



VENTANA RESEARCH

2023

# Market Agenda

## Operations and Supply Chain



**Mark Smith**

CEO & Chief Research  
Officer

Actionable insight on business and technology



**Robert D. Kugel** CFA

Senior Vice President &  
Research Director



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# Operations and Supply Chain

## *Market Assertion*

By 2026, one-half of supply chain management organizations will have adopted some form of AI/ML to shorten planning and forecasting cycles to promote agility and resilience.



**Robert Kugel**

SVP & Research Director



VENTANA  
RESEARCH



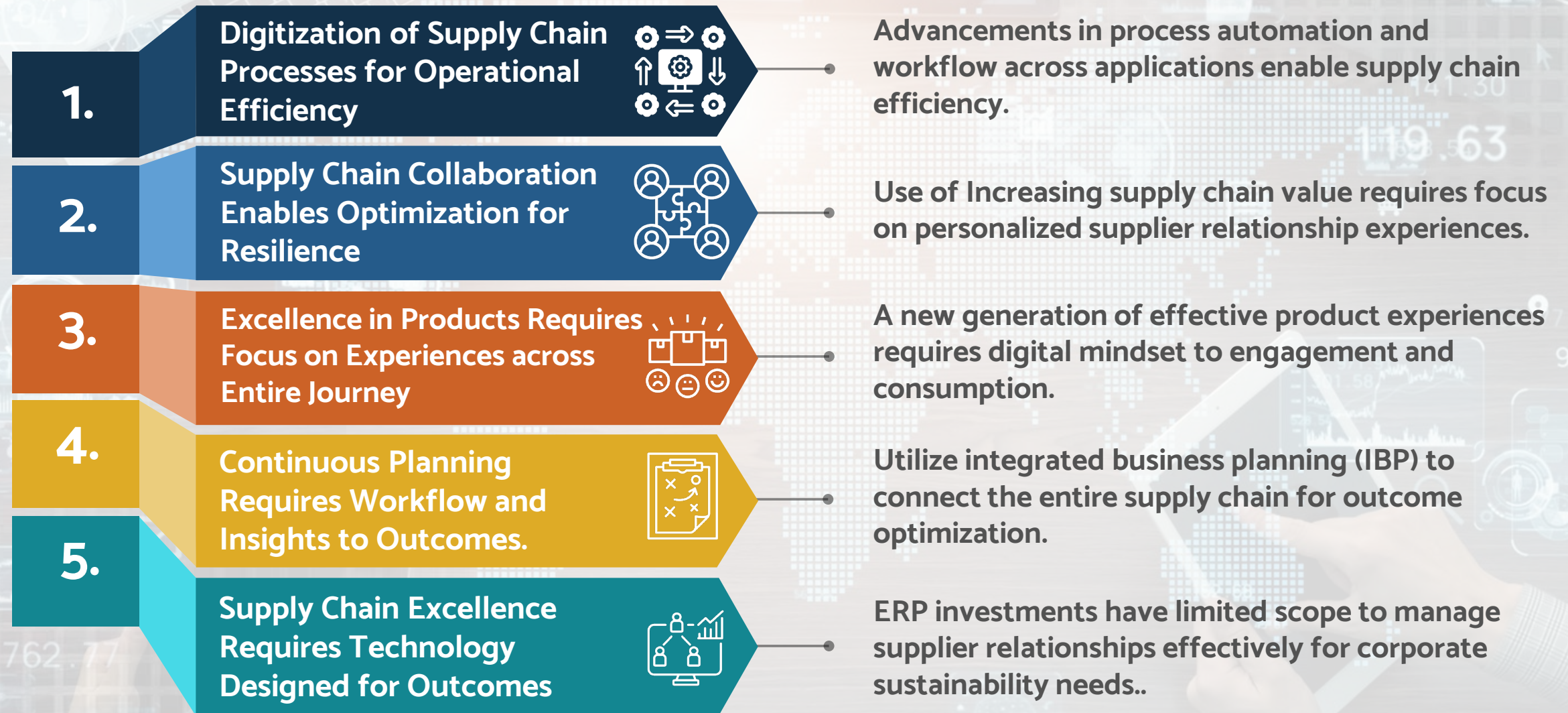
# Opportunities Ahead For Operations and Supply Chain Leaders



