



VENTANA RESEARCH

———— 2022 ————

# Market Agenda

## Digital Business

Actionable insight on business and technology



**Mark Smith**

CEO & Chief Research Officer



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# Digital Business

## *Market Assertion*

By 2025, over one-half of organizations will determine the chaos of digital technology usage requires a rationalization of vendors to ensure operational excellence.



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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  
Payments

Digital  
Security

Experience  
Management

Governance &  
Risk

Performance  
Management

Sustainability  
Management

Work  
Management

# Digital Business Research

## Benchmark Research

- Digital Business
- Digital Technology

## Dynamic Insights

- Business Continuity

## Value Index

- Performance Management
- Work Management





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