete market and compete against larger players. There is also an opportunity to embed advanced AI analytics capability through QAD Process Intelligence to enhance the product further. This acquisition is highly likely to catalyze the QAD Redzone mission to transform manufacturing through an empowered frontline. QAD's brand recognition and desire to enter the larger industrial software provider space will gain significant traction with the CFW Application in the portfolio.

Overall  
Potential Score

5



## Presence

The acquisition of Redzone by QAD significantly increases the smaller company's market presence and potential reach. QAD was taken private in 2021 by Thoma Bravo, one of the largest software-focused private equity firms with an extensive record of success in the B2B enterprise software space. The resources and expertise of Thoma Bravo should facilitate QAD's transition to a true SaaS offering and an expanded product footprint in their traditional market of mid-market manufacturing (e.g., automotive, life sciences, food and beverage, and high-tech verticals).

Likewise, the new QAD Redzone is now better positioned for geographic expansion beyond North America into the Europe/Middle East/Africa (EMEA) region. Redzone's rapid growth to date has occurred primarily by focusing on serving small to medium food and beverage and CPG enterprises, with recent success also in the large enterprise space, discrete manufacturing, and life sciences verticals. The resources and domain expertise of the combined organizations offer synergies that should accelerate the expansion of the CFW Applications business into new segments and geographies.

The Redzone reference program and on-the-plant floor coaching implementation strategy have been key to success. The company doubled plant implementations from 500 to over 1,000 in the past three years, with more than 300,000 frontline workers using the application. "Word of mouth" was the primary growth agent as proactive marketing endeavors just began in 2021. The new QAD Redzone should have an even greater capability to serve customers successfully.

