Ventana Research

Digital Technology Research in 2018

Setting the annual expertise and topic agenda

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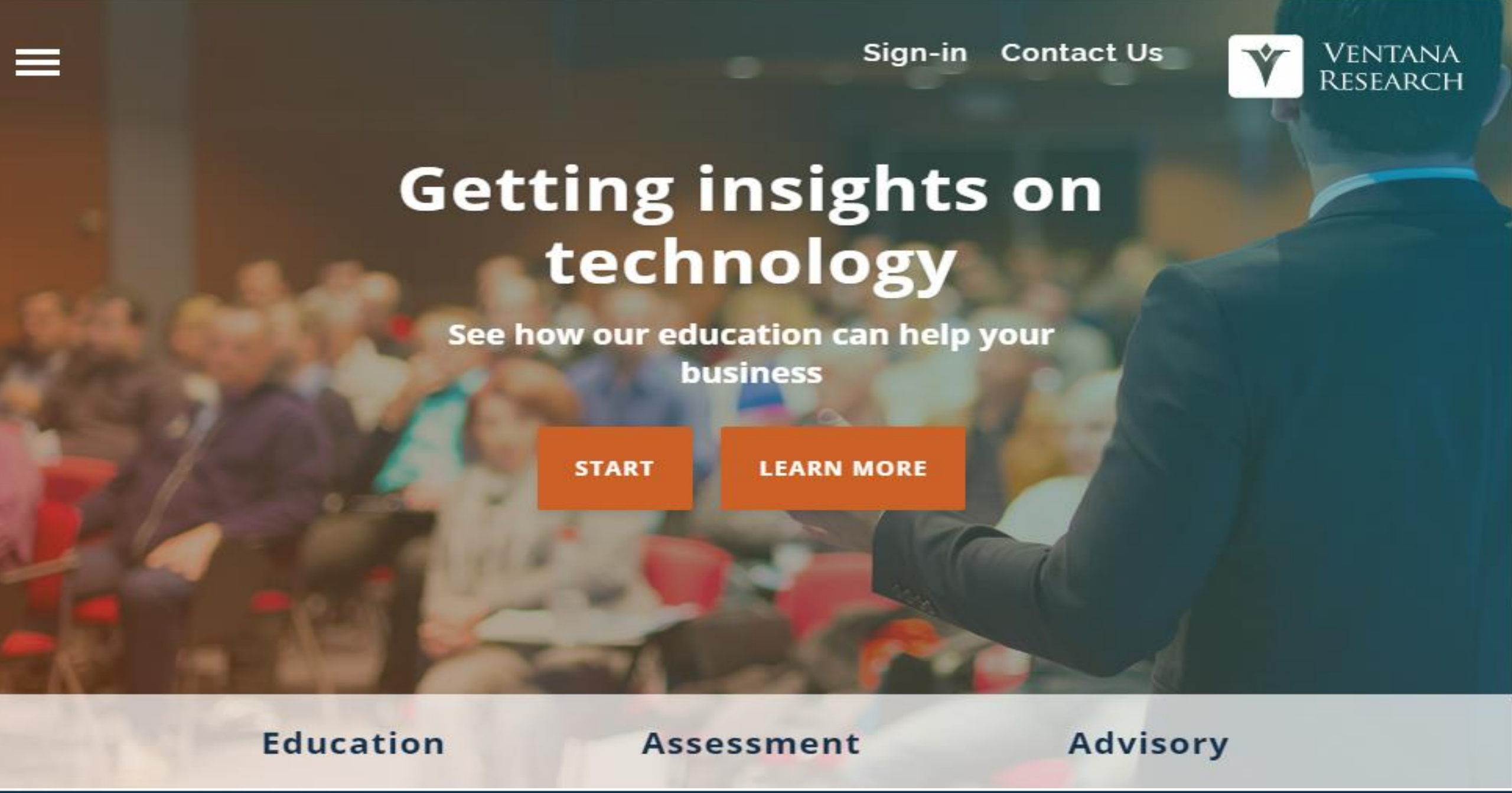

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Ventana Research – Guiding Business and IT

Ventana Research is the leading business technology research and advisory services firm providing expertise and actionable guidance on mainstream business processes and disruptive digital technologies.

