2023 Market Agenda Data

Actionable insight on business and technology

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Market Assertion

Through 2026, 7 in 10 organizations will invest in organizational and leadership changes, leveraging executive support to accelerate data-driven business culture.
Opportunities Ahead For Data Leaders

1. Empowering the entire organization to become data driven.
2. In-the-moment responsiveness to improve experiences.
3. Connecting operational and analytical activities.
4. Modernizing data and analytic infrastructure.
5. Governing data while enabling individuals.
Customer, partners and employees expect real-time personalized experiences interacting with organizations.

Business leaders and LOB staff need to be empowered to make decisions appropriate to their role.

Data informs all decisions but requires highly specialized skills.
Making technology easier to use, more powerful and more consistent throughout the organization.

Modernization of data and analytics infrastructure to address performance, cost, agility, governance and continuity concerns.

Intelligent operational applications and streaming data accelerate the delivery of value from data and analytics.

1. AI impacts all aspects of data management and operations
2. Hybrid and multi-cloud deployments
3. Real-time decision-making relies on data in motion and at rest
The use of data and information management helps organizations expand competencies that will enhance the value of information, through smarter storage, compute, integration, virtualization, governance and preparation of data to uncover and embrace new methods for using information effectively.
Data Research

Benchmark Research
- Analytics and Data
- Big Data for Business
- Data Governance
- Internet of Things

Dynamic Insights
- Data Lakes
- Machine Learning
- Natural Language Processing
- Streaming Data

Value Index
- Analytics and Data
- Data Platforms
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