



VENTANA RESEARCH

———— 2022 ————

# Market Agenda

## Data

Actionable insight on business and technology



**Matt Aslett**

VP & Research Director



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# Data

## *Market Assertion*

Through 2025, 7 in ten organizations will migrate on-premises workloads to cloud data platforms, shifting focus to solving business needs rather than maintaining systems.



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## Data: Expertise Overview

The use of data and information management helps organizations expand competencies that will enhance the value of information, through smarter storage, compute, integration, virtualization, governance and preparation of data to uncover and embrace new methods for using information effectively.

## Data: Areas of Focus

Analytic Data  
Platforms

Data Governance

Data Management

Data Operations

Operational  
Data Platforms

Streaming Data and  
Events

# Data Research

## Benchmark Research

- Analytics and Data
- Big Data for Business
- Data Governance
- Internet of Things

## Dynamic Insights

- Data Lakes
- Machine Learning
- Natural Language Processing
- Streaming Data

## Value Index

- Analytics and Data
- Data Platforms





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