# Ventana Research

# Sales Research in 2018

**Setting the annual expertise and topic agenda**

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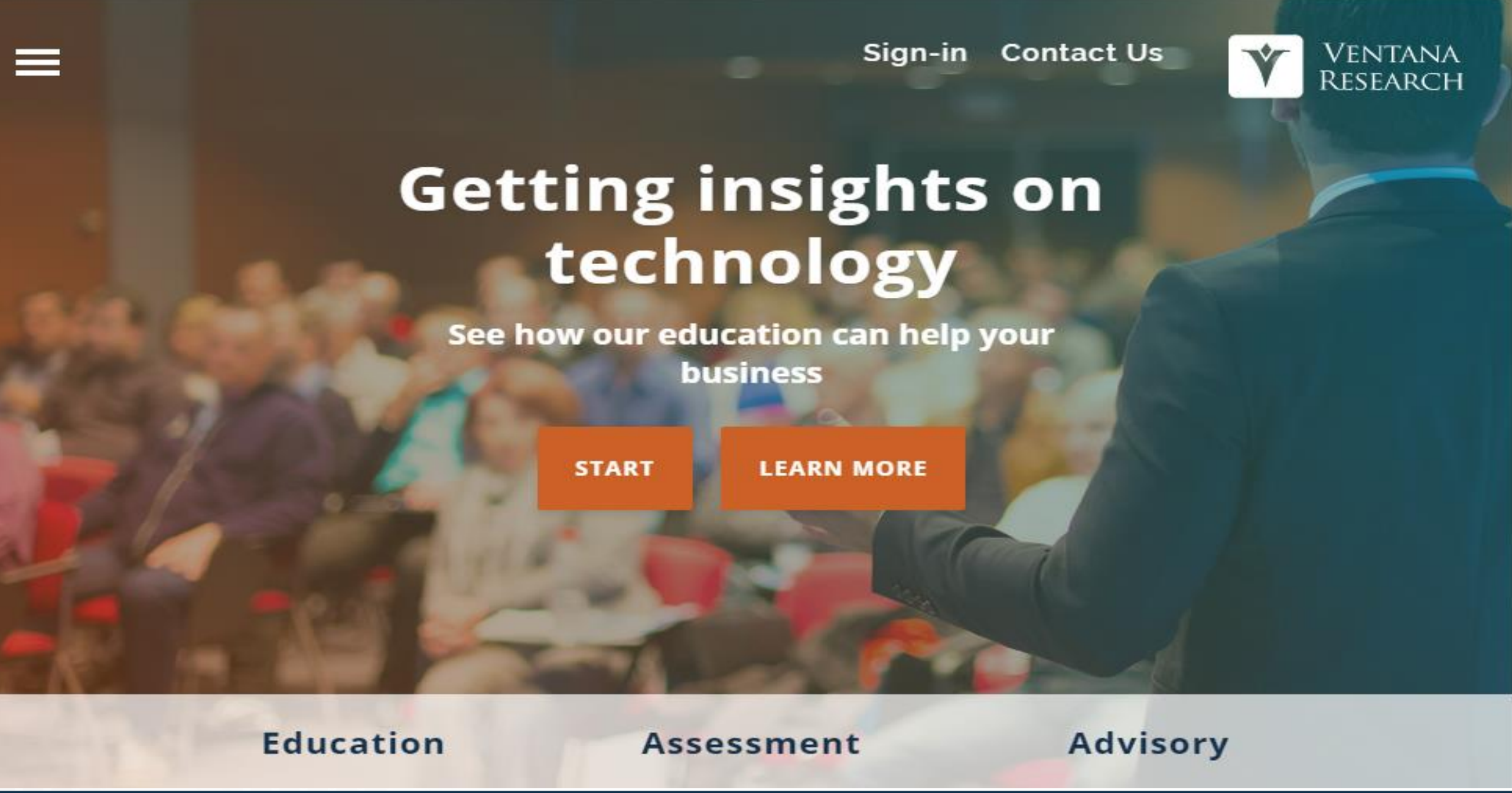



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# Ventana Research – Guiding Business and IT

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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# Digital Innovation in 21st Century

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# Embracing the Predictive Potential in Sales

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# Embracing Robotic Potential in Sales

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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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# Sales

By 2020, only 33% of sales organizations will have embraced predictive and robotic technologies that guide and automate actions to achieve sales goals.

