Supercharge Manufacturing 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.


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20 Years Strong

800+ Technology Vendors in Coverage

100k Community Members
The Ventana eXperience Difference

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

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

3. **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.

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

5. **Commitment**
   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 Manufacturing Industry Focus

Our areas of expertise help manufacturing 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.
Manufacturing

Industry Assertion

By 2024, one-third of manufacturing organizations will require a center of excellence (COE) to apply digital technology innovation into product and operational processes to streamline demand and supply chain execution.

Mark Smith
CEO & Chief Research Officer
Manufacturing Industry

The need to 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 distribution channels and retailers. Unifying customer and product processes across the supply chain through its applications and with its workforce requires analytics.
Challenges For Manufacturing Industry

1. Portfolio of investments to gain supply chain efficiencies
2. Effectiveness in using AI and events technology
3. Modernization of applications in supply chain processes
4. Differentiated product experiences for engagement
5. Expected efficiency need automation and intelligence
Business Trends in Manufacturing Industry

<table>
<thead>
<tr>
<th>1. Sustainable ESG Investments</th>
<th>Consumer demand and governmental regulations are guiding manufacturers to care much more about ESG to attract and impact stakeholders, workers, and world.</th>
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<td>2. Embrace Smart Factories</td>
<td>Becoming the ‘gold standard’ to increase productivity and use modern technologies like Industrial Internet of Things, sensors, AI, and robots across processes and humans.</td>
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<tr>
<td>3. Commerce and Customer Experiences</td>
<td>Selling platform to meet customers and enable transactions in a frictionless manner from B2B and direct to consumer with product experiences.</td>
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Manufacturing

Industry Assertion

By the end of 2024, one-third of manufacturing organizations will find their supply chain applications ineffective in providing intelligence to the workforce supporting the demand chain.
Technology Trends in Manufacturing Industry

1. Blending IIOT and Event Processing
   - Applying sensors and intelligent software to the shop floor to enable machines to collect data and talk to each other humans through real time events.

2. Digital Twins and Virtual Reality
   - Utilizing a digital replica of a product or equipment enables simulation using virtual reality to view and change enabling troubleshooting and repairs.

3. Blend of Big Data and AI
   - Digital modes of factory to support demand forecasting, predictive maintenance and supply chain transparency utilizing AI to detect challenges and issues.
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
Consulting where we deliver expert guidance with our experience, expertise and market research through workshops and assessments for better business outcomes.

Advisory
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
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
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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