Supercharge Consumer Products 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

Business Technology
Experience Expertise Research
Organizations Technology Suppliers
We deliver a superior client experience using a high-touch and proactive engagement approach with a world-class team dedicated to our values.

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

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.

We provide a portfolio of connected Consulting, Advisory, Research, and Education (CARE) products that are tailored to meet our clients’ needs.

We ensure our clients’ success by dedicating ourselves to provide the highest level of excellence in a reliable and teamwork-based approach.
Ventana Research Community of Educational Content

- **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 expertise help consumer products organizations examine how to innovate and transform their organization and processes.
Strategy

**Marketing**
Digital experiences and engagement strategies ensure market growth.

**Office of Revenue**
Optimal commerce and channel strategies require applications for achieving outcomes.

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

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

**Operations and Supply Chain**
Demand driven supply chains require product, service and planning application investments.

**Office of Finance**
Proper fiscal governance requires finance and ERP investments.

**Human Capital Management**
Effective use of people requires investment into applications and technology for people and workforce.

**Digital Technology**

**Digital Business**

**Business Outcomes**

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Consumer Products

Industry Assertion

By 2025, over two-thirds of consumer products organizations will incorporate sustainability metrics in their sourcing and supply chain selection criteria to support their ESG (environment social governance) efforts.

Robert Kugel
SVP & Research Director
Consumer Products Industry

Modernize digital computing environment requires business and technology investments that can innovate and streamline its processes. To ensure your digital effectiveness requires insights to how the entire set of product and supply chain processes provide the most effective engagement through marketing and distribution channels. Effective digital environments that maximize technology investments and provide the product experiences desired by consumers for optimal direct engagement and through digital commerce and retailers. Unify supply chain to be sustainable for ESG and through applications at every touchpoint requires insights from analytics.
Challenges For Consumer Products Industry

1. Portfolio of investments are yet to realize full ROI
2. Effectiveness in using technology across supply chain
3. Modernization of applications for product processes
4. Differentiated value in retail to consumer value chain
5. Expected efficiency in digital product experiences
Business Trends in Consumer Products Industry

1. Digital Personalization for Revenue Growth
   - Experiences influence consumers engagement to purchasing and the digitalization has dramatically shifted intent using technology.

2. Uncertain Consumer Behavior Digitizing
   - Consumer shift altering digital buying behaviors across channels and utilization of digital payment methods to meet their needs

3. Sustainability in Supply Chain for ESG
   - Consumer shift altering buying behaviors to environmental sustainability and transparency in products through information.
Consumer Products

Industry Assertion

By 2024, four-fifths of marketing organizations in consumer products will find the convergence of content management and digital experience platforms (DXP) an essential step to achieving personalized engagement.

Keith Dawson
VP & Research Director
Gaining intelligence on consumers and products requires more efficient processing and insights that guide actions for optimal outcomes.

Use of digital assets and personalization methods are guiding products to consumer in new mediums that must be supported through technology.

Methods to transact services and ownership are shifting rapidly to new technology that enables the secure and interoperable banking and finance systems.
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.
Education and Insights on Consumer Products Industry
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