

Purple book

About the company, our vision and the values that will get us there.

A letter from the CEO

We are at the forefront of the next industrial revolution, one powered by AI. Our message is clear: Industrial AI is IFS.ai.

What excites me most is the scale of the opportunity ahead. The industries we serve today represent a $141 billion market. With AI, that figure is projected to more than double to $300 billion by the end of the decade. Gartner forecasts that AI spending will reach $3 trillion by 2027.

With a strong foundation of financial performance and industry-leading solutions, we are now well positioned to unlock this potential.

To lead in this new era, we must be absolutely clear on our vision: to become the number one technology brand in Industrial Software and the undisputed global category leader. Our mission is to power the next Industrial Revolution by using AI to transform mission-critical industries.

These are not just aspirational statements. They reflect the bold, disruptive strategy we are delivering every day, focused on helping our customers achieve growth, efficiency, and sustainability.

They also highlight the widening gap between IFS and legacy enterprise software vendors who are struggling to keep pace.

Our growth is built on trust. More than 5,500 customers around the world rely on us, and our market-leading 80% satisfaction score reflects that trust. We're proud of that number, but our goal is 85%, and we are focused on getting there.

Our strategy is anchored in the six industries we serve. These are the industries that keep the world running, and our domain expertise in them is unmatched. We remain committed to delivering industry-specific solutions that solve complex problems and deliver measurable results.

Our partner ecosystem plays a critical role. With more than 400 partners worldwide, we are building toward an ambitious goal: by the end of the decade, 50% of our global revenue will be partner-driven. Our commitment to a partner-first model is stronger than ever.

The road ahead is exciting, and I couldn't be prouder to lead IFS into this next chapter.

Mark Moffat
Chief Executive Officer, IFS



"At IFS, we share that same spirit. Those who stay, who lean in, who embrace this era of AI with us, will help shape the future—and succeed together."

About IFS

It all started in a tent.

In the early 1980s, our founders pitched a tent on the site of our first customer. They took turns working around the clock, always being on hand to respond immediately to issues that arose at the power plant.

Ever since then, IFS has stayed close to our customers. We develop and deliver cloud enterprise software for hardcore businesses around the world who manufacture and distribute goods, build and maintain assets, and manage service-focused operations. Within our single platform, our industry specific products harness the power of Industrial AI™ so that our customers can be their best when it really matters to their customers – at the Moment of Service™. The industry expertise of our people and of our growing ecosystem, together with a commitment to deliver value at every single step, has made IFS a recognized leader and the most recommended supplier in our sector.

For more information, visit ifs.com

Company facts

7,000+
employees

90+
countries

5,500+
customers

€1.23B
Revenue



Our purpose is to bring to market products and services that enable and equip our customers to deliver their best when it matters most to their customers: at the Moment of Service.

What we want to do

Our vision is to be the number one technology brand for industrial software, and the undisputed $100BN category leader. Our mission is to power the next industrial revolution using AI to transform the hardcore industries running mission-critical assets and operations. Industrial AI is IFS.ai.

Our customers represent the backbone of global progress. These businesses represent essential industries in the global economy. Helping the industries that the world depends on, by unlocking the transformative power of industrial AI, is our core objective, and we are deeply proud of that opportunity.

We will realize our mission by:

- Delivering outstanding Moments of Service for fast and impactful value delivery built on deep, focused industry expertise
- Leading with a market-defining brand
- Driving innovation and value, leveraging a composable product portfolio built on a singular AI native platform
- Enabling a high performance and diverse team that respects and honours our core values of Agility, Collaboration, Trust and Grit
- Maintaining financial excellence and continuing to consistently outperform the market
- Investing in our thriving partner ecosystem to extend our reach and brand

Our culture

At IFS, we believe every person deserves to feel valued, respected, and empowered to thrive.

Our commitment to fostering an inclusive, fair, and equitable workplace is not just a statement – it is the foundation of high-performing, diverse teams that drive innovation and business success.

Creating a culture of belonging and high performance is a responsibility we all share. It's reflected in the way we listen to one another, challenge biases, and actively create space for diverse perspectives. It's about ensuring that everyone, regardless of background, identity, or lived experience, has an equal opportunity to grow and succeed here. Diverse teams bring better ideas, challenge us to think differently, and help us deliver stronger results for our customers. More importantly, fostering a fair and inclusive workplace is simply the right thing to do.

We also recognize that inclusion is an ongoing journey, not a destination. That's why we are committed to continuous evolution: we believe every employee deserves a workplace where they can thrive, free from discrimination and bias. This means actively cultivating an environment where people of all backgrounds, identities, and experiences feel a sense of belonging and have equitable opportunities to grow and succeed.

Our success as a company is built on the strength of our people. By fostering an environment where every individual feels included and empowered, we drive not only fairness but also the kind of innovation, collaboration, and excellence that define IFS.

