



VENTANA
RESEARCH

Supercharge Consumer Products Industry

Maximize market and product investments

Embrace strategic guidance and market education



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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.

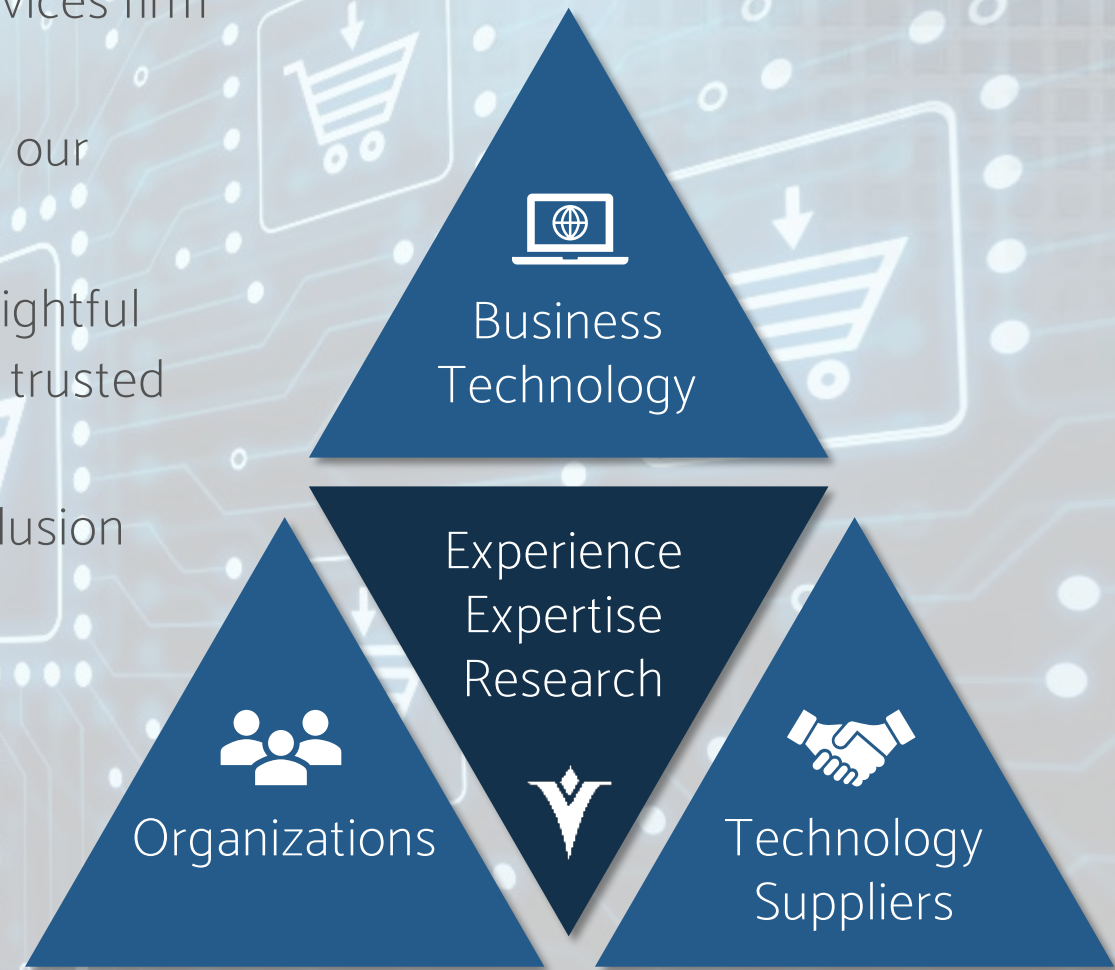
Advocacy: We stand behind equality, diversity and inclusion that is a human right for everyone.