We deliver to our clients a unique set of research and expertise-based offerings including workshops, assessments and our subscription-based Ventana On-Demand advisory service. Ventana Research helps organizations of all sizes globally to improve business performance.

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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.

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2018
RESEARCH AGENDA

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Digital Innovation in 21st Century

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Embracing the Predictive Potential

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Embracing Robotic Potential

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Ventana Research Expertise Areas

Our business areas of expertise help organizations examine how to innovate and transform their processes and enable their people to effectively execute.

Expertise Areas

- Analytics
- Data
- Customer Experience
- Digital Technology
- Human Capital Management
- Marketing
- Office of Finance
- Operations and Supply Chain
- Sales

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Digital Technology

By 2021, only 1/2 of organizations will have transformed their business processes to be more intelligent and automated by embracing digital technology.

David Menninger
SVP & Research Director

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Expertise Overview

Digital Technology helps organizations innovate and transform business and IT processes to improve efficiency and effectiveness.

Focus Areas

- Analytics
- AI and Machine Learning
- Blockchain
- Bots and Natural Language
- Collaboration for Business
- Cybersecurity
- Data
- Internet of Things
- Wearable Computing

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AI & Machine Learning

By 2020 at least one Global 2000 organization will experience a major loss caused by the incorrect application of artificial intelligence or machine learning.

David Menninger
SVP & Research Director

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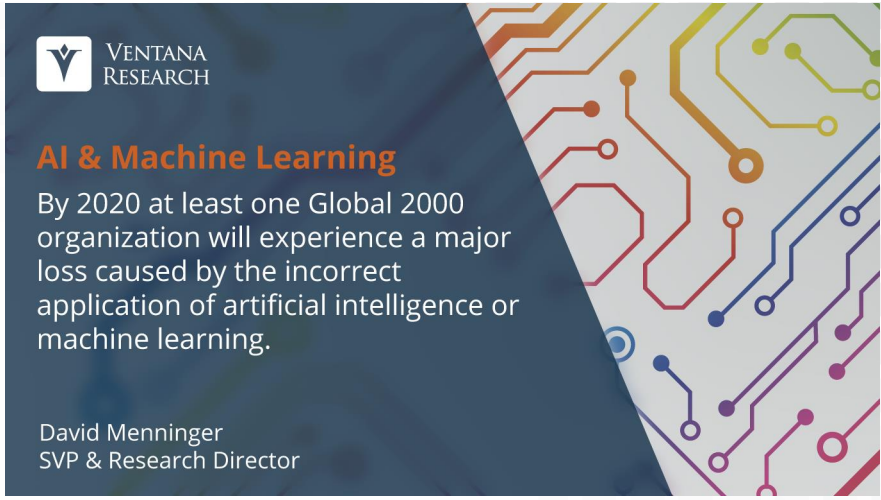
AI and Machine Learning

Overview

- Artificial Intelligence and Machine Learning is the use of technology to process information in much the way humans do, including improving accuracy as more data is processed.

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 AI can increase the value of workers through guided direction and interactive dialogue.
- Highlight the successful deployment of AI and ML in line of business to increase the outcomes of the business.



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Analytics

By 2021, 2/3 of analytics processes will no longer simply discover what happened and why; instead, they will also prescribe what should be done.

