

# Ventana Research Analytics Research in 2017

Setting the annual expertise and topic agenda

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# Ventana Research

Ventana Research connects users and providers of technology through its research and advisory services, focusing on improving business performance.

Our unique approach is evaluating the people, processes, information and technology components of organizations using applications and tools across business and IT areas.



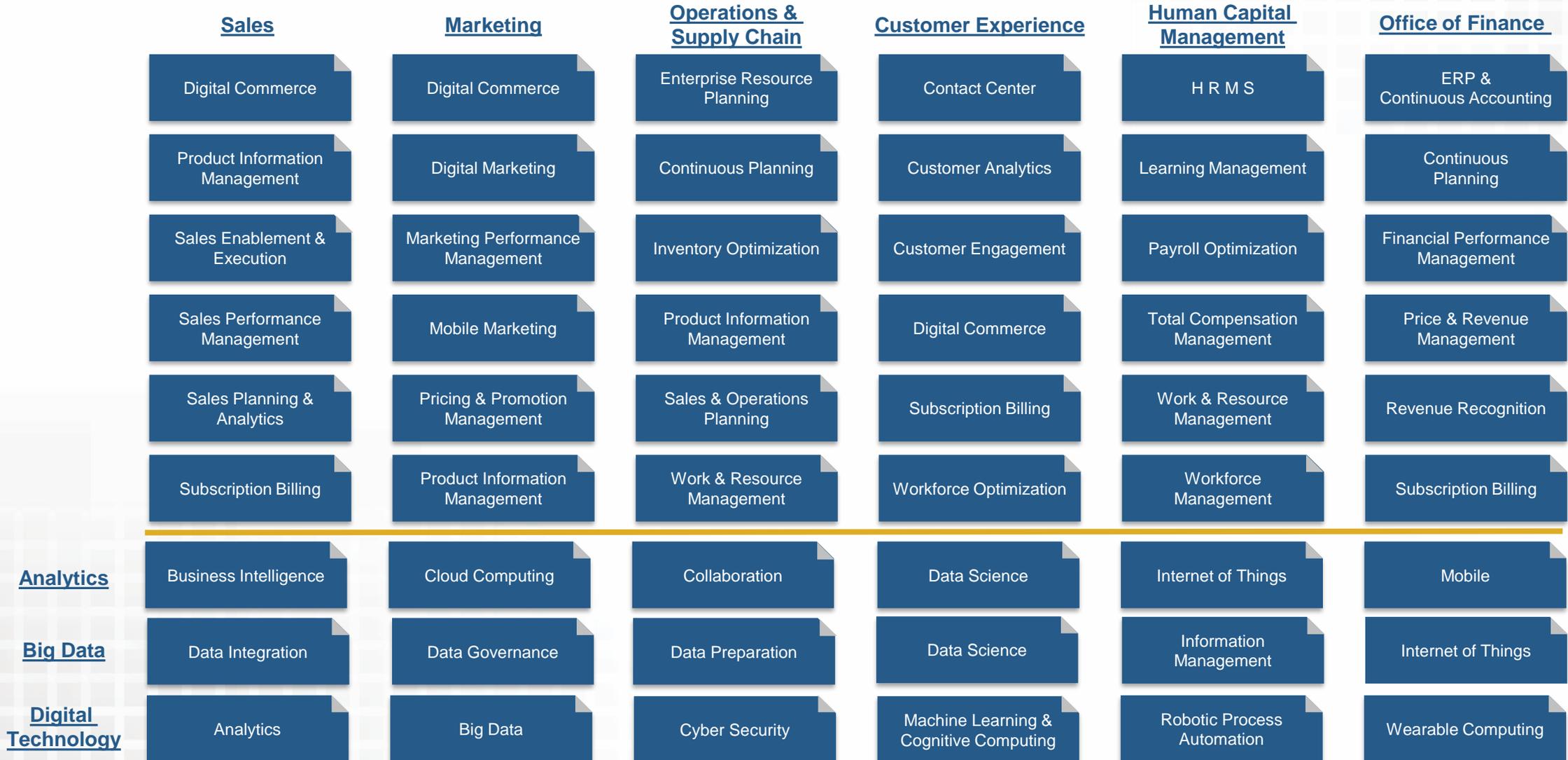
# Ventana Research Expertise Agenda

Our Research Agenda and expertise in critical business and technology topics is driven by our analysts' deep understanding of business requirements and our knowledge of technology providers.

Through our primary and secondary market research methods, we are able to provide insights and best practices to line of business and IT, and across vertical industries that will help any organization reach its maximum potential.



# Ventana Research Expertise Framework



# Expertise is Cross Functional, Not Pigeon-Holed

## Background:

Ventana Research analysts work as a team across lines of business, processes, functions and technologies to provide perspectives that analyst firms with narrow, technology defined coverage areas are not able to match.

## Examples:

- Analytics with Finance, Marketing and Sales in Data Science.
- Analytics with Customer Experience, Sales and Marketing in Mobile.
- Analytics with Customer Experience, Marketing and Sales in Collaboration.