As we continue to grow and evolve as an organization, we will continue working together to build a culture where everyone belongs and diversity is our strength.



"Creating an inclusive, and high-performing workplace is central to our mission at IFS. We are committed to ensuring every individual can meaningfully contribute to our innovation and has the opportunity to thrive."

Mihita Podobnik
Chief People Officer

Our core values at IFS

Agility, Collaboration, Trust and Grit

These values form the basis for how we work, and guide the way we think, act and behave when we interact with customers, partners, the market, our colleagues and the communities in which we operate. Together they sustain our commitment to a high performance, diverse and inclusive work environment.

Agility

No matter how fast we grow and scale, we will preserve our short lines of communications and ability to move quickly and decisively. We remain smart and nimble in how we organize ourselves and how we build process.

Collaboration

We recognize no one does it by themselves. We solve problems together, not wasting time in pointing fingers. The strength of #TeamPurple runs through our organisational culture, a spirit of innovation and cooperative endeavour. We build inclusive workplace experiences that enable every team member to thrive, working together with colleagues, customers, partners and the wider community.

Trust

Trust is the bedrock of the relationships that we build with one another and with our customers.

It's a value that IFS has been known for from our birth and which we uphold every day by honoring our commitments. Trust means colleagues will do what they say, and will always act with integrity. Trust also means ensuring transparency in our culture, and holding ourselves accountable.

Grit

To possess grit is to possess passion and perseverance for the attainment of long-term goals. We demonstrate resilience and the stamina to not give up when things get tough. This tenacity enables a growth mindset that forms the bedrock of our High-Performance culture.



Our ecosystem

We partner with some of the world's largest companies to give our customers more choice and access to new technologies.

The IFS Partner Network contains over four hundred local and global partners. They help us deliver an even better solution and can complement our implementation and consulting services offering, or integrate approved technologies and software. We also collaborate with MIT by being a patron of their Center for Information Systems Research (CISR) to apply and integrate research with a focus on making advancements in key technology areas, particularly Industrial AI.

Our 5500+ customers benefit from this through greater choice in selecting who to work with, access to specialist skills, and technology that complements the IFS offering. It also gives our operations an even larger geographical reach to support today's global businesses.

At IFS, we know the importance of being recognized as an expert—so to help our customers and partners enhance their knowledge and to show their level of expertise, we have IFS Academy. IFS Academy gives our partners the opportunity to certify consultants and their organization using tailored training courses with exams.

For IFS, this is a way of making sure that all customers receive the same high-quality service no matter which IFS partner they choose to work with.

We believe it's one thing to say you're the best, and it's entirely another for industry experts to say you're the best. We're proud that, for years, analysts from some of the world's most renowned research and advisory firms have recognized IFS's product and service leadership across our solution portfolio.

IFS routinely recognized as a leading provider of enterprise software designed and developed in collaboration with our customers. IFS has been named a Leader by well-respected research firm IDC in both the Worldwide MarketScape for ERP Manufacturing Applications and Operational ERP Applications, as well as the Worldwide MarketScape for Remanufacturing Management Software. IDC has also recognized IFS as a Leader in Worldwide MarketScape for Field Service Management and Field Service Management for Utilities.

IFS is proud to be recognized by Gartner as a Gartner Peer Insights Customers' Choice for each of the Enterprise Resource Planning, Enterprise Asset management and Field Service Management solution categories, a true reflection of IFS customer feedback. IFS has also been recognized as a Leader in the GigaOm Radar for IT Service Management.

We've seen IFS's recognition across the global industry analyst community continue to rise. This is not only a reflection of our focus on the customer as our guide for developing great solutions, but most importantly, it's a reflection of very satisfied customers who have partnered with IFS to use technology to propel their businesses.



IFS has won many awards through the years, vindicating its vision, strategy and ability to execute. Here are some of them:

Awards

Business Intelligence Group
Big Innovation – IFS Remote Assistance

ERP Today
ERP AI and Innovation of the Year

AI Breakthrough Awards
AI as a Service

The Software Report
Top Software CEOs (Mark Moffat)

Sustainability Live Awards
AI in Sustainability

Our ecosystem

IFS is the world's leading provider of industrial AI and enterprise software for hardcore businesses that service and power our planet. We know that whatever your industry, it's the moment of service that matters.

Through Industrial AI™ technology, IFS deliver AI driven enterprise cloud software for companies who want to differentiate on service. There are many reasons to choose IFS, but here are the top five.

Our main product is IFS Cloud, a single platform that delivers class-leading solutions across Service Management, Enterprise Resource Planning and Enterprise Asset Management. It has been developed to be a key part of a company's ecosystem, enabling increased speed-to-value through features and flexibility focused on your industry.