David Menninger
SVP & Research Director

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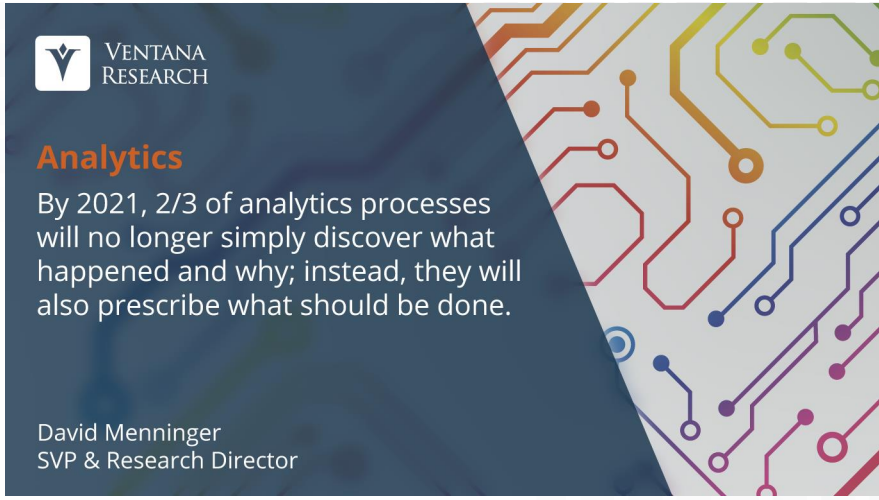
Analytics

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 efforts 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 NLP to simplify the interactions and presentations with analytics for business to action.
- Prioritize the knowledge of where mobile technology can be used to increase the accessibility of information.



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Blockchain

By 2021 1/4 of all organizations will be using blockchain databases.

David Menninger
SVP & Research Director

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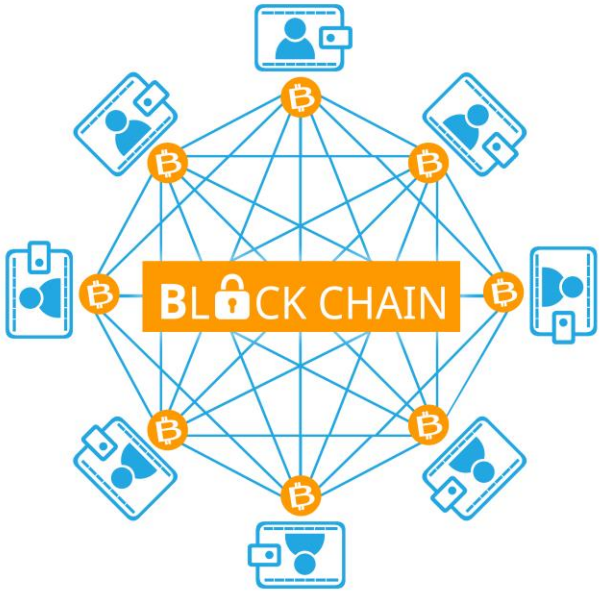
Blockchain

Overview

- Blockchain distributed ledger technology is a shared database of assets and their owners located on multiple nodes (sites) on a network.

Agenda

- Use of database technologies that interconnect and secure data across systems and organizations enable efficient processing.
- Determine where technologies can best enable Blockchain processing to create distributed processing.
- Apply data preparation and governance methods and technologies to have most effective data quality standards.
- Assess the gaps and opportunities in Blockchain that can be easily governed across cloud and onpremises.



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Collaboration for Business

By 2020, collaboration will become a standard feature of 3/4 of data and analytics processes in much the same way that visualization is now part of analytic processes.

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SVP & Research Director

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Collaboration

Overview

- Collaboration provides technology-mediated methods for people to interact digitally to improve productivity and satisfaction.

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 feedback and participation from employees to customers to ensure best possible experience and satisfaction.

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Cybersecurity

By 2020, more than 1/2 of organizations will have publicly acknowledged that a lack of investment resulted in cyber-breaches that were material and involved a loss of sensitive customer information.