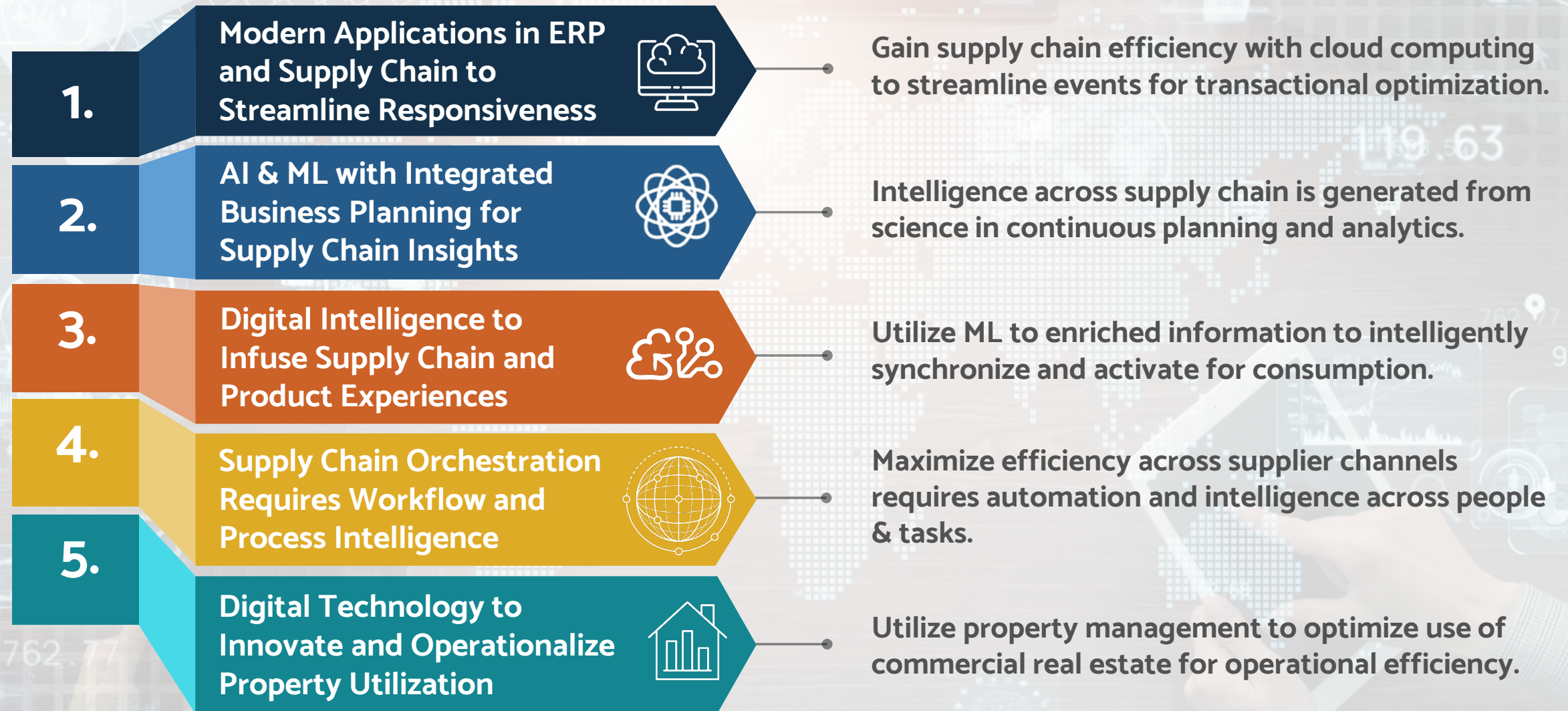
1. Diverse processes and applications impact supply chain efficiency.
2. ERP detracts from integrated demand and supply chain planning.
3. Diverse product and information processes impact experiences.
4. Inefficiencies in property utilization impact financial profitability.
5. Supply chain sustainability is impacted from supplier relationships.



# Business Trends in Operations and Supply Chain



# Technology Trends in Operations and Supply Chain





# Operations and Supply Chain: Areas of Expertise

The operations and supply chain of an organization is responsible for the efficient delivery of products and services using the resources of the organization.



**Mark Smith**

CEO &  
Chief Research Officer

Continuous  
Planning

Continuous  
Supply Chain & ERP

Product Information  
Management

Sustainability  
Management

Supplier Relationship  
Management

Property  
Technology



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Research Director

# Operations and Supply Chain Research

## Benchmark Research

- Business Planning
- ERP
- Product Information Management
- Property Technology

## Dynamic Insights

- Work Management

## Value Index

- Business Planning
- Product Information Management







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