Whether you're looking to improve granular processes or need support for high-level strategic decision-making, our platform is designed to get you up and running and addressing your business needs straight out of the box.

1 **A single composable platform**

Select the capabilities you need today and add new functionalities as your business evolves. Enjoy an AI-powered single-user experience, connected data, insights, and automation.

2 **Unrivalled industry expertise and capabilities**

Experience new innovative technology in real industry contexts. Leverage industry-specialized processes, capabilities and dashboards to achieve optimal performance.

3 **Embedded innovation powered by AI**

Leverage IFS's transformative technologies embedded within our solutions. Eliminate complexity and realize practical innovation quickly and efficiently.

4 **Evergreen forever**

Experience rapid access to continuous software innovations and improved experiences. Adopt updates on a schedule under your control to maintain your organization's evergreen status.

5 **Interactive experiences**

Realize value from AI and elevate productivity and decision-making for every user across your organization with interactions tailored to users' roles to help them work more efficiently.



IFS Cloud comes with industry-focused accelerators to help you implement more efficiently, along with lobbies, reports and dashboards to better visualize your information and support decision-making. And our module-based functionality means you can expand and enhance your IFS solution as your needs and business models change.

Other key parts of the IFS product portfolio include IFS assyst, IFS Ultimo, IFS E&R and Poka.

Corporate citizenship

IFS has placed sustainability at the core of its values since its inception in 1983, and we believe that our industry has a critical role to play in the sustainability movement.

We recognize our role in working towards a more sustainable world. Our strategy is designed to drive action against the topics where we can have the biggest impact, framed around the three pillars of our business, our customers, and the broader impact we have on society.

1. Sustainability within our business – improving our operations

We work to improve our operational sustainability performance as we aim for excellence across every aspect of our business. We are committed to leading by example, adhering to global frameworks, regulations and best practices that support our strategy and ambitions.

Our corporate climate action is firmly rooted in science. IFS has set science-based, near-term emission reduction targets:

- 42% reduction in absolute Scope 1 (direct) and Scope 2 (indirect) greenhouse gas (GHG) emissions by 2030.
- 25% reduction in absolute Scope 3 (value chain) GHG emissions by 2030, focusing on purchased goods and services, business travel, and employee commuting.

These targets are approved by the Science Based Targets initiative (SBTi), representing a key milestone for IFS in our climate journey.

2. Sustainability through our customers – Enabling transformation

Technology has a critical role in enabling change for the better by facilitating innovation to tackle environmental, social and governance issues, such as driving resource efficiencies to tackle climate change or providing greater visibility across supply chains.

3. Sustainability in our community – Supporting those around us

At IFS, we believe in our collective responsibility to improve the world. That's why we provide programs, that empower our employees to make a positive impact:

- Education Program – We promote interest in STEM globally. We contribute to a more diverse and inclusive tech industry leaving a lasting impact, through multiple engagements, including university lectures, scholarships, access to free software, and other forms of volunteering. We partner with more than 150 education institutions around the world.
- Employee Volunteerism – We offer 1 day of paid leave for employees to use volunteering in their local areas. IFS has continued to display a passion to support local communities and charities. In 2025, more than 36% of IFS staff took advantage of their CSR Day.
- Corporate Philanthropy – The IFS Foundation gives kids in rural Sri Lankan communities access to a decent education. The IFS Foundation is our charity of choice at IFS. The IFS Foundation focuses on rural, underserved communities in Sri Lanka, ensuring children in those communities get access to a decent education. In supporting the IFS Foundation, we strengthen our social license to operate in Sri Lanka, home to 40% of our global workforce. We also help the Foundation connect its work to donors globally, including customers and partners.



About IFS

IFS is the world's leading provider of Industrial AI and enterprise software for hardcore businesses that make, service, and power our planet. Our technology enables businesses which manufacture goods, maintain complex assets, and manage service-focused operations to unlock the transformative power of Industrial AI™ to enhance productivity, efficiency, and sustainability.

IFS Cloud is a fully composable AI-powered platform, designed for ultimate flexibility and adaptability to our customers' specific requirements and business evolution. It spans the needs of Enterprise Resource Planning (ERP), Enterprise Asset Management (EAM), Supply Chain Management (SCM), and Field Service Management (FSM). IFS technology leverages AI, machine learning, real-time data and analytics to empower our customers to make informed strategic decisions and excel at their Moment of Service™.

IFS was founded in 1983 by five university friends who pitched a tent outside our first customer's site to ensure they would be available 24/7 and the needs of the customer would come first. Since then, IFS has grown into a global leader with over 7,000 employees in 80 countries. Driven by those foundational values of agility, customer-centricity, and trust, IFS is recognized worldwide for delivering value and supporting strategic transformations. We are the most recommended supplier in our sector. Visit ifs.com to learn why.

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