2024 Market Agenda for Digital Business

Providing insights on software industry and providers

Mark Smith
Partner

Our Commitment

Providing independent and objective research without bias.

Ventana Research: Providing market research and insights for two decades.

- Authoritative research and insights on business and IT aspects of the $800b software industry.

- We provide a portfolio of consulting, advisory, research and education (CARE) services for enterprises, software and service providers, and investment firms.

Digital Business

Enterprises must have the workforce agility and effectiveness of a digital workplace to support continuous operations and enabled with applications and tools with the desired experience.

Digital Applications	Digital Comms	Digital Intelligence
Digital Operations	Experience Management	Generative AI
Performance Management	Sustainability & ESG	Work Management

Areas of Focus

Our area of expertise explores focus areas of coverage with research and advisory to guide value from insights on software industry.

Opportunities for Business & IT Leaders

1. **Workforce readiness to meet leadership and continuity expectations.**

2. **Work require teams to provide and receive engaging experiences.**

3. **Lack of digital competencies and skills detour technology strategy.**

4. **Myriad of technologies impede desired business outcomes.**

5. **Pressure to modernize business processes to improve productivity.**

Digital Business
Market Assertion

By 2027, one-half of enterprises will identify that the horrific user experiences in their existing software will bring focus to experience management and approaches that use GenAI as the primary method for interactions.

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Partner, Head of Software Research

Business Trends in Digital Business

1. Digitization of Business Processes for Efficiency & Performance

Digital advancements have advanced in the applications and operations of the enterprise to enable better automation and intelligence.

2. Virtualization of Teams for Work and Collaboration to Reach Outcomes

Engage workers across geographies in an effective digital workplace designed for engagement and expected performance.

3. Balance Investments to Modernize and Innovate Business Processes

Decade of digital transformation and cloud computing require modernization for work effectiveness.

4. Digital Experiences Engage Workforce and Customers

Leaders realize experiences at every interaction and engagement needs renovation to support the modern digital era.

5. Sustainability and ESG Supports Governance and Mitigates Risk

Supporting the business is supporting the planet and governing to desired goals across the enterprise and supply chain.

Digital Business
Market Assertion

Through 2026, one-quarter of enterprises will require a centralized approach to managing large language models and will establish a "librarian" type approach to properly govern and catalogue essential knowledge assets.

