# VENTANA RESEARCH 2023 Market Agenda Digital Technology

Actionable insight on business and technology









# Digital Technology

**Market Assertion** 

Through 2025, one-half of organizations will have established the Chief Digital Officer as responsible for the processes and technologies that enable digital effectiveness and optimal productivity of the workforce.



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# **Opportunities Ahead For Digital Technology Leaders**

- Chaotic cloud computing environments obstruct organizational potential.
  - Desire for AI & ML places pressure for business & technology skills.
  - B. Lack of efficiency in processes elevates need for workflow.
  - Need to collaborate continuously guides desire for new technology.
- 5. Business virtualization across various devices elevates use of AR & IoT.

### **Business Trends in Digital Technology**

Collaborative Computing across Business Processes Optimization

Balance Priority of Short-



2. Balance Priority of Shortand Long-Term Technology Investments



Digital Platforms Needs
Renovation for Communications
and Interactions



4.

Workforce Readiness
Requires People and
Technology Development



**5.** 

Customer Experience and Revenue Excellence for Financial Performance



Organizations virtualization of teams and processes require support to engage workforces effectively.

Deluge of technology investments require time to value evaluation and realization across business.

Successful outcomes from technology investments require modernization of digital platforms.

Utilizing the workforce efficiently requires engagement for maximum productivity.

Customer engagement for revenue performance helps increase confidence in resulting outcomes.

## **Trends in Digital Technology**

**Emerging Digital** ھ **Technologies Modernizing Work and Experiences** Use of AI & ML Transforms 2. **Analytics & Insights for Entire Workforce Analytics-based outcomes** 3. **Require Collaboration Fused** with Planning **Orchestration of Processes Requires Workflow Automation & Intelligence** 5. **Unifying Cloud Computing Requires Data and Integration platforms** 

Advancing the organization's potential requires using technology to innovate business processes.

Intelligence in organizations requires use of engineering and science in data and analytics.

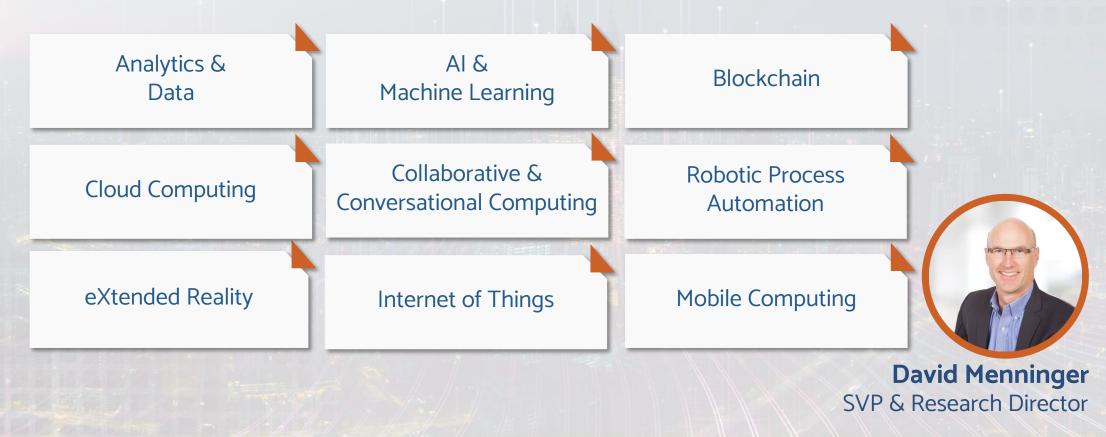
Modernizing analytics for actions and decisions requires technological reset to achieve results.

Gaining orders of efficiency across channels and departments requires connection of people & tasks.

Enabling efficiency across cloud requires that data and events flow seamlessly across instances.

### **Digital Technology: Areas of Expertise**

Organizations innovate and transform business and IT processes to improve efficiency and effectiveness through use of digital technology that is enabled through a balance of automation and intelligence.



# Digital Technology Research

### Benchmark Research

- Analytics and Data
- Data Governance
- Internet of Things

### **Dynamic Insights**

- Machine Learning
- Streaming Data
- Natural Language Processing

### Value Index

- Analytics and Data
- Data Platforms





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