Ventana Research
Digital Technology Research in 2017

Setting the annual expertise and topic agenda
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Getting insights on technology

See how our education can help your business

START LEARN MORE
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

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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.
Digital Technology Expertise Overview

Expertise Overview

- Ventana Research offers guidance on digital technologies that help advance the value of organizations in business and IT for the purpose of improving the efficiency and effectiveness of individuals and business processes and to increase their outcomes.
Analytics

Overview

• Analytics help organizations apply data science and technology to help derive its optimal value from applying compute to all types of data to generate information that can be acted upon for improving outcomes.

Agenda

• Assess business intelligence to determine how to make analytics available to a broader audience.
• Determine the role of collaboration to increase the impact of analytics to the organization.
• Increase the understanding of data science to effectively use analytics across business to increase its impact.
• Prioritize the knowledge of where mobile technology can be used to increase the accessibility of information.
Big Data

Overview
• Big data helps expand competencies that will enhance the value of information, through smarter storage, compute, integration, virtualization, governance and preparation to uncover and use new methods effectively.

Agenda
• Use of integration to interconnect data across applications, platforms and systems in cloud and on-premises.
• Determine where to streamline the processing of data for analytic and operational use through data preparation.
• Increase the understanding of data science to effectively use big data for business to increase impact from data.
• Assess the impact of Internet of Things through its data that can be processed to increase operational intelligence.
Cloud Computing

Overview

• Cloud computing provides an alternative to installing and maintaining systems on an organization’s premises. It provides a simpler method to onboard applications while providing a platform that can unify processes.

Agenda

• Organizations are expanding cloud usage and acceptance for a wider variety of workloads.
• Cloud enabled applications and tools are creating integration gaps to interconnect effectively.
• Virtualization of compute across elastic clouds simplifies IT ability to support and optimize relationships with business.
• Cloud computing can shorten time-to-value for applications and data for business and IT.
Collaboration

Overview

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

Agenda

• Use of mobile technology for collaboration can drive real time interactions to ensure communication.
• Deploy collaboration technologies to help those using applications and tools to drive action.
• Adoption of real time and recorded video can provide more effective communication and understanding.
• Gaining employee feedback and participation is simpler with collaborative technologies.
Cybersecurity

Overview
• Cybersecurity is the protection of data and systems from the theft or damage to the hardware, software or the information on them, as well as from disruption of the services they provide to business, consumers or the public.

Agenda
• Assess the role of analytics to better understand the user behavior that is increasing cyber risk.
• Use machine learning and cognitive computing can guide actions to identify and prevent cyber issues.
• Prioritize the role of data science to increase the use of IT analytics to prioritize issues facing the organization.
• Apply IT asset management to determine the risk point of systems that increase the cyber threat to organizations.
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

• Determine how increasing number of devices are instrumented and connected generating big data.
• Apply big data and streaming technologies with data science enable continuous analytics.
• Utilize machine and sensor data from IoT to enable operational intelligence.
• Assess the use of wearables impact to business productivity and increase the situational responsiveness of individuals.
Machine Learning &
Cognitive Computing

Overview

• Machine learning gives computers the ability to learn without being explicitly programmed evolving and comes from the study of pattern recognition and computational learning theory in artificial intelligence (AI).

Agenda

• Assess the use of machine learning to the data of business to more effectively guide actions and decisions.
• Understand the technological impact of machine learning in driving intelligence into business processes.
• Determine how the use of cognitive computing can increase the value of workers.
• Highlight the successful deployment of cognitive computing in line of business.
Mobile Technology

Overview
• Mobile technology through smartphones, tablets and wearables the ability to connect people to the applications and information they need to perform their role and responsibility.

Agenda
• Assess the simplification of mobile technologies that provide access point to analytics and applications.
• Understand the technological impact of native and HTML5 approaches to use of mobile for business.
• Determine how the user experience is accelerating or impeding the impact of business.
• Where mobile technology is not enabling the worker and manager access to their specific applications.
Wearable Computing

Overview

• Wearable computing is the use of smart electronic devices that can be worn on the body as implant or accessories that provide practical functions to the individual and can facilitate interactions with business.

Agenda

• Determine where the role of wearables accelerate can help the operations and supply chain of business.
• Assess the use of wearables to provide notification and response for any role in business.
• Use wearables to track activities and location of individuals to optimize business efforts.
• See where the role of wearables for wellness can be a benefit to business and productivity of the organization.
Questions?

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http://blog.ventanaresearch.com

Electronic Mail
info@ventanaresearch.com
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