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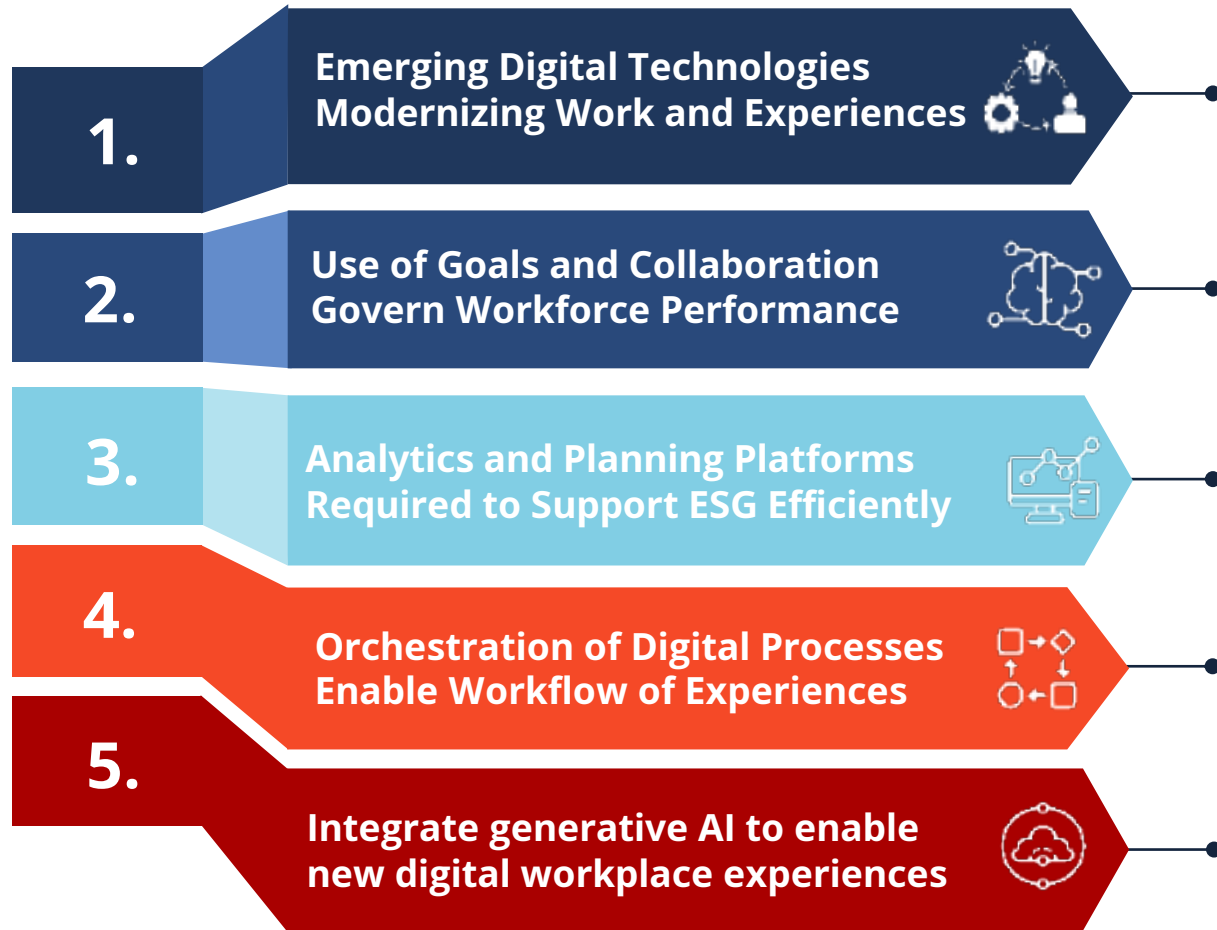**Mark Smith**
Partner, Head of Software Research

Technology Trends in Digital Business

1. Emerging Digital Technologies Modernizing Work and Experiences

Achieving workplace potential requires using work management and digital communications designed for a modern enterprise.

2. Use of Goals and Collaboration Govern Workforce Performance

Using objectives and goals (OKR) technology with collaboration improves outcomes for a modern approach to performance management.

3. Analytics and Planning Platforms Required to Support ESG Efficiently

Modern digital platforms for analytics and planning ensure sustainability decisions and goal setting that is operationalized in business.

4. Orchestration of Digital Processes Enable Workflow of Experiences

Optimal digital operations requires the automation and intelligence from systems designed to work effectively for digital interactions.

5. Integrate generative AI to enable new digital workplace experiences

Advance the digital business potential through AI that can converse and engage the workforce with insights and interactions.

Buyers Guides provide enterprises ability to assess, evaluate, select and source service and software providers and products using advisory services and market research.

- Research simulates RFI evaluation of software providers using Value Index methodology.

- Rating and classification of software providers using proprietary Value Index methodology.

- Provides objective analysis of the product experience across five evaluation categories.

- Examines the customer experience that is available to enterprise buyers.

- Software providers have opportunity to earn prestigious Exemplary and Leader badges.

Buyers Guides

The utilization of Buyers Guide software research guides decisions by enterprises and is essential to ensure maximum business impact from technology investments across business and IT.

