Ventana Research 2021 Market Agenda: Data
Actionable insight on business and technology

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Market Assertion

By 2022, more than one-half of all data processes will use artificial intelligence and machine learning to boost the value that can be derived from the data.
Data: Expertise Overview

The use of data and information management helps organizations expand competencies that will enhance the value of information, through smarter storage, compute, integration, virtualization, governance and preparation of data to uncover and embrace new methods for using information effectively.
Data: Areas of Focus

- Data Governance
- Data Lakes
- Data Platforms
- Data Integration
- Data Operations
- Stream Data and Events
Data Research

Benchmark Research
- Analytics and Data
- Big Data for Business
- Data Governance
- Internet of Things

Dynamic Insights
- Data Lakes
- Machine Learning
- Natural Language Processing
- Streaming Data

Value Index
- Analytics and Data
- Data Platforms