2023
Market Agenda
Digital Technology

Actionable insight on business and technology

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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

1. Chaotic cloud computing environments obstruct organizational potential.

2. Desire for AI & ML places pressure for business & technology skills.

3. Lack of efficiency in processes elevates need for workflow.

4. Need to collaborate continuously guides desire for new technology.

5. Business virtualization across various devices elevates use of AR & IoT.
Utilizing the workforce efficiently requires engagement for maximum productivity. Customer engagement for revenue performance helps increase confidence in resulting outcomes. Successful outcomes from technology investments require modernization of digital platforms. 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.

Business Trends in Digital Technology

1. Collaborative Computing across Business Processes Optimization
   - 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.

2. Balance Priority of Short- and Long-Term Technology Investments
   - Successful outcomes from technology investments require modernization of digital platforms.

3. Digital Platforms Needs Renovation for Communications and Interactions
   - Utilizing the workforce efficiently requires engagement for maximum productivity.

4. Workforce Readiness Requires People and Technology Development
   - Customer engagement for revenue performance helps increase confidence in resulting outcomes.

5. Customer Experience and Revenue Excellence for Financial Performance
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.

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.

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

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

Emerging Digital Technologies Modernizing Work and Experiences

Use of AI & ML Transforms Analytics & Insights for Entire Workforce

Analytics-based outcomes Require Collaboration Fused with Planning

Orchestration of Processes Requires Workflow Automation & Intelligence

Unifying Cloud Computing Requires Data and Integration platforms
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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