



VENTANA  
RESEARCH

# Supercharge Automotive Industry

Maximize market and product investments

Embrace strategic guidance and market education



[blog.ventanaresearch.com](https://blog.ventanaresearch.com)



[@ventanaresearch](https://twitter.com/ventanaresearch)



[In/ventanaresearch](https://in.ventanaresearch)



# Confidentiality Statement

The materials in this presentation are copyrighted property of Ventana Research. Any use of the materials beyond the intended purpose of providing information about Ventana Research is strictly prohibited. This presentation and any part of its content may not be redistributed to anyone except the intended audience and organizations use to understand or evaluate Ventana Research.



# Ventana Research: Who We Are

**About Us:** We are a market advisory and research services firm in the technology industry.

**Vision:** To illuminate the value of technology through our unique insights.

**Mission:** We pride ourselves on delivering uniquely insightful independent research and services through a tailored, trusted and empathic client experience.

**Advocacy:** We stand behind equality, diversity and inclusion that is a human right for everyone.

**Values:** **Excellence. Independence. Innovation.**  
**Reliability. Research. Teamwork.**

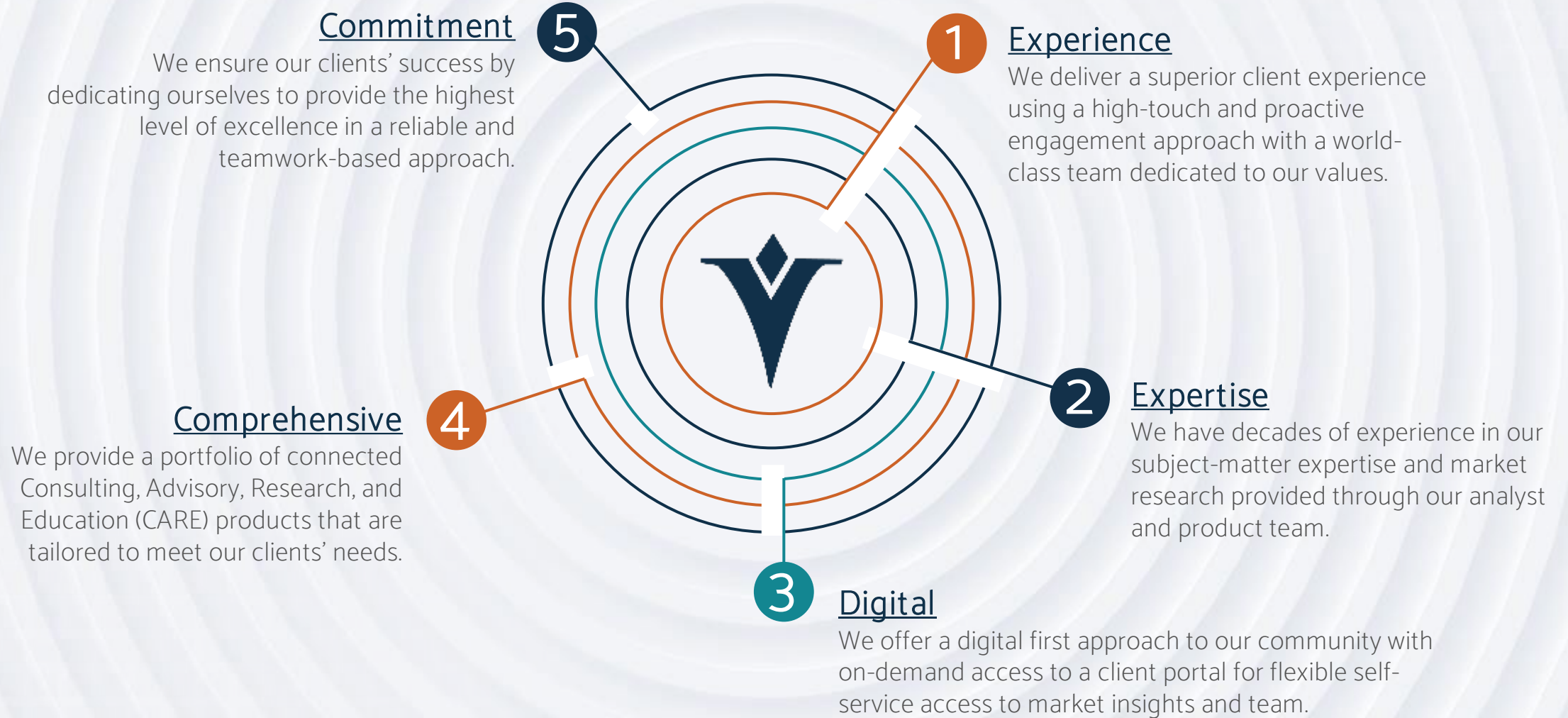
**20**  
Years  
Strong

**800+**  
Technology  
Vendors in Coverage

**100k**  
Community  
Members



# The Ventana eXperience Difference

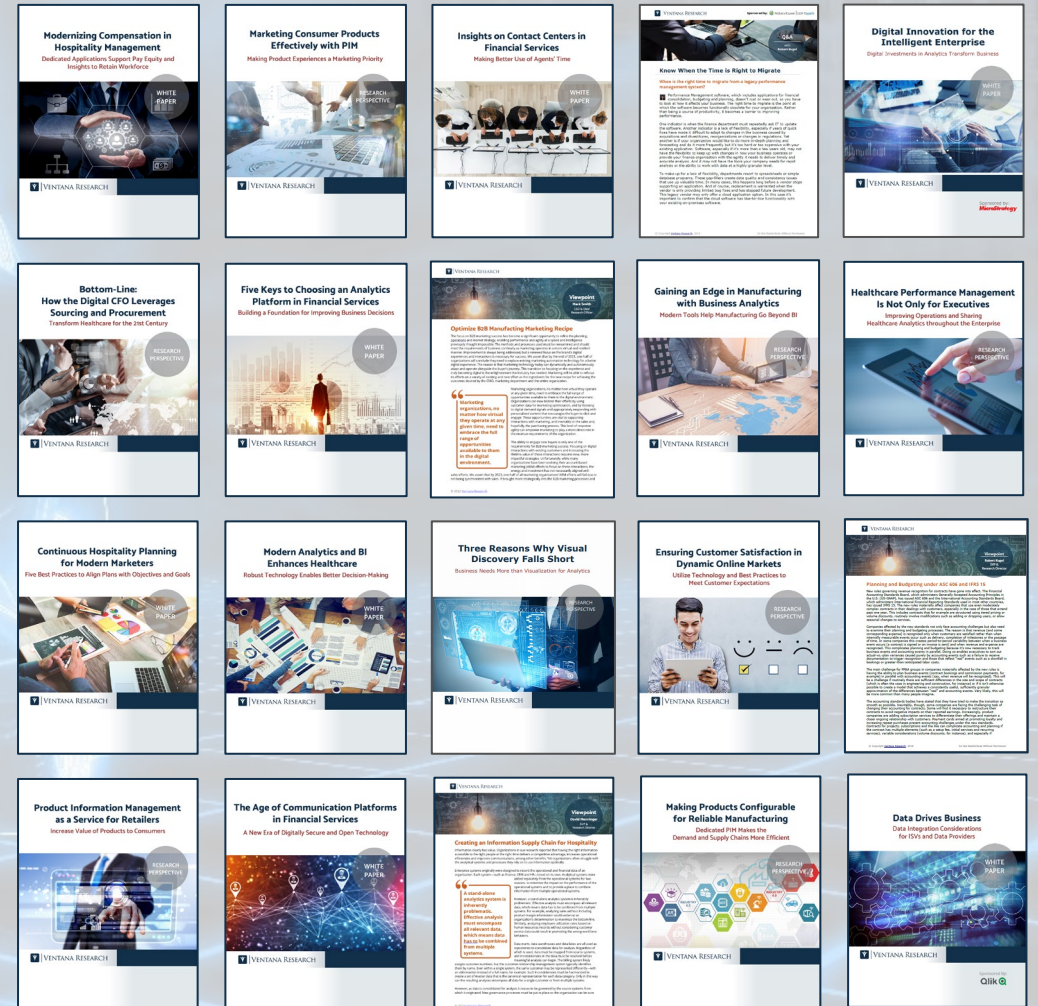




# Ventana Research Community of Educational Content

- **Community:** A digital environment of 100k members gaining value from thousands of educational insights in many mediums and types of education and research.
- **Analyst, Industry & Market Perspectives:** Our subject matter and firm authored written and presented insights on topics and vendors guide path on use of technology.
- **Educational Insights:** Continuous publishing of research perspectives, white papers and presentations on the technology industry.
- **Market Research Insights:** Library of market research insights in form of reports, insights and best practices on technology and vendors.

## Community of Educational Content





# Ventana Research: Market Research Excellence

- **Market Agenda:** We provide an annual and continuous plan to our research direction.
- **Analyst, Industry & Market Perspectives:** Firm and subject matter authored written or presented insights on topics and vendors.
- **Benchmark Research:** Continuous in-depth primary research on market and trends in over 25 topical areas of focus.
- **Dynamic Insights:** Continuous self-service research providing digital guidance to participants for their potential actions.
- **Value Indexes:** In depth vendor and product research built on an RFI/RFP format that categorizes and ranks technology vendors.



# Our Areas of Automotive Industry Focus

Our areas of expertise help automotive organizations examine how to innovate and transform their organization and processes.