# Services for Users and Providers

## Technology Users

- Advisory and Research Services
- Benchmark Assessment
- Educational Workshops
- Market Consultation Service
- Research Reports
- Technology Assessments
- Vendor Selection Guidance

## Technology Providers

- Advisory and Research Service
- Benchmark Research Services
- Digital Content Services
- Market Consultation Service
- Research Reports
- Speaking Services
- Strategic Consulting

# Market Consultation Service

## Overview:

Ventana Research analysts provide insight and guidance on the market through their expertise using our research. The service consists of a two hour consultation, presentation and unique set of recommendations.

## Value:

- Smartest path to understanding the state of the technology market to adjust your business efforts.
- Improve technology strategies to better optimize your productivity and performance of business processes.
- Optimize business efforts by overcoming challenges with your people and processes through using technology.



# Research



creativity

sketch

A/a

Design

Focus on



# Analytics Expertise Overview

## Expertise Overview

- Ventana Research offers guidance on analytics to help organizations apply data science and technology to help derive its optimal value. Going beyond earlier methods of business intelligence, dashboards and reports is essential to ensure that everyone is able to not only access analytics, but act on them to optimize their business.

### Focus Areas

Business  
Intelligence

Cloud  
Computing

Collaboration

Data  
Science

Internet  
of Things

Mobile



# Agenda for Analytics

## Business Intelligence

- Focus on end users makes analytics accessible to a wider audience.
- Visual discovery and natural language evolve as search and presentation methods.
- Support users in their functional roles with relevant and accessible analytics.

## Cloud Computing

- Organizations expand cloud usage and acceptance for a wider variety of workloads.
- Cloud enabled analytics and integration become a new information highway.
- Embrace cloud computing to shorten analytic time-to-value.

## Collaboration

- Social media has condition the market to expect and embrace collaboration.
- Mobile technology enables constant communication and collaboration.
- Deploy collaboration technologies to put analytics into action throughout the organization.

# Agenda for Analytics

## Data Science

- Data science continue to rise in importance with big data, but remain a limited resource.
- Machine learning optimizes actions, decisions and processes with fewer resources.
- Exploit machine learning and predictive analytics on big data for business optimization.

## Internet of Things

- An increasing number of devices are instrumented and connected generating big data.
- Big data and streaming technologies with data science enable continuous analytics.
- Utilize machine data and IoT data to enable operational intelligence.

## Mobile

- Simplification of mobile technologies provide access point to analytics and collaboration.
- Cloud deployments coupled with HTML5 provide centralized and multiple delivery methods.
- Use mobile technology for easy, continuous access to, and distribution of analytics.

# Business Intelligence

## Overview

- Business intelligence produces insights from data to guide decision-making with integration, discovery, planning, forecasting, collaboration and performance management.

## Agenda

- Focus on end users makes analytics accessible to a wider audience.
- Visual discovery and natural language evolve as search and presentation methods.
- Support users in their functional roles with relevant and accessible analytics.

## Insights - Examples

- Key Insight: “Analysts spend the bulk of their time on manual tasks such as preparing data for analysis (47%) and checking quality and consistency (45%) in the data rather than analysis.”
- Best Practices: “To maximize your ROI in visual discovery software, organizations must choose tools that fit particular roles and analytic skills of the individual business users and analysts.”

## Market Research

- Benchmark: Next Generation Business Planning, Business Analytics (Q3)
- Dynamic Insights: Natural Language Generation (Q2)
- Value Index: Mobile Analytics and BI & Business Analytics (Q3)

# Cloud Computing

## Overview

- Cloud computing provides an alternative to installing and maintaining systems on an organization's premises. Analytics systems in the cloud address the need for access to data sources beyond the firewall to incorporate into its business processes and decision-making.

## Agenda

- Organizations expand cloud usage and acceptance for a wider variety of workloads.
- Cloud enabled analytics and integration become a new information highway.
- Embrace cloud computing to shorten analytic time-to-value.

## Insights - Examples

- Key Insight: “Virtually all organizations currently use or intend to use cloud-based analytics. Nearly half (48%) already use it and another 19 percent plan to begin using it within 12 months.”
- Best Practices: “Consider how cloud-based analytics empower business users and save resources.”

## Market Research

- Benchmark: Data and Analytics in the Cloud & Business Analytics (Q3)
- Value Index: Business Analytics (Q3)

# Collaboration

Collaboration

## Overview

- Collaboration provides the methods for people to interact digitally in any communication approach on any device for whatever purpose.

## Agenda

- Social media has condition the market to expect and embrace collaboration.
- Mobile technology enables constant communication and collaboration.
- Deploy collaboration technologies to put analytics into action throughout the organization.

## Insights - Examples

- Key Insight: “More than half of organizations said their company has open social and networking policy.”
- Best Practices: “When evaluating collaboration tools, be sure to include discussion forum, broadcast, app sharing, wall posting, and videoconferencing in the evaluation criteria.”

