



VENTANA RESEARCH

— 2023 —

Market Agenda

Digital Business

Actionable insight on business and technology



Mark Smith

CEO & Chief Research Officer



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Digital Business

Market Assertion

Through 2025, after concerted investment into digital transformation, two-thirds of organizations will require a new digital business and technology agenda for modernization.



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Opportunities Ahead For Business Leaders

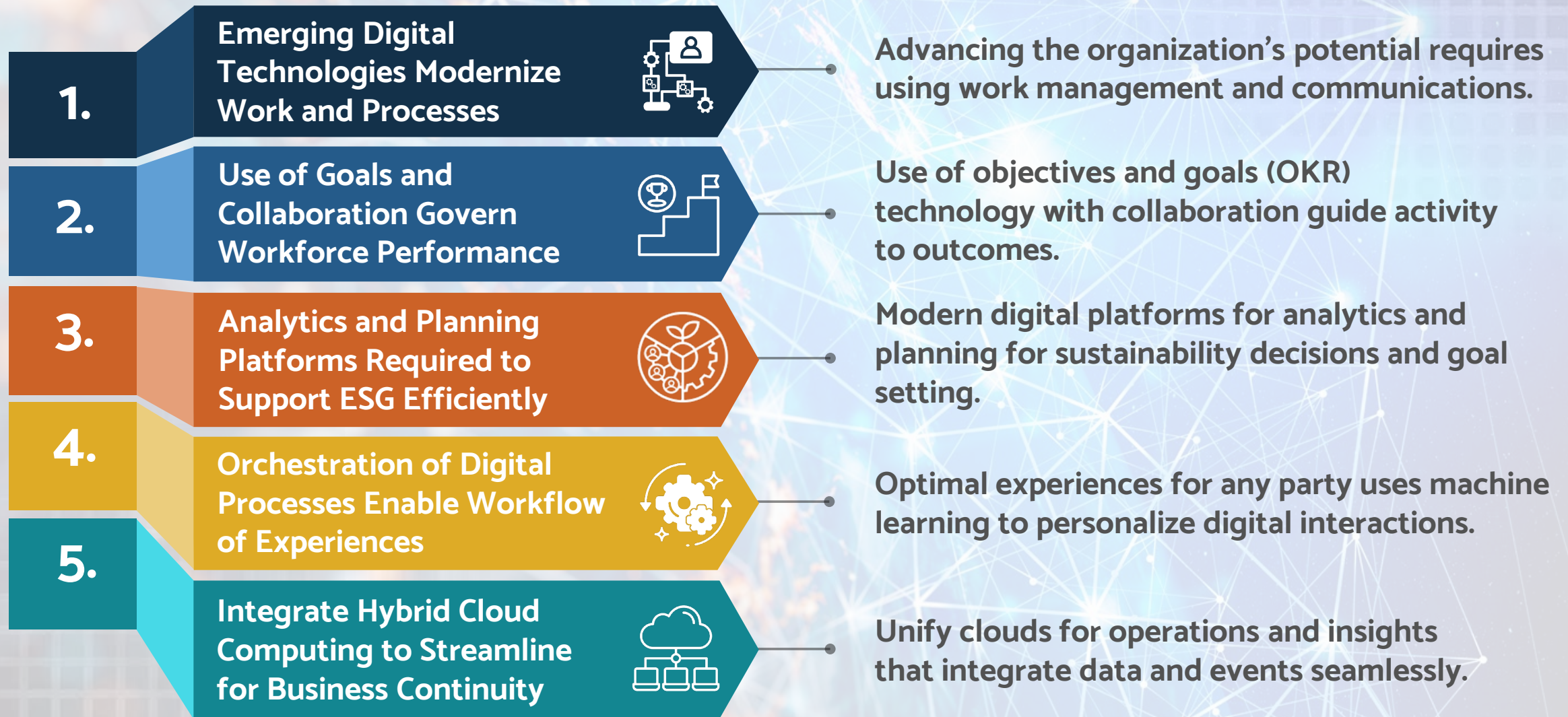


1. Workforce readiness to meet leadership and continuity expectations.
2. Work require teams to provide and receive engaging experiences.
3. Lack of digital competencies and skills detour technology strategy.
4. Myriad of technologies impede desired business outcomes.
5. Pressure to modernize business processes to improve productivity.

Business Trends in Digital Business



Technology Trends in Digital Business



Digital Business: Areas of Expertise

Organizations must have the agility and readiness to support continuous operations through an effective strategy and plan to not just guide business but have the confidence and trust to support operational priorities and desired outcomes.



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Digital Business Research

Benchmark Research

- Digital Business

Dynamic Insights

- Digital Communications
- Environmental Social Governance

Value Index

- Digital Communications
- Performance Management
- Work Management





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