



VENTANA RESEARCH

— 2023 —

Market Agenda Digital Technology

Actionable insight on business and technology



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SVP & Research Director



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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



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.

Business Trends in Digital Technology



Trends in Digital Technology



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.

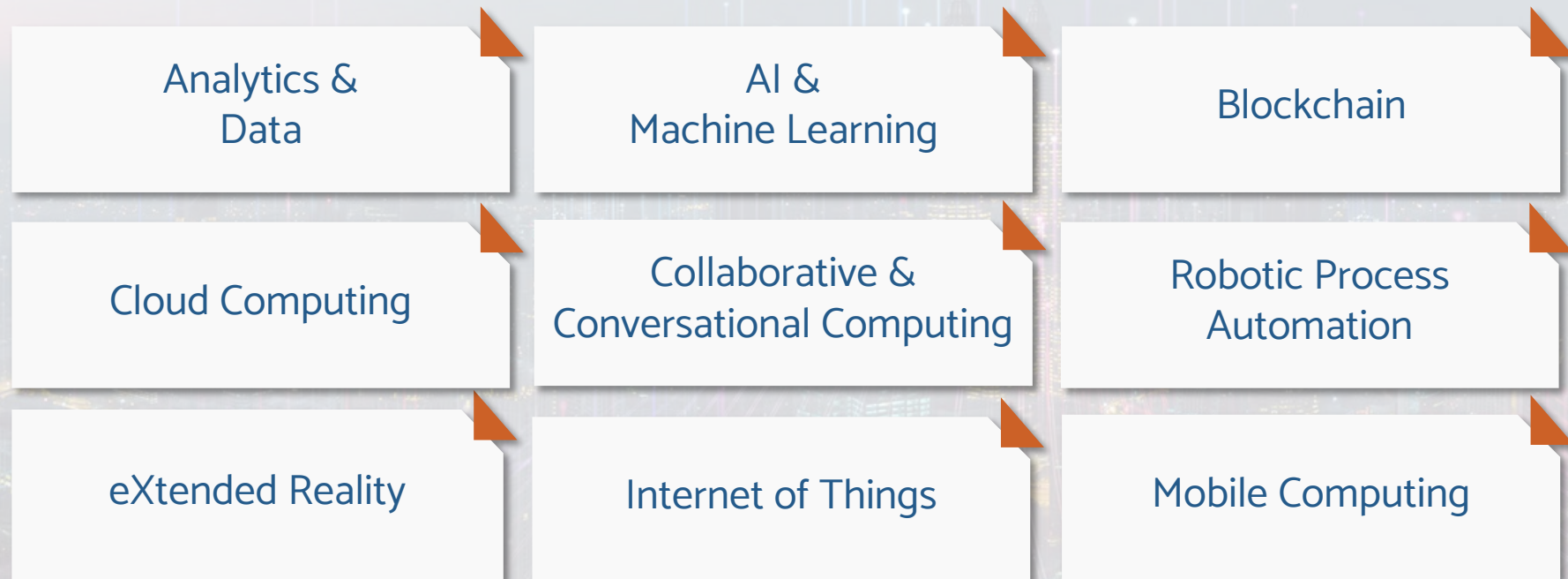
Modernizing analytics for actions and decisions requires technological reset to achieve results.

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.



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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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