Ventana Research 2023
Market Agenda
CIO and Tech Leader Practice
Actionable insight on business and technology

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Market Assertion

Through 2025, only 1-in-5 CIOs will effectively communicate how technology programs relate to business goals, leaving the C-suite and board unable to do their job.
Challenges For Organizations

1. Portfolio of technology investments distract potential
2. Effectiveness in using technology for optimal outcomes
3. Modernization of applications and business processes
4. Differentiated experiences optimize business results
5. Expected efficiency not possible with existing technology
Our Alignment to Business Processes & Technology

Marketing
Digital experiences and engagement strategies ensure market growth.

Office of Revenue
Optimal commerce and channel strategies require applications for achieving outcomes.

Customer Experience
The processes and applications that streamline customer journey and lifecycle of engagement.

Product
Digital experiences and product life cycle with information to support enterprise strategy.

Operations and Supply Chain
Demand driven supply chains require product, service and planning application investments.

Office of Finance
Proper fiscal governance requires finance and ERP investments.

Human Capital Management
Effective use of people requires investment into applications and technology for people and workforce.
Advancements in Digital Business have introduced methods to modernize using digital technologies.

Increasing customer lifetime value requires focus on personalized experiences in relationships.

Generating the timely financials requires applications to plan and close effectively.

Utilizing the workforce efficiently requires engagement for maximum productivity.

Reaching targets from any revenue channel and department requires digital renovation.
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.
CIO & Technology Leader: Areas of Expertise

The effective and unified use of digitally modern applications and technology are essential for organizations to exploit digital transformation and have a substantive business impact. The innovation and rationalization of technology requires a forward-looking and strategic view of business.

- Cloud Computing
- Digital Modernization
- Digital Security
- Digital Transformation
- Computing Architectures
- Intelligent Automation
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