Supercharge Insurance 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.

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

**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.
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.
Ventana Research Areas of Insurance Industry Focus

Our areas of expertise help insurance 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

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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.
Insurance
*Industry Assertion*

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

Modernize their 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 policy and billing processes provide the most effective financial and revenue performance. Effective digital environments that maximize technology investments and provide the policy holder experiences desired by consumers for optimal direct engagement and through agencies. Unify their agents and customer interactions through applications at every touchpoint requires digital platforms that provide insights from analytics and data.
Challenges For Insurance Industry

1. Portfolio of investments are working to improve results
2. Effectiveness in using digital technology for customers
3. Modernization of applications for policy processes
4. Differentiated services to engage customer routinely
5. Expected efficiency digital customer experiences
Business Trends in Insurance Industry

1. Customer Experiences for Loyalty
   - Prioritizing high-quality customers experiences in digital products that engage and utilize policies with claims in a frictionless manner.

2. Digitalization through InsureTech
   - Digitalization is straining legacy systems requiring modernization to digital age for customers access to policies directly or embedded.

3. Generational Insurance Confidence and Trust
   - Millennials & Gen Z confidence on insurance benefit potential vary, younger generations want personalized purchasing and renewals of policies.
Insurance

Industry Assertion

By 2024, a large majority of customer interactions in insurance industry will take place using digital channels instead of traditional voice calls.

Keith Dawson
VP & Research Director
Technology Trends in Insurance Industry

1. Omnichannel Purchasing and Customer Service
   - Meet customers in any channel for marketing, purchasing, and customer service in a digital manner with conversational virtualized agents.

2. Intelligence Claims and Fraud Protection
   - Insurers are automating their claims processes and digitizing them with intelligence from submission and verification to process and fulfillment.

3. Mobile Experiences for Digital Engagement
   - Provide rapid access for single point of engagement with policyholder from claims, renewal and payment for a secured digital experience.
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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