Mark Smith
CEO & Chief Research Officer


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# Expertise Overview

Improving sales outcomes and revenue are the key to sales effectiveness, and today applications and tools for sales are the path to that improvement. New applications designed for sales organizations and processes are part of an emerging generation of technology designed for digital effectiveness.

## Focus Areas

- Digital Commerce
- Predictive Sales
- Product Information Management
- Robotic Sales
- Sales Performance Management
- Subscription Management


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# Digital Technology for Sales

## Analytics

- Use of machine learning and advanced analytics elevate intelligence of sales.
- Applying predictive analytics can guide activities to generate best possible outcomes.
- Assess the readiness of analytics by determining their ability to guide future actions.

## Artificial Intelligence (AI) and Machine Learning

- Use of machine learning can help increase accuracy of guidance for sales effectiveness.
- Advancements in machine learning help optimize actions and plans for future performance.
- Prioritize AI and machine learning to embed the guidance needed to advance sales processes.

## Big Data

- Rationalizing data through preparation and governance increase the relevance of data for sales.
- New technologies help unify data across systems for enabling predictive and robotic sales.
- Invest into data related processes to optimize the value of it for sales process optimization.


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# Digital Technology for Sales

## Bots

- Demand for simplifying the sales process introduces need for new experience to applications.
- Bots will enable the engagement of sales to access and update applications.
- Determine how bots increase the effectiveness of sales teams and processes.

## Collaboration for Business

- Engage collaboration to help align efforts and achieve expected sales outcomes.
- Use of collaboration with sales applications help improve quality of decisions.
- Embrace collaboration to increase the potential results of sales activities.

## Mobile Technology

- Use of smartphones and tablets provide fast access to information and guidance for improvement.
- Advancements of mobile technology now accelerate pressure to ensure sales readiness.
- Evaluate sales applications effectiveness on mobile devices to meet user expectations.


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# Digital Commerce

By 2021, 50% of today's digital commerce systems will be obsolete, lacking the technology needed to provide effective customer and product experiences.

Mark Smith
CEO & Chief Research Officer


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# Digital Commerce

## Overview

- Digital Commerce enables organizations to engage with customers across multiple digital channels – the web, mobile apps, text, voice-activated "agents," video and social channels and deliver an optimal customer and product experience.

## Direction

- For Digital Commerce, customer experience is the top business differentiator.
- Analytics and AI allow personalized responses to all forms of engagement.
- Assess systems that support consistent responses across all business units and channels.

## Market Research

- Benchmark: Digital Commerce (Q4)
- Dynamic Insights: Digital CX Technologies (Q4)
- Value Index: Digital Commerce (Q4)