Buyers Guide Research Plan for 2024
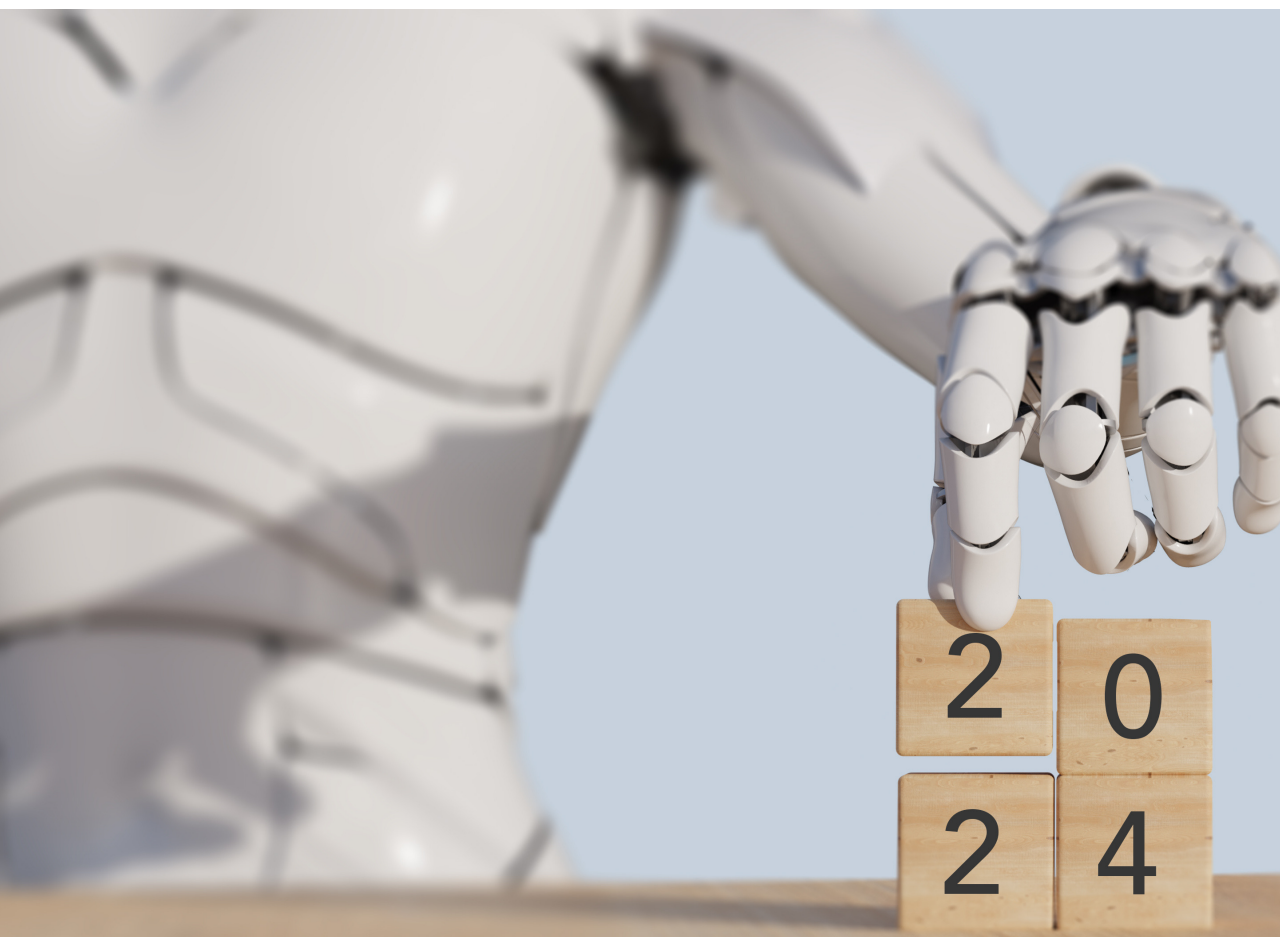
Topics

- **Digital Communications (4)**
  - **Simple Suite, Premium Suite, Platform**
- **Digital Management (3)**
  - **Digital Ops, Digital Intelligence**
- **Work Mgt (5)**
  - **Activity and Task Mgt, Project Mgt, Strategic Portfolio, Work Performance**

(*) Number of Buyers Guide Editions Releasing

About ISG and ISG Research

Global research and advisory services firm with annual influence on over $200b of technology spend.

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