Supercharge Automotive Industry
Maximize market and product investments
Embrace strategic guidance and market education

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Ventana Research: Who We Are

About Us: We are a market advisory and research services firm in the technology industry.

Vision: To illuminate the value of technology through our unique insights.

Mission: We pride ourselves on delivering uniquely insightful independent research and services through a tailored, trusted and empathic client experience.

Advocacy: We stand behind equality, diversity and inclusion that is a human right for everyone.


20 Years Strong
800+ Technology Vendors in Coverage
100k Community Members
The Ventana eXperience Difference

**Commitment**
We ensure our clients’ success by dedicating ourselves to provide the highest level of excellence in a reliable and teamwork-based approach.

**Experience**
We deliver a superior client experience using a high-touch and proactive engagement approach with a world-class team dedicated to our values.

**Expertise**
We have decades of experience in our subject-matter expertise and market research provided through our analyst and product team.

**Digital**
We offer a digital first approach to our community with on-demand access to a client portal for flexible self-service access to market insights and team.

**Comprehensive**
We provide a portfolio of connected Consulting, Advisory, Research, and Education (CARE) products that are tailored to meet our clients’ needs.
• **Community**: A digital environment of 100k members gaining value from thousands of educational insights in many mediums and types of education and research.

• **Analyst, Industry & Market Perspectives**: Our subject matter and firm authored written and presented insights on topics and vendors guide path on use of technology.

• **Educational Insights**: Continuous publishing of research perspectives, white papers and presentations on the technology industry.

• **Market Research Insights**: Library of market research insights in form of reports, insights and best practices on technology and vendors.
Ventana Research: Market Research Excellence

- **Market Agenda**: We provide an annual and continuous plan to our research direction.
- **Analyst, Industry & Market Perspectives**: Firm and subject matter authored written or presented insights on topics and vendors.
- **Benchmark Research**: Continuous in-depth primary research on market and trends in over 25 topical areas of focus.
- **Dynamic Insights**: Continuous self-service research providing digital guidance to participants for their potential actions.
- **Value Indexes**: In depth vendor and product research built on an RFI/RFP format that categorizes and ranks technology vendors.
Our Areas of Automotive Industry Focus

Our areas of expertise help automotive organizations examine how to innovate and transform their organization and processes.

- Analytics
- Data
- Customer Experience
- Digital Business
- Digital Technology
- Human Capital Management
- Marketing
- Office of Finance
- Operations and Supply Chain
- Office of Revenue
Digital experiences and engagement strategies ensure market growth.

Optimal commerce and channel strategies require applications for achieving outcomes.

The processes and applications that streamline customer journey and lifecycle of engagement.

Digital experiences and product lifecycle with information to support enterprise strategy.

Demand driven supply chains require product, service and planning application investments.

Proper fiscal governance requires finance and ERP investments.

Effective use of people requires investment into applications and technology for people and workforce.
By 2024, over three-quarters of automotive organizations will deem operational effectiveness and performance a strategic investment priority, requiring new digital technology.
Automotive Industry

Modernize digital computing environment requires business and technology investments that can innovate and streamline distribution and supply chain processes. To ensure your digital effectiveness requires insights to how the entire supply chain provides the most sustainable efforts to support ESG. Effective digital environments that maximize marketing investments and provide the product experiences desired by consumers for optimal direct engagement or through revenue processes across distribution channels and retailers. Unifying consumer and product processes across the supply chain through applications and with its workforce requires analytics.
Challenges For Automotive Industry

1. Portfolio of investments have rapidly consumer markets
2. Effectiveness in using technology for digital impact
3. Modernization of applications & automotive processes
4. Differentiated services with autos as differentiator
5. Expected efficiency digital and customer experiences
Consumer demand for more environmentally friendly transportation evolves to generate new experiences.

The path to autonomous and safer vehicle experiences is the connected nature of intelligent vehicles.

Demand to bring easier shopping experiences to get the specific vehicle requirements.
Automotive

Industry Assertion

Through 2024, the majority of the workforce in more than one-half of automotive organizations will still not be using analytics and BI and therefore will not be executing their roles optimally.

David Menninger
SVP & Research Director
Technology Trends in Automotive Industry

1. **AI and Big Data for Sensing**
   - Intelligence requires data and machine learning to operate as events are generated to provide smarter operations and insights.

2. **IoT and Event Communications**
   - Use of sensors and devices requires the ability to communicate using events to connect vehicles and systems.

3. **People and Human Capital Insights**
   - Automotive workforces require that people can learn and adapt to the technological evolution of their trade for future careers.
Our Portfolio of Services for Industries

We provide a portfolio of services called CARE designed to help organizations in the following areas: helping with their business technology needs across processes, guiding evaluation and selection activities related to the technology industry and assist specific investments in technology industry to reach full market potential.

Consulting
Strategy & Planning
Consulting where we deliver expert guidance with our experience, expertise and market research through workshops and assessments for better business outcomes.

Advisory
Decisions & Guidance
Advisory through our proactive and informed expert advice and insights for optimization of decisions through our Ventana On-Demand service designed for value every month of the year.

Research
Observations & Insights
Research enables insights from our industry analyst team and market research with our Benchmark Research, Dynamic Insights and Value Index research products that provide facts for decisions.

Education
Knowledge & Power
Education in a range of business, technology and vertical industry topics through our publishing of digital content in mediums and styles for impactful insights across an entire organization.
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