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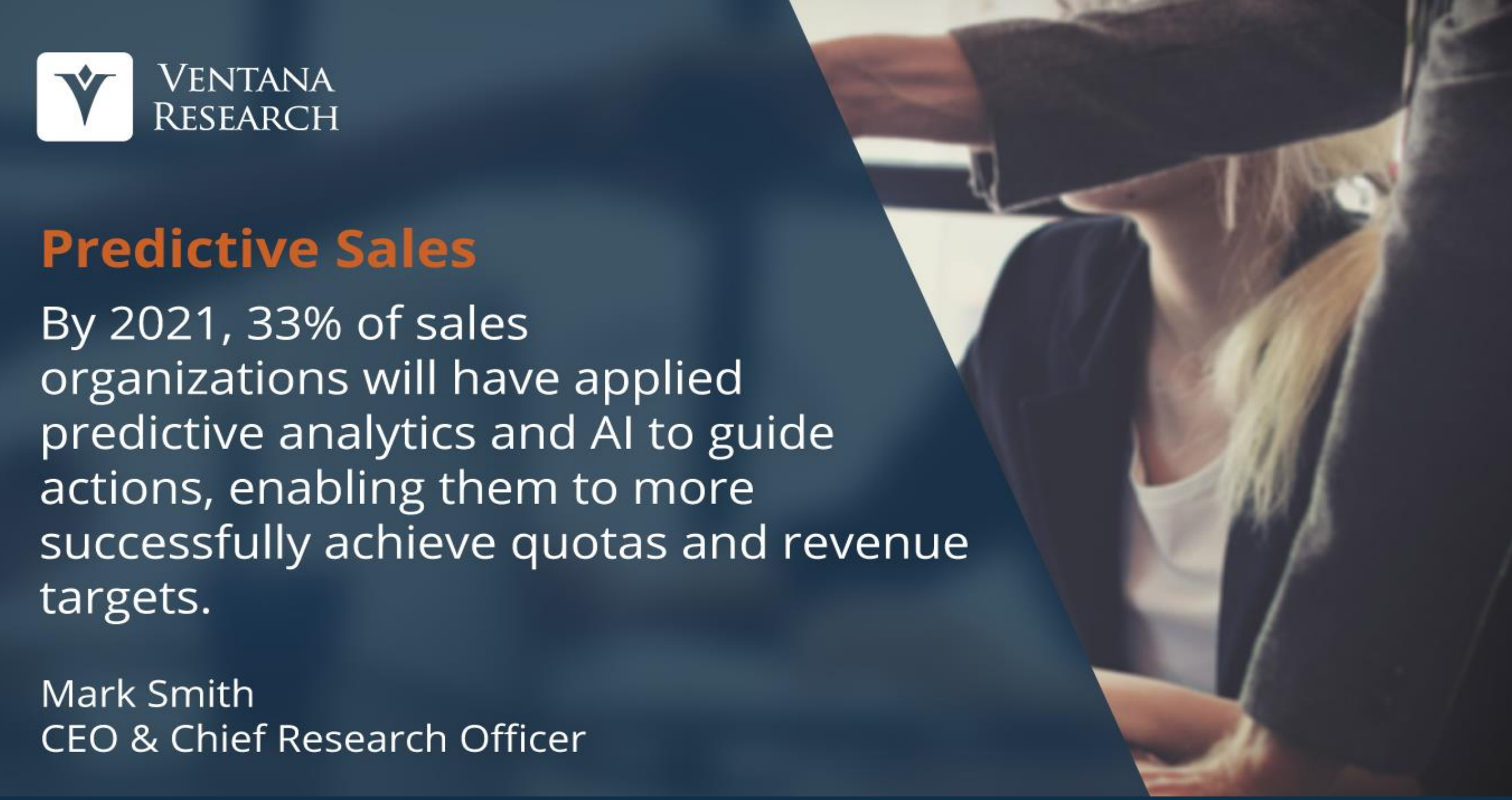

# Predictive Sales

By 2021, 33% of sales organizations will have applied predictive analytics and AI to guide actions, enabling them to more successfully achieve quotas and revenue targets.

Mark Smith
CEO & Chief Research Officer


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# Predictive Sales

## Overview

- Predictive Sales uses AI and machine learning to create narratives and metrics that guide future sales actions and decisions.

## Direction

- Prioritizing predictive analytics to create indicators on where to optimize improvements.
- Utilize AI and machine learning to create narratives and notifications to engage sales teams.
- Adopt predictive planning to guide actions to improve sales pipeline and optimize outcomes.

## Market Research

- Benchmark: Next Generation Sales Analytics (2017)
- Dynamic Insights: Predictive Sales (Q4)


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# Product Information Management

By 2021, 50% of organizations will use a modern dedicated PIM environment to manage product processes and provide high-quality product experiences.

