



VENTANA RESEARCH

2021

# Market Agenda

## Data

Actionable insight on business and technology



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Senior Vice President &  
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# Data

## *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.



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SVP & Research Director

## 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 Integration

Data Lakes

Data Operations

Data Platforms

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





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