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

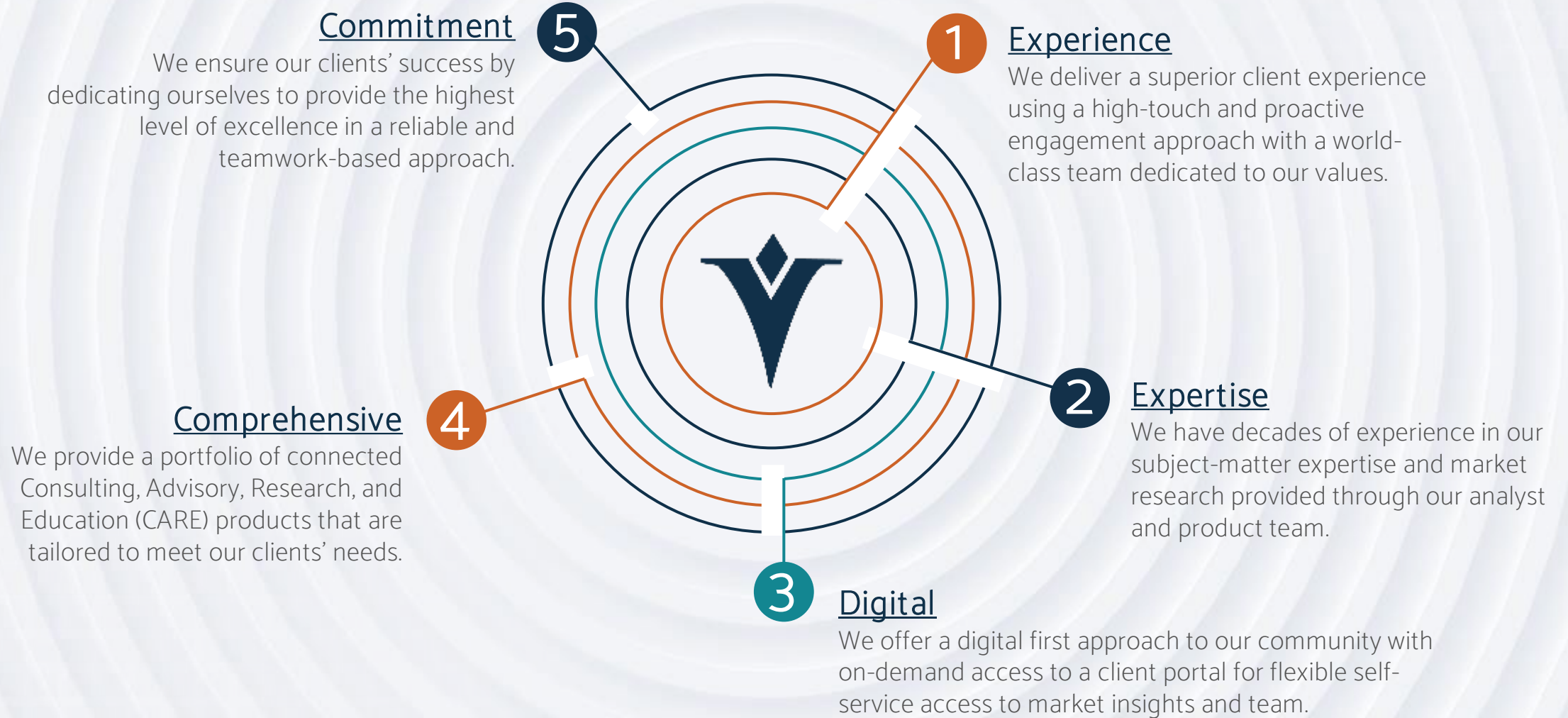
20
Years
Strong

800+
Technology
Vendors in Coverage

100k
Community
Members



