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Ventana Research

2023 Market Agenda
Digital Business

Actionable insight on business and technology
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.
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.
Leaders realize experiences that every interaction and engagement needs optimization.

Reaching targets from any revenue channel and department requires digital renovation.

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

Advancements have introduced methods to optimize continuity and resilience for results.

Engage workers across geographies in work for processes and expected performance.

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Technology Trends in Digital Business

1. **Emerging Digital Technologies Modernize Work and Processes**
   - Advancing the organization’s potential requires using work management and communications.

2. **Use of Goals and Collaboration Govern Workforce Performance**
   - Use of objectives and goals (OKR) technology with collaboration guide activity to outcomes.

3. **Analytics and Planning Platforms Required to Support ESG Efficiently**
   - Modern digital platforms for analytics and planning for sustainability decisions and goal setting.

4. **Orchestration of Digital Processes Enable Workflow of Experiences**
   - Optimal experiences for any party uses machine learning to personalize digital interactions.

5. **Integrate Hybrid Cloud Computing to Streamline for Business Continuity**
   - Unify clouds for operations and insights that integrate data and events seamlessly.
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.
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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