Ventana Research
Analytics Research in 2020
Setting the annual expertise and topic agenda

David Menninger
SVP & Research Director
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The Strategic Value of Ventana Research

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

**Value**:
- We help you **discover and guide your unique potential** in the business you serve to improve your efforts from our experience.
- Working with our firm in business processes you can **elevate your performance** through our objective and educational approach.
- Embrace our expertise to help you **realize your full potential** across entire organization.

Our Client Commitment: The Ventana eXperience

- Promote client work and success to or community and social channels
- Accounting is aligned to the contract and client engagement
- Research team with experience and insights on ways to improve
- Products that are designed and delivered in the highest quality manner
- Analysts who advise and guide through advisories
- Expertise and guidance based in primary, continuous research
- Collaborate in our community of business and technology professionals
- Marketing through personalized digital interactions
- Sales through our professional Account team
- Contract through our digital procurement process
- Service through Client Success team

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Ventana Research Expertise Research Agenda

Our Research Agenda and expertise in critical business and technology topics is driven by our analysts’ experience and expertise of business requirements and our knowledge of technology vendors and products.

Through our primary and secondary market research methods, we are able to provide insights and best practices to line of business and IT, and across vertical industries that will help any organization reach its maximum potential.
Our business areas of expertise help organizations examine how to innovate and transform their processes and enable their people to effectively execute.

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Digital Technology Unifies Business Experience
Digital Technology Innovation and Transformation

Digital Technology helps organizations innovate and transform business and IT processes to improve efficiency and effectiveness.

Focus Areas

- Analytics and Data
- Artificial Intelligence
- Blockchain
- Collaborative Computing
- Conversational Computing
- Internet of Things
- Mobile Computing
- Robotic Automation
- eXtended Reality (XR)

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Analytics

By 2022, more than half of analytics processes will be enhanced by artificial intelligence and machine learning to streamline operations and increase the value that can be derived from data.

David Menninger
SVP & Research Director
Ventana Research offers guidance on analytics to help organizations apply analytics technology to help derive its optimal value. Going beyond earlier methods of business intelligence, dashboards and reports is essential to ensure that everyone is able to not only access analytics, but act on them to optimize their business.
AI & Machine Learning

By the end of 2021, more than half of organizations will struggle with operationalizing their artificial intelligence and machine learning efforts due to a lack of adequate technology solutions.

David Menninger
SVP & Research Director
AI & Machine Learning

Overview

• Applications of Artificial intelligence will continue to increase, but organizations need skills to manage these.

Direction

• AI, Machine Learning, and natural language processing are transforming analytics.
• Organizations must learn to apply these techniques correctly to maximize their value.
• Insights from AI technologies need to be converted to actions and operationalized.

Market Research

• Dynamic Insights: Machine Learning and Streaming Data (Continuous)
• Benchmark: Big Data for Business (Continuous), Analytics and Data (Q1 Launch)
• Value Index: Analytics and Business Intelligence (Q1 Launch)
Business Intelligence

By 2022, one-third of organizations will deploy chatbots or otherwise enable conversational experiences as a standard capability in their BI systems.

David Menninger
SVP & Research Director
Business Intelligence

Overview

• Business intelligence produces insights from data to guide decision-making with an increasing variety of analytic, presentation and deployment techniques.

Direction

• Focus on data in motion rather than just data at rest to gain more value from BI.
• Brings analytics closer to operational activities and processes.
• Support users in their functional roles with relevant analytics.

Market Research

• Benchmark: Big Data for Business (Continuous), Analytics and Data (Q1 Launch)
• Dynamics Insights: Streaming Data (Continuous)
• Value Index: Analytics and Business Intelligence, Collaborative Analytics, Embedded Analytics Mobile Analytics (Q1 Launch)
Collaboration

By 2022, more than half of organizations’ collaboration capabilities will span both data and analytics processes rather than having separate technologies for each domain.