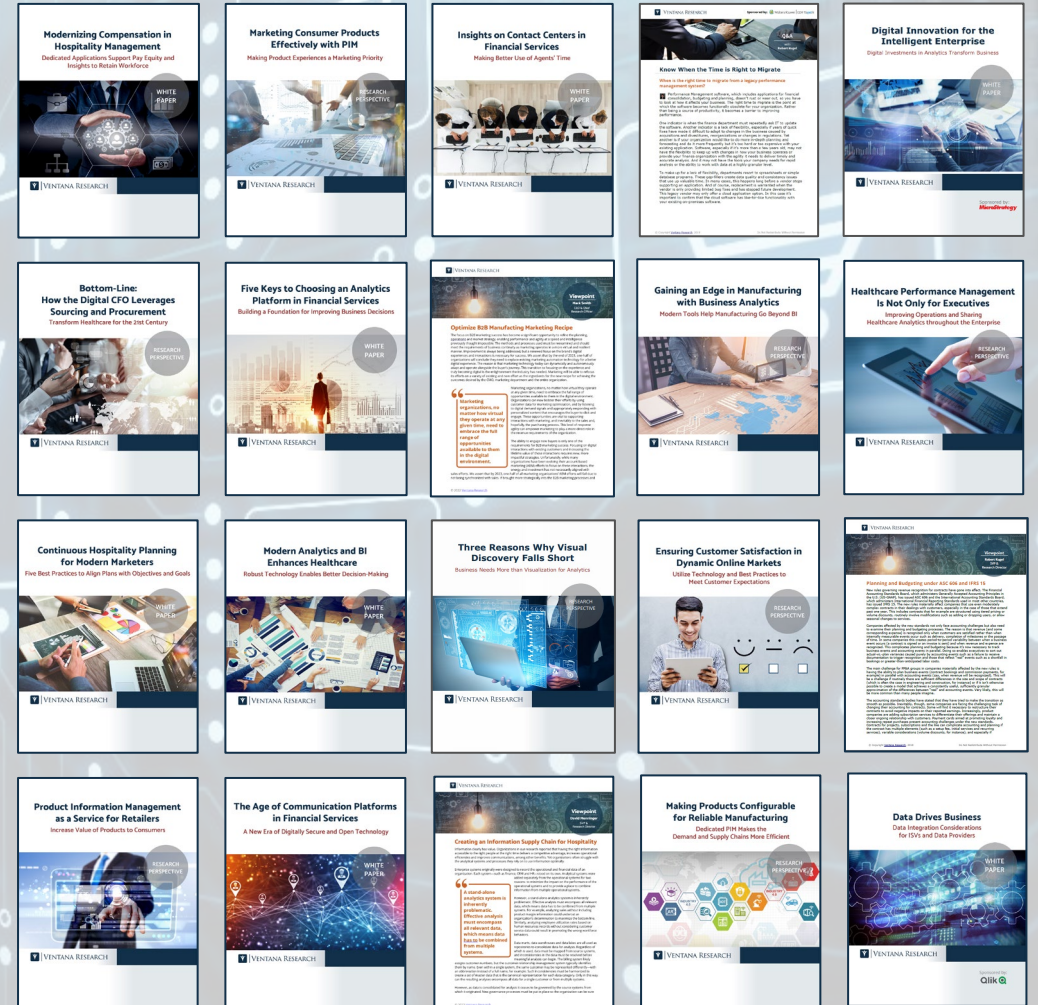
The Ventana eXperience Difference



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 Consumer Products Industry Focus