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Cybersecurity

Overview

- Cybersecurity ensures the protection of data and systems from theft or damage to the hardware, software or information 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 AI and machine learning 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 collaboration and activity / case management to track and prioritize breaches or threats that need acted upon.

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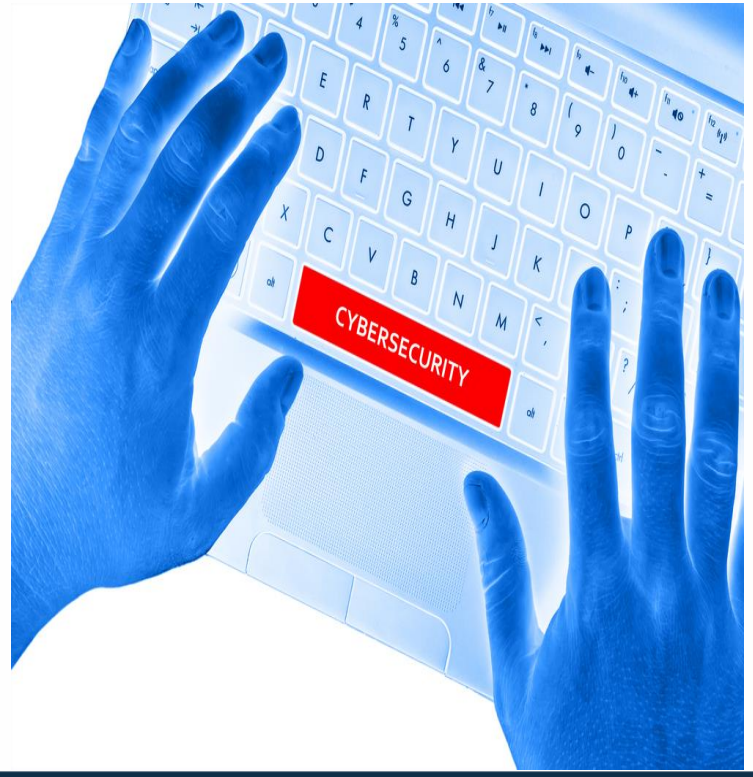

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Data

By 2021 more than 1/2 of all organizations will be using distributed cloud-based databases.

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SVP & Research Director

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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.

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Internet of Things

By 2020, analysis of streams of IoT event data will be a standard component of nearly all big data deployments.

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SVP & Research Director

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Internet of Things

Overview

- Internet of Things devices and sensors transmit data and enabling new business services and operational improvements.

Agenda

- Determine how increasing number of devices are instrumented and connected generating big data.
- Apply 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.

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Bots & Natural Language Processing

By 2021, 1/3 of organizations will expect natural language query and natural language generation as standard capabilities of BI systems being considered.

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SVP & Research Director

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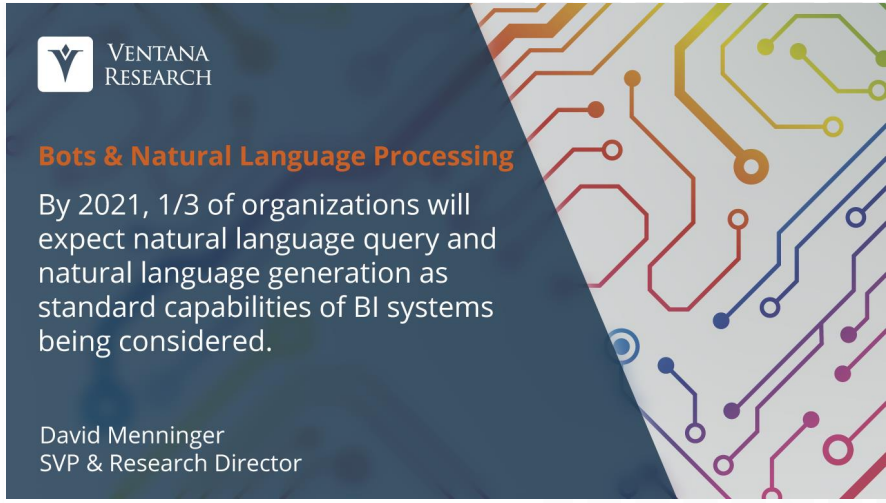
Natural Language Processing

Overview

- Natural Language Processing includes the process of generating narratives based on a set of data values and using text and voice as inputs to access information.