Analytics

Data

Customer Experience

Digital Business

Digital Technology

Human Capital  
Management

Marketing

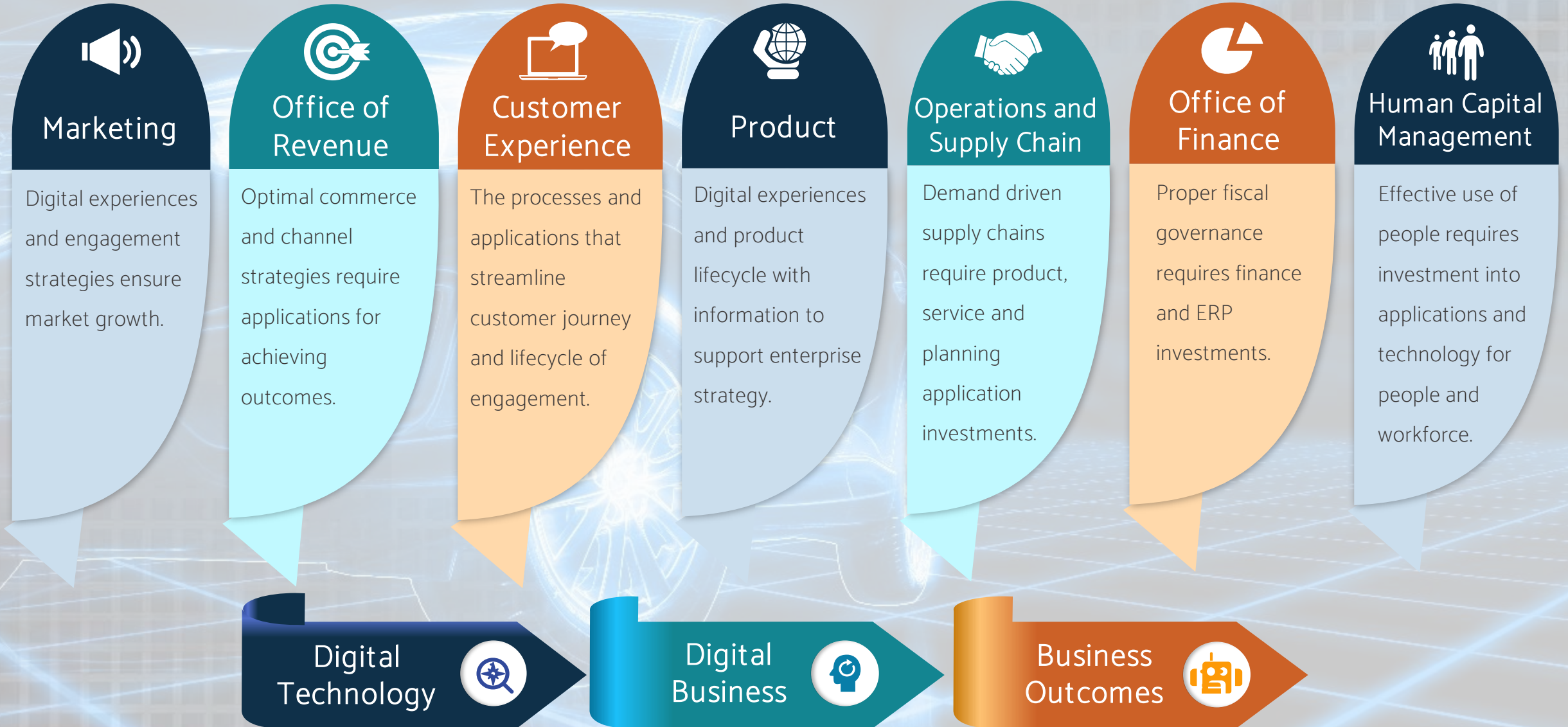
Office of Finance

Operations and  
Supply Chain

Office of Revenue



# Expertise Alignment to Industry Processes & Technology





# Automotive

## *Industry Assertion*

By 2024, over three-quarters of automotive organizations will deem operational effectiveness and performance a strategic investment priority, requiring new digital technology.



VENTANA  
RESEARCH

**Mark Smith**  
CEO & Chief Research Officer

# Automotive Industry

Modernize digital computing environment requires business and technology investments that can innovate and streamline distribution and supply chain processes. To ensure your digital effectiveness requires insights to how the entire supply chain provides the most sustainable efforts to support ESG. Effective digital environments that maximize marketing investments and provide the product experiences desired by consumers for optimal direct engagement or through revenue processes across distribution channels and retailers. Unifying consumer and product processes across the supply chain through applications and with its workforce requires analytics.



# Challenges For Automotive Industry



1. Portfolio of investments have rapidly consumer markets
2. Effectiveness in using technology for digital impact
3. Modernization of applications & automotive processes
4. Differentiated services with autos as differentiator
5. Expected efficiency digital and customer experiences

# Business Trends in Automotive Industry

1.

Electric Vehicle Innovation



Consumer demand for more environmentally friendly transportation evolves to generate new experiences.

2.

Connected Cars



The path to autonomous and safer vehicle experiences is the connected nature of intelligent vehicles.

3.

Consumer Buying for Customization



Demand to bring easier shopping experiences to get the specific vehicle requirements.



