



VENTANA
RESEARCH

Supercharge Manufacturing 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.

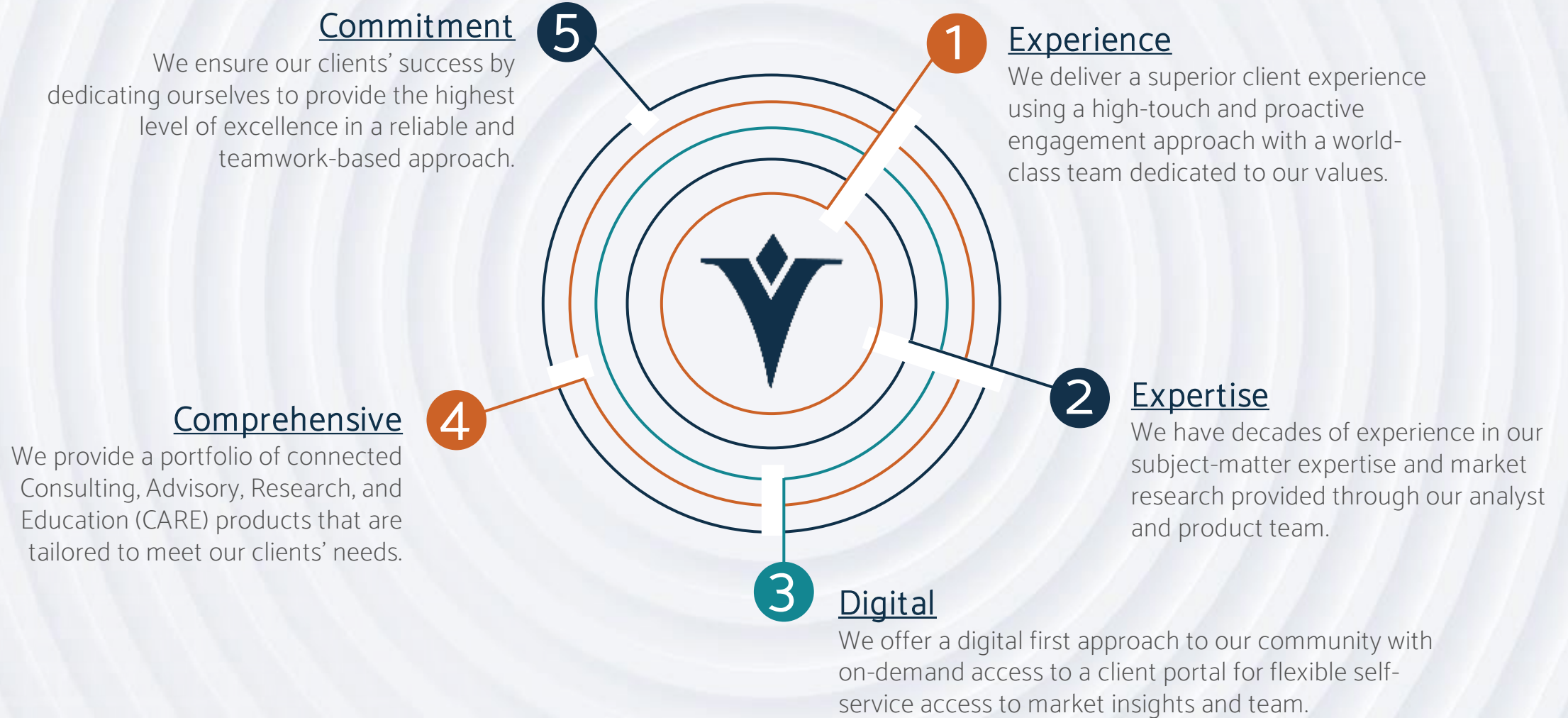
20
Years
Strong

800+
Technology
Vendors in Coverage

100k
Community
Members



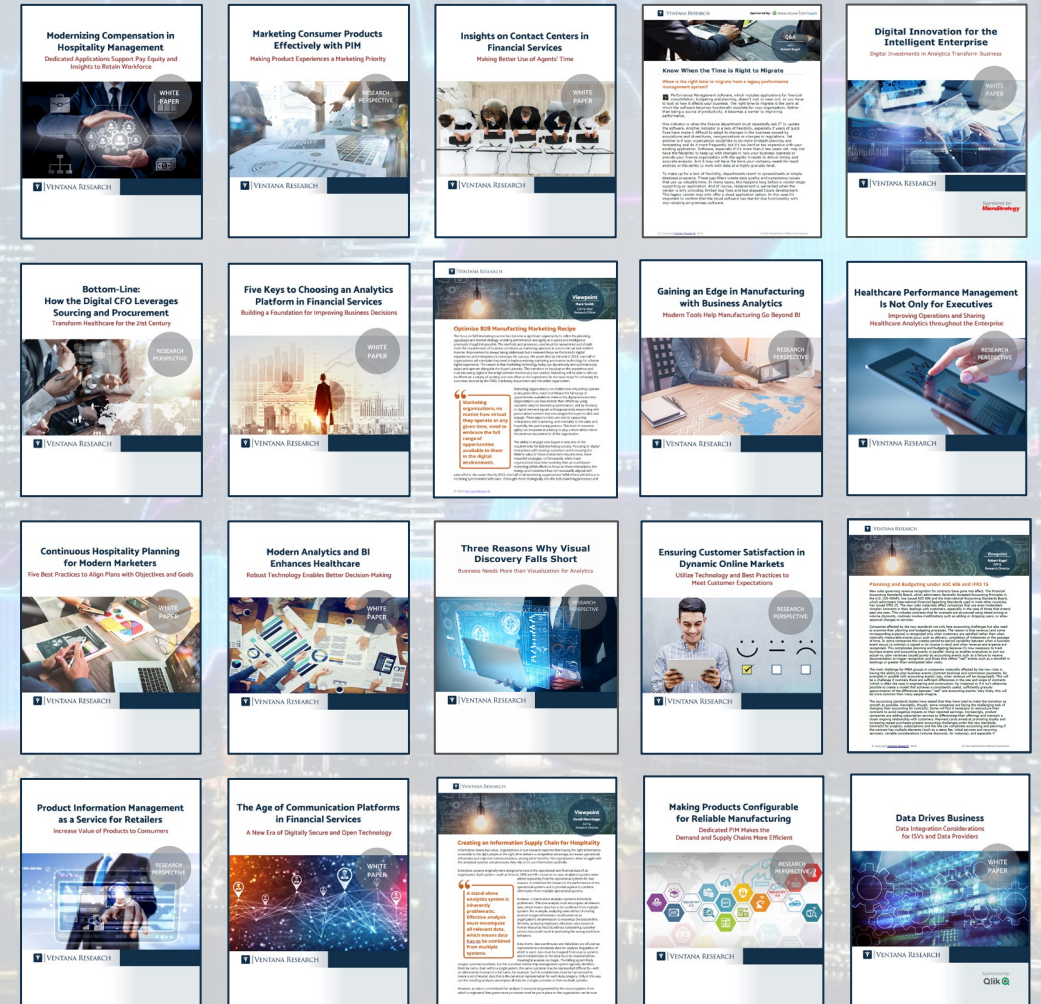
The Ventana eXperience Difference



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 Manufacturing Industry Focus

Our areas of expertise help manufacturing 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



Manufacturing

Industry Assertion

By 2024, one-third of manufacturing organizations will require a center of excellence (COE) to apply digital technology innovation into product and operational processes to streamline demand and supply chain execution.



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Mark Smith
CEO & Chief Research Officer

Manufacturing Industry

The need to 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 distribution channels and retailers. Unifying customer and product processes across the supply chain through its applications and with its workforce requires analytics.

Challenges For Manufacturing Industry



1. Portfolio of investments to gain supply chain efficiencies
2. Effectiveness in using AI and events technology
3. Modernization of applications in supply chain processes
4. Differentiated product experiences for engagement
5. Expected efficiency need automation and intelligence

Business Trends in Manufacturing Industry

1.

Sustainable ESG Investments



Consumer demand and governmental regulations are guiding manufacturers to care much more about ESG to attract and impact stakeholders, workers and world.

2.

Embrace Smart Factories



Becoming the 'gold standard' to increase productivity and use modern technologies like Industrial Internet of Things, sensors, AI, and robots across processes and humans.

3.

Commerce and Customer Experiences



Selling platform to meet customers and enable transactions in a frictionless manner from B2B and direct to consumer with product experiences.

Manufacturing

Industry Assertion


By the end of 2024, one-third of manufacturing organizations will find their supply chain applications ineffective in providing intelligence to the workforce supporting the demand chain.





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Robert Kugel
SVP & Research Director

Technology Trends in Manufacturing Industry

- 1. Blending IIOT and Event Processing**


Applying sensors and intelligent software to the shop floor to enable machines to collect data and talk to each other humans through real time events.
- 2. Digital Twins and Virtual Reality**


Utilizing a digital replica of a product or equipment enables simulation using virtual reality to view and change enabling troubleshooting and repairs.
- 3. Blend of Big Data and AI**


Digital modes of factory to support demand forecasting, predictive maintenance and supply chain transparency utilizing AI to detect challenges and issues.

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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 Manufacturing Industry