Agenda

- Use of NLP provides the interactions and presentation of information in a human and more easily understood manner.
- Applying NLG to generate information in a readable manner to simplify the presentation and interpretation of data.
- Use of NLP enables bots and interactions via text and voice to be applied to applications and systems.
- Determine where to streamline the processing of data by using NLP to ease the human dynamic with information.



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Wearable Computing

By 2021 1/4 of organizations will have made it possible to access their business applications from wearable devices.

David Menninger
SVP & Research Director

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Wearable Computing

Overview

- Wearable computing is the use of embedded or accessory digital devices to facilitate interactions across the workforce.

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.

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Market Research for Digital Technology

Benchmark Research

- Big Data for Business (Q3)
- Business Analytics (Q2)
- Digital Commerce (Q4)
- Customer Analytics (Q1*)
- State of Digital Technology (Q4)
- Intelligent CX (Q4)

Value Index

- Analytics and BI (Released)
- Business Planning (Q3)
- Contact Center in the Cloud (Released)
- Digital Commerce (Q4)
- Digital Marketing (Q4)

Dynamic Insights

- Data Lakes (Q1)
- Natural Language Processing (Q3)
- Robotic HCM (Q4)
- Voice of the Customer (Q4)

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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

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Services for Providers

Advisory

Ventana On-Demand

Ventana On-Demand is a personalized business and technology advisory service that provides you with access to insights from exclusive benchmark research, use of reprints of analyst perspectives, professional client management services, and priority briefings. Ventana On-Demand is the only advisory service in which the expert analyst team draws from primary benchmark research, real-world experience, and deep industry knowledge to provide the most accurate lens on the intersection of business and technology.

Consulting

In one-on-one or group discussion sessions, our expert industry research analysts provide objective advice and detailed guidance to sharpen your sales, marketing, service and product strategies. We can help assess the market and determine where you improve your market and product strategies for optimal results, all based in and pulled from our insights and research.

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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.

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Digital Services for Providers

White Paper

An authoritative research-based in-depth exploration covering a specific business- and/or technology-related issue. Use it to Articulate the business case for the industry issue your solution can solve.*

Expert Speakers

Reach your prospective buyers, customers or sales team with the right mix of research and insights to motivate and educate your audience.

Infographic

Build awareness on a topic and establish importance through the illustration of key points in a highly targeted visual format containing research facts.

Research Perspective

An authoritative piece of written content made to create awareness of an issue or opportunity. It is a discussion starter, designed to create an interest in further education.*

On-Demand Webcast

A recorded audiovisual presentation to educate audience on a specific topic in 15 or 30 minute duration in a professional replay-hosted environment.

Viewpoint

Industry analyst written perspective on an industry topic in no more than two pages of content to create awareness and insight to buyers and the market.

Webinar

Drive demand and generate leads when our industry analysts present industry trends and issues in a live and interactive approach to your audience.

Online Assessment

Provides immediate recommendations to buyers based on their responses to highly targeted questions that help drive action to improve.

Tweetchat

Online and interactive dialogue on Twitter with an industry analyst, discussing market issues using research statistics to provide awareness on key topics.

Analyst Perspective

Provides industry analyst fact-based perspective on business and technology trends or specifically on a vendor and product.

eBook

Provides education through graphical designed digital content that provides a story to organizations on essential aspects of technology.*

Q&A With Analyst

A written dialogue between client and industry analyst in a question and answer format that can be used in multiple formats.

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Questions?

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