David Menninger
SVP & Research Director
Collaboration

Overview

• Collaboration provides methods for people to interact digitally on any device for whatever purpose.

Direction

• Interactive social media has conditioned the market to expect and embrace collaboration.
• Mobile technology enables constant communication and collaboration.
• Deploy collaboration technologies to put analytics into action throughout the organization.

Market Research

• Benchmark: Analytics and Data (Q1 Launch)
• Value Index: Collaborative Analytics and Business Intelligence (Q1 Launch)
Embedded Analytics

By 2022, more than half of line-of-business personnel will have immediate access to cross-functional analytics embedded in their activities and processes.

David Menninger
SVP & Research Director
Embedded Analytics

Overview
• Analytics are becoming integral to, and embedded in, business processes and applications.

Direction
• Organizations will operationalize more analytics within business processes.
• Application vendors will continue to refine analytics embedded within their applications.
• BI vendors continue to mature their APIs enabling custom and embedded analytics.

Market Research
• Benchmark: Analytics and Data (Continuous)
• Value Index: Embedded Analytics and Business Intelligence (Q1 Launch)
Internet of Things

By 2021, more than half of the analyses of event streams from IoT devices will be done using artificial intelligence and machine learning.

David Menninger
SVP & Research Director
Internet of Things (IoT)

Overview
• IoT devices and sensors transmit data enabling new business services and operational improvements.

Direction
• An increasing number of devices are instrumented and connected generating data.
• Big data and streaming technologies with data science enable continuous analytics.
• Utilize machine data and IoT data to enable operational intelligence.

Market Research
• Benchmark: Internet of Things (Continuous)
• Dynamic Insights: Streaming Data (Continuous)
Natural Language Processing

Through 2021, conversational experiences involving analytics will remain primarily text-based rather than voice-based.

David Menninger
SVP & Research Director
Natural Language Processing

Overview

• NLP includes the process of generating narratives based on a set of data values and using text and voice as inputs to access information.

Agenda

• Conversational computing beginning to permeate user interfaces.
• Smart speakers and mobile assistants increase interest in natural language capabilities.
• Machine learning enhances natural language processing making it more practical.

Market Research

• Benchmark: Big Data for Business (Continuous), Analytics and Data (Q1 Launch)
• Dynamic Insights: Natural Language Processing (Q1 Launch)
Analytics for LOB

Customer Experience
• Sophisticated analytics allows full use of all customer data, including interactions.
• Analytics allows production of customer and employee experiences.
• Assess how insights from customer analytics can optimize engagement.

Finance
• Utilizing large volumes of data to glean insight on performance and processes.
• Visibility to enable a differentiated strategy and operations comes from analytics.
• Develop internal expertise on predictive analytics and AI to see financial impact.

Human Capital Management
• Insight on workers and workforce requires analytics on actions and behaviors.
• Analytics used effectively across HCM can optimize process improvement.
• Apply analytics across unified set of workforce data to create metrics and insights.
Analytics for LOB

Marketing
• Use of data science on marketing data guides future actions and decisions.
• Applying machine learning and predictive analytics will generate most effective insights.
• Assess marketing effectiveness using analytics to guide future planning and actions.

Operations and Supply Chain
• Use of data science on supply chain enables ability to guide future actions and decisions.
• Applying machine learning and predictive analytics to understand future outcomes.
• Assess the effectiveness of analytics to help lead the decisions needed to optimize sales.

Sales
• Use of data science enables operations and leadership to guide future actions and decisions.
• Applying machine learning and predictive analytics to generate most effective insights.
• Assess the effectiveness of analytics to help lead the decisions needed to optimize sales.