Mark Smith
CEO & Chief Research Officer


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# Product Information Management

## Overview

- Product Information Management is technology that provides the ability to consistently manage product and related information being used by business processes and consumers.

## Direction

- Modernizing PIM to support digital experience across channels will increase engagement.
- Transition of PIM to cloud will accelerate time to value in products.
- Adopt robotic automation for product information quality to increase customer satisfaction

## Market Research

- Dynamic Insights: Product Experience (Q3)
- Value Index: Product Information Management (Q3)


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# Robotic Sales

By 2021, 33% of sales organizations will use AI-driven natural language bots to automate engagement and conversation with applications used in sales processes.

Mark Smith
CEO & Chief Research Officer


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# Robotic Sales

## Overview

- Robotic Sales is the enablement and execution of robotic technology in sales to deliver effective automation of the sales organization.

## Direction

- Transform sales through technology to simplify engagement for smarter selling.
- Embrace AI and bots to optimize interactions of sales to increase effectiveness.
- Assess existing SFA to determine where intelligence and automation prioritizes focus.

## Market Research

- Dynamic Insights: Robotic Sales (Q3)


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# Sales Performance Management

By 2020, only 25% of sales organizations will have embraced sales performance management systems to manage sales and not just compensation.

Mark Smith
CEO & Chief Research Officer

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# Sales Performance Management

## Overview

- SPM provides the methods to use the processes and applications that can assess and align resources to achieve best possible outcomes.

## Direction

- Managing sales performance requires technological focus on sales process and resources.
- Use of predictive analytics and planning will optimize sales processes and performance.
- Adopt applications that unify a focus on outcomes from quotas, territories and incentives.

## Market Research

- Benchmark: Sales Performance Management (Q3)
- Value Index: Sales Performance Management (Q3)


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# Subscription Management

By 2021, more than 50% of subscription processes used in the digital economy will need to be assessed to be replaced to focus on the subscriber experience rather than billing.

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CEO & Chief Research Officer

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# Subscription Management

## Overview

- Subscription Management is technology to manage the experience from the first digital touch to the interactive review of services to billing. It requires a new generation of applications designed to deliver the best possible subscription experience.

## Direction

- Elevating the subscription experience as the focal point to manage processes and systems.
- Use of AI and robotics to engage subscribers in a continuous and value based manner.
- Retrofit subscription processes and optimize using predictive and performance methods.

## Market Research

- Benchmark: Subscription Management (Q3)
- Value Index: Subscription Management (Q4)


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# Application Areas of Focus for Sales

- Analytics
- Assets and knowledge management
- Channel data management
- Coaching and objectives
- Compensation and incentives
- Configure, price and quote
- Contract management
- Forecasting and pipeline management
- Quota and territory management
- Lead management
- Learning management
- Market intelligence
- Objectives and initiatives
- Planning and optimization
- Pricing and revenue optimization
- Recognition and rewards
- Recruiting and hiring
- Salesforce automation (SFA)
- Sales enablement
- Sales talent management
- Subscription billing


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# Technology Areas of Focus for Sales

## Product Information Management

- Content management
- Collaboration
- Data, integration and analytics
- Digital assets
- Master Data Management
- Product experience

## Digital Commerce

- Billing and order management
- Integration and analytics
- Mobile enablement
- Product content and engagement
- Site development and optimization

## Subscription Management

- Overall experience
- Data, integration and analytics
- Order management
- Pricing optimization
- Revenue recognition
- Incentives


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# Market Research for Sales

## Benchmark Research

- Digital Commerce (Q4)
- Product Information Management (Released)
- Next Generation Sales Analytics (Released)
- Sales Performance Management (Q3)
- Subscription Management  (Q3)

## Value Index Research

- Digital Commerce (Q4)
- Product Information Management (Q3)
- Sales Performance Management (Q3)
- Subscription Management (Q4)

## Dynamic Insights Research

- Digital CX (Q4)
- Predictive Sales (Q4)
- Product Experience (Q3)
- Robotic Sales (Q3)


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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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