## Market Research

- Benchmark: Business Analytics (Q3)
- Dynamic Insights: Analytic Collaboration (Q3)
- Value Index: Business Analytics (Q3)

## Overview

- Data Science applies advanced analytical techniques, including statistics, predictive analytics and machine learning to extract insights from large volumes of data.

## Agenda

- Data science continue to rise in importance with big data, but remain a limited resource.
- Machine learning optimizes actions, decisions and processes with fewer resources.
- Exploit machine learning and predictive analytics on big data for business optimization.

## Insights - Examples

- Key Insight: “52% of organizations lack resources to implement changes to predictive analytics.”
- Best Practices: “Include training in plans for adopting predictive analytics tools.”

## Market Research

- Benchmark: Next Generation Predictive Analytics & Data Preparation (Q2)
- Dynamic Insights: Machine Learning (Q2)
- Value Index: Business Analytics (Q3)

# Internet of Things

Internet  
of Things

## Overview

- The Internet of Things (IoT) extends digital connectivity to devices and sensors on assets and resources anywhere across homes and businesses enabling devices to transmit data and apply analytics for operational improvement.

## Agenda

- An increasing number of devices are instrumented and connected generating big data.
- Big data and streaming technologies with data science enable continuous analytics.
- Utilize machine data and IoT data to enable operational intelligence.

## Insights - Examples

- Key Insight: “Most organizations (43%) uses BI tools rather than specialized IoT tools.”
- Best Practices: “Use of using advanced tools has higher satisfaction than use of traditional tools.”

## Market Research

- Benchmark: IoT and Operational Intelligence, Next Generation Predictive Analytics
- Dynamic Insights: Streaming Data (Q4), Machine Learning (Q2)



# Mobile Technology

Mobile

## Overview

- Mobile analytics and BI provides the ability to access tools through mobile devices at any location and optimize information availability at any time and place.

## Agenda

- Simplification of mobile technologies provide access point to analytics and collaboration.
- Cloud deployments coupled with HTML5 provide centralized and multiple delivery methods.
- Use mobile technology for easy, continuous access to, and distribution of analytics.

## Insights - Examples

- Key Insight: “Efforts to improve BI are being driven by the need to provide information for the LOB, which 2/3 of organizations said is their most important reason.”
- Best Practices: “Identify all mobile data you need before searching for a mobile BI tool.”

## Market Research

- Benchmark: Data and Analytics in the Cloud
- Value Index: Mobile Analytics and BI



# Analytics for LOB

## Analytics for Customer Experience

- Extreme analytics allows full use of all customer data, including interactions.
- Analytics allows production of detailed customer and employee profiles, and journey maps.
- Assess how the outputs from analytics can drive information driven customer engagement.

## Analytics for Finance

- Utilizing large volumes of transactions data well adds competitive capabilities.
- Predictive analytics, PRO, deeper visibility all enable differentiated strategy and operations.
- Companies must develop internal expertise to utilize big data analytical capabilities.

## Analytics for Human Capital Management

- Insight to workers and workforce requires analytics to determine state of operations.
- Analytics used effectively across HCM will ensure effective process improvement.
- Apply analytics across unified set of workforce data and HCM guides improvements.

# Analytics for LOB

## Analytics for Marketing

- Use of data science on sales data enables ability to guide future actions and decisions.
- Applying machine learning and predictive analytics to generate most effective insights.
- Assess the effectiveness of analytics to help lead the decisions needed to optimize sales.

## Analytics for Operations and Supply Chain

- Use of data science on supply chain enables ability to guide future actions and decisions.
- Applying machine learning and predictive analytics to generate most effective insights.
- Assess the effectiveness of analytics to help lead the decisions needed to optimize sales.

## Analytics for Sales

- Use of data science on sales data enables ability to guide future actions and decisions.
- Applying machine learning and predictive analytics to generate most effective insights.
- Assess the effectiveness of analytics to help lead the decisions needed to optimize sales.

# Technology Areas of Focus for Analytics

## **Analytic Discovery**

- Event Discovery
- Information Discovery
- Visual Discovery
- Data discovery

## **Big Data Analytics**

- Advanced analytics
- Discovery and exploratory
- Data science and machine learning
- Visualization and presentation

## **Business Analytics**

- Mobile, Social, Location
- Business Intelligence
- Natural Language
- Governance and quality

## **IOT/Operational Intelligence**

- Machine Data
- Analytic Applications
- Embedded Analytics
- Cloud Analytics



# Market Research for Analytics

## Benchmark Research

- Data Preparation (2017)
- Big Data for Business (2017)
- Business Analytics (2017)
- Internet of Things
- Data and Analytics in Cloud
- Next Generation Business Planning
- Next Generation Predictive Analytics

## Dynamic Insights Research

- Machine Learning (2017)
- Analytic Collaboration (2017)
- Natural Language Generation (2017)

## Value Index Research

- Data Preparation (2017)
- Analytics and BI (2017)
- Mobile Analytics and BI
- Business Planning



# Questions?



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