# Automotive

## *Industry Assertion*

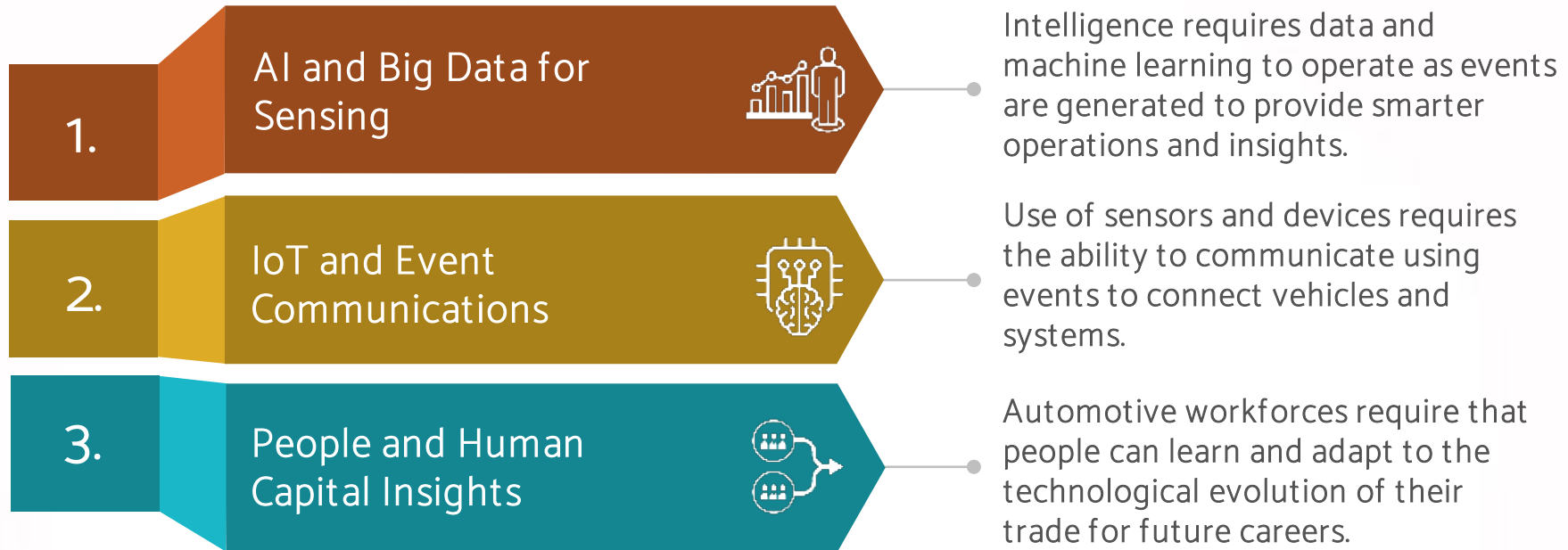
Through 2024, the majority of the workforce in more than one-half of automotive organizations will still not be using analytics and BI and therefore will not be executing their roles optimally.



VENTANA  
RESEARCH

**David Menninger**  
SVP & Research Director

# Technology Trends in Automotive Industry



© 2022 Ventana Research

 VENTANA RESEARCH

© 2022 Ventana Research

 VENTANA RESEARCH



# Our Portfolio of Services for Industries

We provide a portfolio of services called CARE designed to help organizations in the following areas: helping with their business technology needs across processes, guiding evaluation and selection activities related to the technology industry and assist specific investments in technology industry to reach full market potential.

## Consulting



### Strategy & Planning

Consulting where we deliver expert guidance with our experience, expertise and market research through workshops and assessments for better business outcomes.

## Advisory



### Decisions & Guidance

Advisory through our proactive and informed expert advice and insights for optimization of decisions through our Ventana On-Demand service designed for value every month of the year.

## Research



### Observations & Insights

Research enables insights from our industry analyst team and market research with our Benchmark Research, Dynamic Insights and Value Index research products that provide facts for decisions.

## Education



### Knowledge & Power

Education in a range of business, technology and vertical industry topics through our publishing of digital content in mediums and styles for impactful insights across an entire organization.



# Education and Insights on Automotive Industry

**Best Practices in Revenue Forecasting for the Automotive Industry**  
Effective Processes and Tools for Achieving Outcomes



RESEARCH PERSPECTIVE

VENTANA RESEARCH

**Empowering the Automotive Industry with Self-Service Analytics**  
Workforce and Finance Analytics on the Front Lines



WHITE PAPER

VENTANA RESEARCH

**Achieve Automotive ROI from PIM**  
Maximizing the Value of Digital Vehicle Experiences



VENTANA RESEARCH







VENTANA  
RESEARCH

# Supercharge Automotive Industry

Maximize market and product investments

Embrace strategic guidance and market education



[blog.ventanaresearch.com](https://blog.ventanaresearch.com)



[@ventanaresearch](https://twitter.com/ventanaresearch)



[In/ventanaresearch](https://in.ventanaresearch)