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

Analytics

Data

Customer Experience

Digital Business

Digital Technology

Human Capital
Management

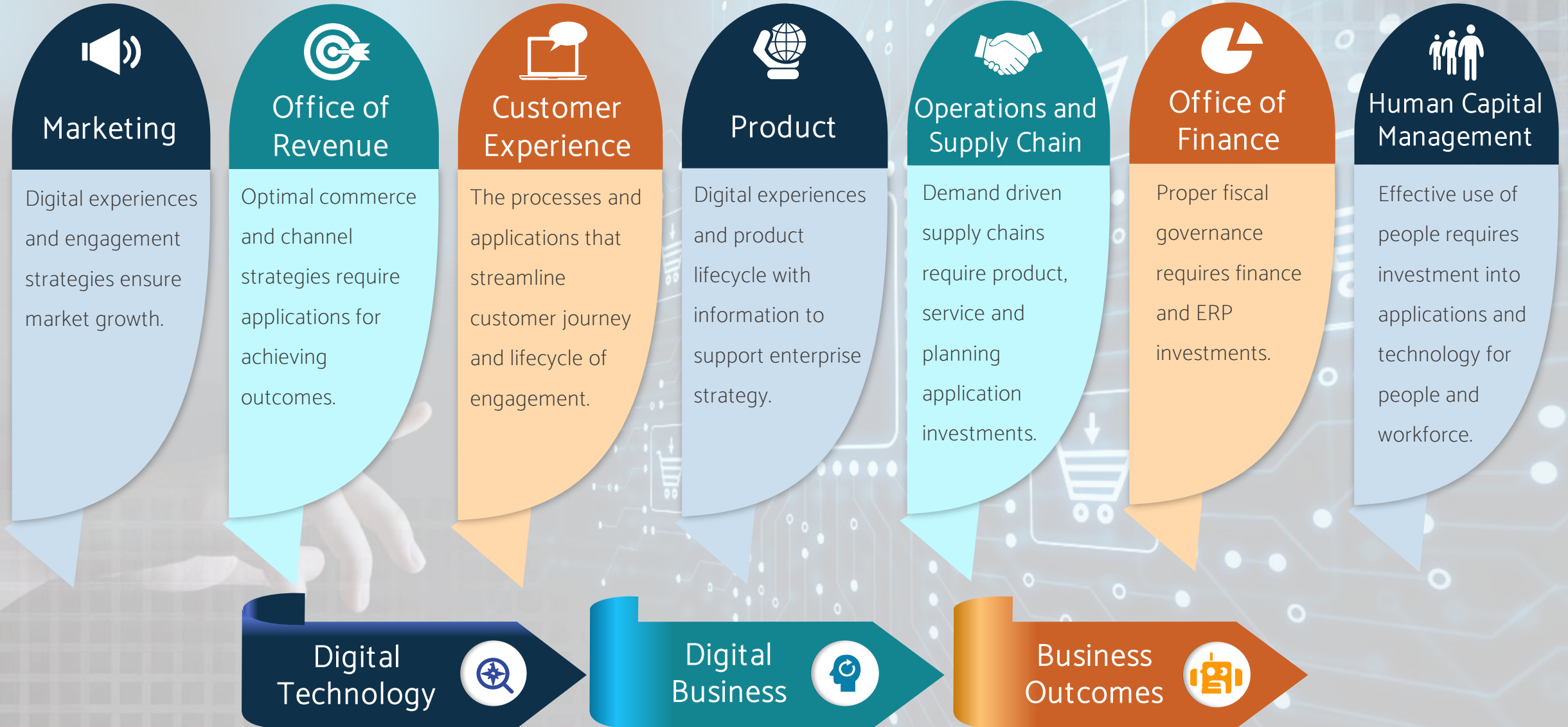
Marketing

Office of Finance

Operations and
Supply Chain

Office of Revenue

Expertise Alignment to Industry Processes & Technology



Consumer Products

Industry Assertion

By 2025, over two-thirds of consumer products organizations will incorporate sustainability metrics in their sourcing and supply chain selection criteria to support their ESG (environment social governance) efforts.



Robert Kugel
SVP & Research Director



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Consumer Products Industry

Modernize digital computing environment requires business and technology investments that can innovate and streamline its processes. To ensure your digital effectiveness requires insights to how the entire set of product and supply chain processes provide the most effective engagement through marketing and distribution channels. Effective digital environments that maximize technology investments and provide the product experiences desired by consumers for optimal direct engagement and through digital commerce and retailers. Unify supply chain to be sustainable for ESG and through applications at every touchpoint requires insights from analytics.

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Challenges For Consumer Products Industry



1. Portfolio of investments are yet to realize full ROI
2. Effectiveness in using technology across supply chain
3. Modernization of applications for product processes
4. Differentiated value in retail to consumer value chain
5. Expected efficiency in digital product experiences

Business Trends in Consumer Products Industry

1.

Digital Personalization for Revenue Growth



Experiences influence consumers engagement to purchasing and the digitalization has dramatically shifted intent using technology.

2.

Uncertain Consumer Behavior Digitizing



Consumer shift altering digital buying behaviors across channels and utilization of digital payment methods to meet their needs

3.

Sustainability in Supply Chain for ESG



Consumer shift altering buying behaviors to environmental sustainability and transparency in products through information.

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Consumer Products

Industry Assertion


By 2024, four-fifths of marketing organizations in consumer products will find the convergence of content management and digital experience platforms (DXP) an essential step to achieving personalized engagement.





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Keith Dawson
VP & Research Director

Technology Trends in Consumer Products Industry

- 1. AI and Analytics for Insights**


Gaining intelligence on consumers and products requires more efficient processing and insights that guide actions for optimal outcomes.
- 2. Product Experiences for Consumer Engagement**


Use of digital assets and personalization methods are guiding products to consumer in new mediums that must be supported through technology.
- 3. Digital Finance in Blockchain and NFT**


Methods to transact services and ownership are shifting rapidly to new technology that enables the secure and interoperable banking and finance systems.

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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 Consumer Products Industry



Marketing Consumer Products Effectively with PIM
Making Product Experiences a Marketing Priority

RESEARCH PERSPECTIVE

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The cover features a photograph of a person's hands on a laptop keyboard, with various data charts and graphs overlaid on the screen. The text is positioned at the top and bottom of the cover.

The 2025 Vision: Intelligence for the Consumer Products Industry

The Analytics Imperative for Every Organization

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The cover has a dark blue background with a glowing orb held in a person's hands. The orb emits light and is surrounded by various data charts and graphs. The text is positioned at the top and bottom of the cover.

Consumer Products and PIM

Six Steps to Effective Business for Better Product Experiences

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The cover shows a group of four people (three men and one woman) gathered around a laptop, looking at the screen. The text is positioned at the top and bottom of the cover.



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