



VENTANA RESEARCH

— 2021 —

Market Agenda

Digital Technology

Actionable insight on business and technology



David Menninger
Senior Vice President
& Research Director



Mark Smith
CEO &
Chief Research Officer



blog.ventanaresearch.com



[@ventanaresearch](https://twitter.com/ventanaresearch)



[In/ventanaresearch](https://in.linkedin.com/company/ventanaresearch)



Digital Technology

Market Assertion

Through 2021, four-fifths of organizations will realize that the digital technology used for operating virtually for business continuity is ineffective in supporting organizational resilience.



VENTANA
RESEARCH

David Menninger
SVP & Research Director



Digital Technology: Expertise Overview

Organizations innovate and transform business and IT processes to improve efficiency and effectiveness through use of digital technology that is enabled through a balance of automation and intelligence.

Digital Technology: Areas of Focus

Analytics &
Data

AI &
Machine Learning

Blockchain

Cloud Computing

Collaborative &
Conversational Computing

Robotic Process
Automation

eXtended Reality

Internet of Things

Mobile Computing

Digital Technology Research

Benchmark Research

- Digital Business
- Digital Technology
- Internet of Things

Dynamic Insights

- Machine Learning
- Streaming Data

Value Index

- Analytics and Data
- Data Platforms





— 2021 —

Market Agenda

Digital Technology

Actionable insight on business and technology



David Menninger
Senior Vice President
& Research Director



Mark Smith
CEO &
Chief Research Officer



blog.ventanaresearch.com



[@ventanaresearch](https://twitter.com/ventanaresearch)



[In/ventanaresearch](https://in.linkedin.com/company/ventanaresearch)