Overall  
Presence Score

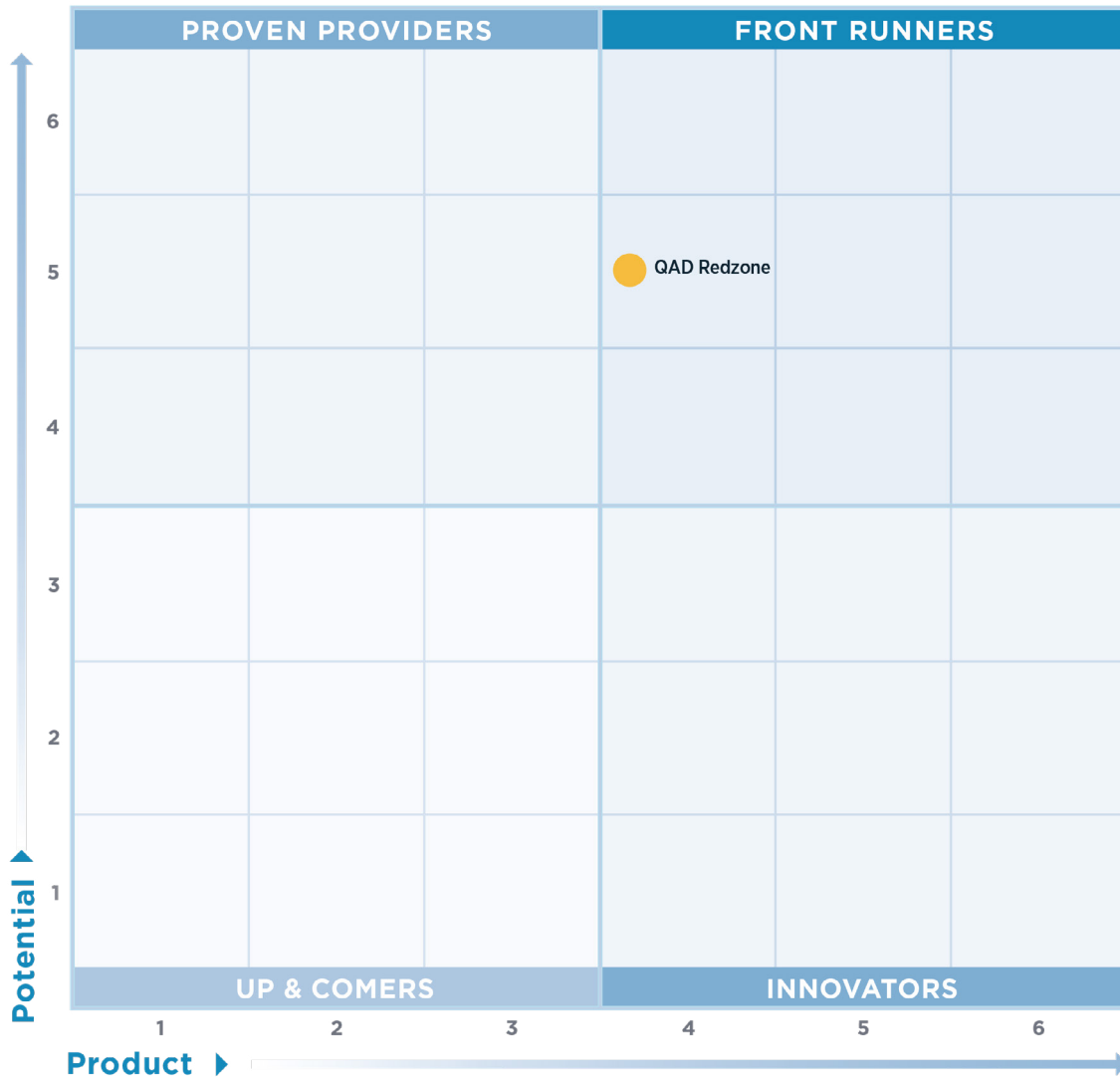
4



## CFW Applications Solution Selection Matrix

Connected Frontline Workforce Applications

# SOLUTION SELECTION MATRIX



**COMPANY SCORE** (Product, Potential, Presence)

QAD Redzone (4,5,4)

**COMPANY PRESENCE**



Note: Companies in the same Matrix box are listed alphabetically and have the same Product and Potential scores.



## Guidance

The QAD Redzone user-friendly platform has seen high acceptance across the frontline with a proven strategy that utilizes on-the-floor coaches during implementation. Significant strengths include collaboration, productivity, and TPM. The newer Quality and Learning modules provide customers with a more holistic approach to enable step change workforce and operational improvements. The recent acquisition by QAD, a next-gen manufacturing and supply chain solutions company, provides the Redzone CFW solution with added resources and capital that can accelerate improved market positioning, customer growth, the ability to reach enterprise-level scale, and advanced industrial analytics capabilities.

Customers of each organization can now choose one provider for a suite of critical manufacturing applications to improve productivity and the supply chain end-to-end. QAD's relaunch of the brand and logo is one of many efforts to maximize market awareness of the expanded portfolio. A real-time process mining and predictive modeling solution was added by acquiring Livejourney in December 2022. The two recent acquisitions combine to provide cross-selling opportunities across a much larger global customer base. The proven Redzone and Livejourney solutions can boost QAD's complete transition to the cloud and move toward a SaaS licensing model.

Industrials of any size should consider the QAD Redzone CFW Application. Time to value is expected to be highest for:

- Food and beverage, consumer packaged goods, and batch manufacturers looking for a solid, proven CFW solution that can be quickly deployed.
- Automotive, life sciences, and discrete manufacturers wanting to be early adopters based on recent success within these industries.
- Companies currently using or considering QAD and Livejourney solutions.
- Industrials looking for a supportive platform implementation process that integrates the connected worker application and manufacturing data with holistic capabilities, including frontline productivity, compliance, reliability, and learning applications.
- Businesses that understand the value of a Connected Frontline Workforce and need to supply transparent training and support progression for employees.
- Organizations looking to develop apps within a low-code/no-code environment with dashboards and Business Intelligence (BI) analytics capabilities to support decision-making.

## Related Research on Connected Frontline Workforce

**BLOG** | [Exploring the AI Craze as the CFW Wave Gains Manufacturing Momentum →](#)

**BLOG** | [Why CFW Initiatives Fail: Overcoming 4 Critical Gaps to Accelerate Business Value →](#)

**RESEARCH** | [Connected Workforce: Enable a Competent, Agile Industrial Workforce →](#)

**BLOG** | [Connected Frontline Workforce Applications: Pushing the Frontiers of Industrial Transformation →](#)

**EBOOK** | [Enable Operational Agility with a Digitally Connected Workforce →](#)

**EBOOK** | [Connected Worker: Connecting People and Systems to Transform Frontline Operations →](#)

**BLOG** | [Introducing the Industrial Transformation \(IX\) Reference Architecture →](#)

**RESEARCH** | [IX Architectural Paths 1 of 3: Three Paths & Understanding IX Infrastructure →](#)

**RESEARCH** | [IX Architectural Paths 2 of 3: Evaluating IX Platforms and IX Applications & Analytics →](#)

**RESEARCH** | [IX Architectural Paths 3 of 3: Looking at IX Strategic Partners →](#)

**RESEARCH** | [Industrial Transformation: Architecture and Analytics Just the Beginning →](#)

**RESEARCH** | [Industrial Control Systems and Edge Computing: Enabling an Operational Architecture for Applications and Analytics →](#)

**RESEARCH** | [Avoiding Pilot Purgatory: How to Choose the Right Use Cases to Accelerate Industrial Transformation \(IX\) →](#)

**RESEARCH** | [Industrial Transformation Success: How to Secure Operations' Buy-in to Create Effective Leadership →](#)

**RESEARCH** | [IX Digital Readiness →](#)

### Authors:

**Peter Bussey**  
Senior Advisor  
[peter.bussey@lns-global.com](mailto:peter.bussey@lns-global.com)

**Allison Kuhn**  
Research Analyst  
[allison.kuhn@lns-global.com](mailto:allison.kuhn@lns-global.com)

**Matthew Littlefield**  
Co-founder, President, & Research Leader  
[matthew.littlefield@lns-global.com](mailto:matthew.littlefield@lns-global.com)

SOLUTION SELECTION  
**MATRIX**

2023 Vendor Profile