Making Products Configurable for Reliable Manufacturing

Dedicated PIM Makes the Demand and Supply Chains More Efficient

RESEARCH PERSPECTIVE

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Optimize the B2B Manufacturing Marketing Recipe

Viewpoint
Mark Smith
CEO & Chief Research Officer

The focus on B2B marketing success has become a significant opportunity in manufacturing organizations to refine the planning, operations and market strategy, enabling performance and readiness at a speed and intelligence previously thought impossible. The methods and processes used must be reexamined and should meet the requirements of business continuity as marketing operates in a more virtual and resilient manner. Optimization is always being addressed, but a renewed focus on the brand's digital experiences and interactions is necessary for sustained success. We assert that by the 2025, one-third of marketing departments in manufacturing organizations will rationalize their technology portfolio towards a unified digital experience platform to streamline their operations. The reason is that marketing technology today can dynamically and autonomously adapt and operate alongside the buyer and customer journey. This transition to focusing on the experience and truly becoming digital is the enlightenment the industry has needed. Marketing will be able to refocus its efforts on a variety of existing and new effort as the ingredients for the new recipe for achieving the outcomes desired by the CMO, marketing processes and the entire manufacturing organization.

Marketing departments, no matter how virtual they operate at any given time, need to embrace the full range of opportunities available to them in the digital environment. Manufacturing organizations can now bolster their efforts by using customer data for marketing optimization, and by listening to digital demand signals and appropriately responding with personalized content that encourages the buyer to click and engage. These opportunities are vital to supporting interactions with marketing, and inevitably to the sales and, hopefully, the purchasing process. This level of response agility can empower marketing to play a more direct role in the revenue requirements of the organization.

The ability to engage new buyers is only one of the requirements for B2B marketing success. Focusing on digital interactions with existing customers and increasing the lifetime value of those interactions requires new, more impactful strategies. Unfortunately, while many manufacturing organizations have been evolving their account-based marketing (ABM) efforts to focus on these interactions, the energy and investment has not necessarily aligned with sales efforts. We assert that by 2024, one-half of all manufacturing organizations' ABM efforts will fall due to operating in

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Gaining an Edge in Manufacturing with Business Analytics

Modern Tools Help Manufacturing Go Beyond BI

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