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Our Strategic Differentiator: Market Research
Market Research for Analytics

Benchmark Research
- Big Data for Business (Continuous)
- Internet of Things (Continuous)
- Analytics and Data (Q1 Launch)

Dynamic Insights
- Data Lakes (Continuous)
- Machine Learning (Continuous)
- Natural Language Processing (Q1 Launch)
- Streaming Data (Continuous)

Value Index
- Analytics and Data (Q1 Launch)
- Embedded Analytics (Q1 Launch)
- Mobile Analytics (Q1 Launch)
- Collaborative Analytics (Q1 Launch)
Our Services for Buyers and Providers Can Help

**Technology Buyers**

- Advisory and Research Services
- Benchmark Assessment
- Educational Workshops
- Market Consultation Service
- Research Reports
- Technology Assessments
- Vendor Selection Guidance

**Technology Providers**

- Advisory and Research Service
- Benchmark Research Services
- Digital Content Services
- Market Consultation Service
- Research Reports
- Speaking Services
- Strategic Consulting

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Passion: Helping organizations understand and apply new technologies that help them leverage their data to improve operations.

Expertise: David is responsible for the overall research direction of data and analytics technologies with thirty years experience in product management and marketing bringing to market leading edge technologies for helping organizations analyze data.

Experience: David has 30 years of experience, was the Head of Business Development & Strategy at Pivotal a division of EMC, VP of Marketing and Product Management at Vertica Systems, Oracle, Applix, InforSense and IRI Software.

Research: Leads data and analytics practice with technologies including: AI & ML, Big Data, Blockchain, Collaboration, Data Governance, Data Lakes, Data Preparation IoT, Natural Language and Information Management.

Background: David earned his MS in Business from Bentley University and a BS in Economics from University of Pennsylvania.
Mark Smith - Chief Research Officer

**Passion:** A digital technology native and enthusiast who loves the art and science of research for educating technology buyers and suppliers.

**Expertise:** A founder and head of research, Mark is responsible for the overall business and research direction of the firm and specializes in all aspects of Customer Experience across marketing, sales and service.

**Experience:** With 30 years of experience and 20 years being a technology analyst, with a decade of work in technology industry as CMO and in product marketing and alliances at companies like Oracle, SAP and IRI Software.

**Research:** His research covers the full range of enterprise software and business technology innovations including: AI & ML, analytics, big data, cloud computing, collaboration, conversational computing, eXtended Reality, IoT, and mobile technology.

**Background:** Mark was rated the 2011 software industry analyst of the year by The Institute of Industry Analyst Relations (IIAR). Ranked as one of the top ten technology influencers in 2012 by Human Resources Executive magazine.
Alan Kay – SVP of Research Management

Responsibility: Alan manages the development, publication and syndication of the company’s research projects and other analytic and advisory materials. Alan is a veteran business journalist, newspaper and magazine editor and publication consultant who has written in and directed coverage of many of the areas addressed in Ventana’s research agendas.

Background: He served as executive editor of Corporate Computing and editor of Knowledge Management, and his writing has appeared in BusinessWeek, CIO, Forbes, Fortune, InformationWeek, the Washington Post, Wired, and more. Alan attended Brooklyn College of the City University of New York and Princeton and Yale universities.
Katie Prince – Research Program Manager

@KatiePrinceVR

**Responsibility:** Katie is responsible for ensuring the effective operations of research programs and editing written content to ensure its maximum value to the firm.

**Background:** Katie is an experienced writer and editor who worked as an English professor, a television producer and a newspaper reporter before joining Ventana Research in 2017. She has a BA from St. John’s College and an MFA from NC State University, and has won two Emmys for her investigative reporting and writing.
Ryan Swagerty – Director of Content Services

**Responsibility:** Ryan is the Director of Content Services at Ventana Research. He is responsible for the guidance of production of content deliverables to ensure that they reflect Ventana Research standards while satisfying client needs and ensuring client satisfaction.

**Background:** Prior to joining Ventana Research, Ryan worked as professional writer and marketing consultant, Director of Operations for the Business Analytics Collaborative, Manager at TM Financial Forensics, and as a Senior Consultant for Navigant Consulting, working with clients on content creation and marketing strategy. Ryan has a B.S. in Business Management from the University of Southern California.
Questions?

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