



VENTANA RESEARCH

———— 2021 ————

# Market Agenda

## Digital Business

Actionable insight on business and technology



**Mark Smith**  
CEO & Chief Research Officer



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# Digital Business

## *Market Assertion*

Through 2023, one-third of organizations will establish digital business as the new digital transformation agenda to meet the needs for organizational readiness and business resilience.



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## Digital Business: Expertise Overview

Organizations must have the agility and readiness to support continuous operations through an effective strategy and plan to not just guide business but have the confidence and trust to support operational priorities and desired outcomes.

## Digital Business: Areas of Focus

Business  
Continuity

Digital  
Communications

Digital  
Security

Digital  
Transformation

Experience  
Management

Governance &  
Risk

Performance  
Management

Sustainability  
Management

Work  
Management

# Digital Business Research

## Benchmark Research

- Digital Business
- Digital Technology

## Dynamic Insights

- Business Continuity
- Machine Learning
- Streaming Data

## Value Index

- Analytics and Data
- Business Planning





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