



VENTANA
RESEARCH

Supercharge Real Estate 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.

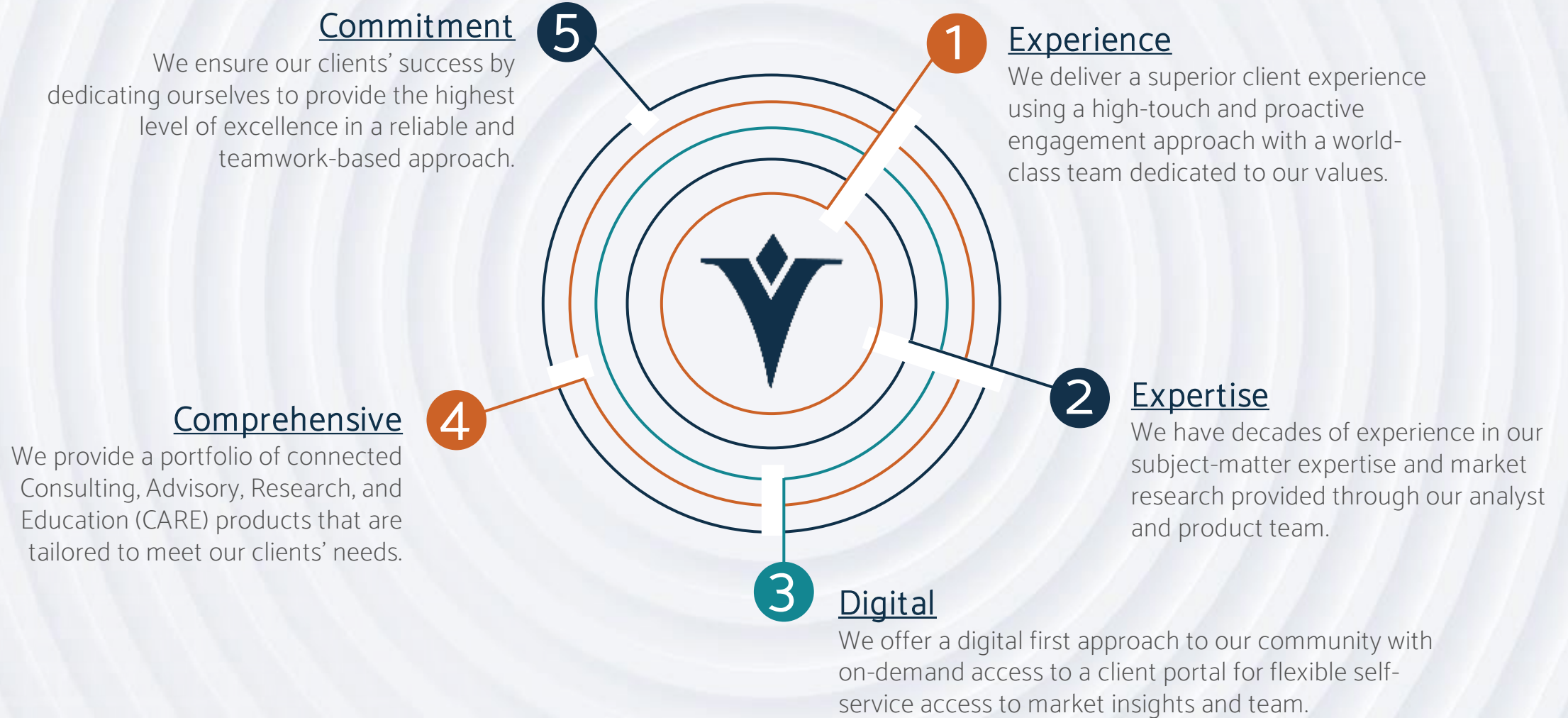
20
Years
Strong

800+
Technology
Vendors in Coverage

100k
Community
Members



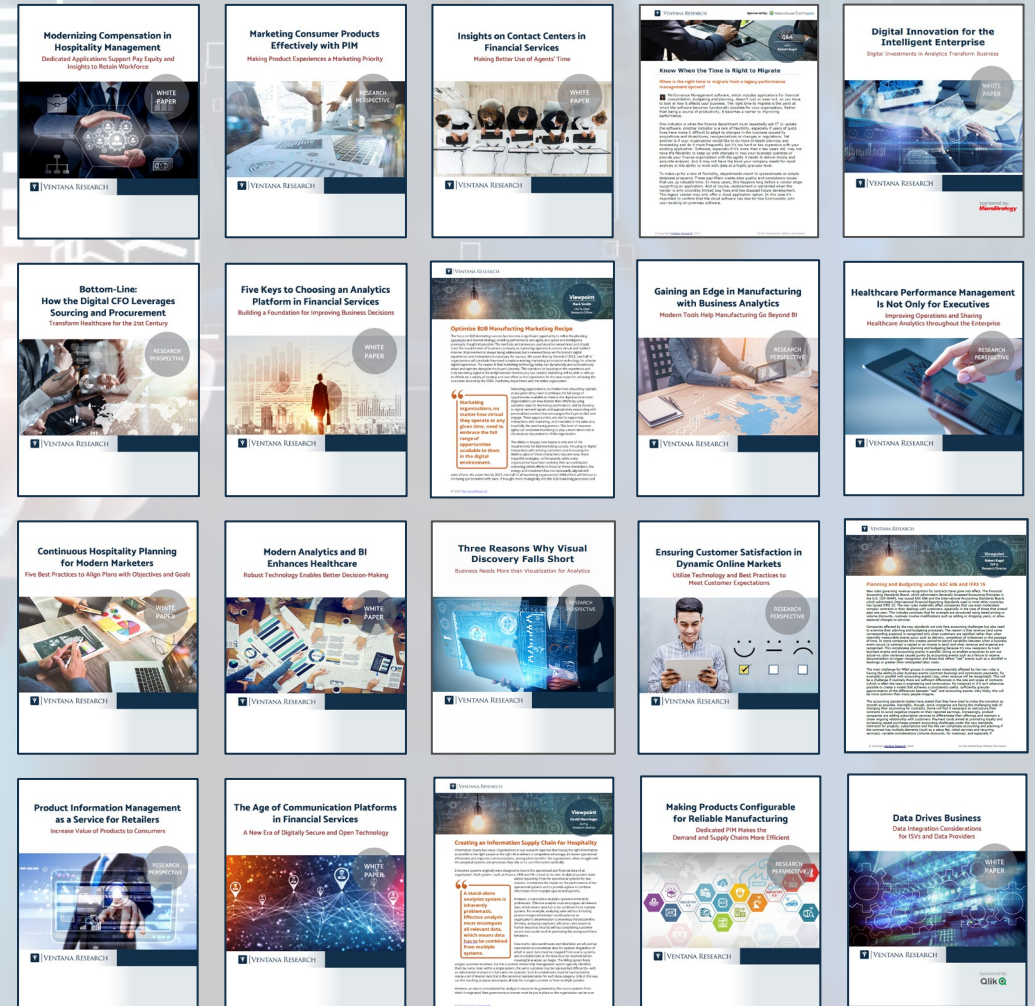
The Ventana eXperience Difference



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 Real Estate Industry Focus

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

Analytics

Data

Customer Experience

Digital Business

Digital Technology

Human Capital
Management

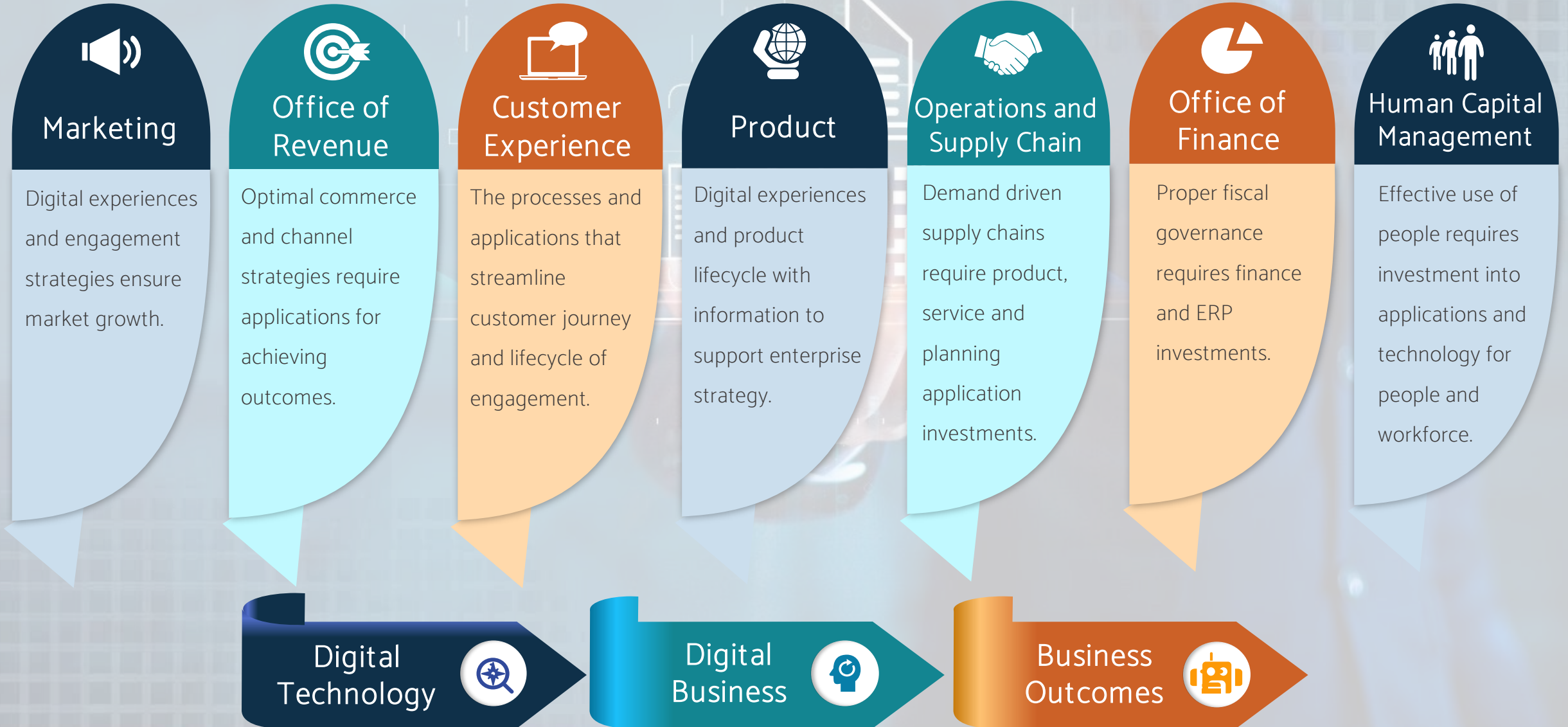
Marketing

Office of Finance

Operations and
Supply Chain

Office of Revenue

Expertise Alignment to Industry Processes & Technology



Real Estate

Industry Assertion

By 2024, one-quarter of real estate organizations that lease commercial property will find the ability to optimize sustainability priorities as ineffective and will require digital innovation investment.



Mark Smith

CEO & Chief Research Officer



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Real Estate 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 customer processes provide the most effective engagement through marketing channels and utilization of data at every location. Effective digital environments that maximize technology investments and provide the digital experiences desired by consumers for optimal engagement at every interaction. How real estate organizations unify their revenue and monetization of commercial and residential locations require insights from data.

Challenges For Real Estate Industry



1. Portfolio of investments have shifting real estate markets
2. Effectiveness using property technology for outcomes
3. Modernization of applications and real estate processes
4. Differentiated services use technology as differentiator
5. Expected efficiency in digital buying and rent experiences

Business Trends in Real Estate Industry

1.

Property Technology
Changing Business



Use of technology to provide insights to interest to operations optimizes processes for value.

2.

Personalization of the
Mobile Experience



Use of devices to engage consumers into personalized experiences is essential for operations and insights.

3.

Consumer Marketplaces
and Digital Engagement



Utilization of information on property assets enables new potential digital engagement and experiences.

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Real Estate

Industry Assertion

Through 2025, one-fifth of real estate organizations will market the usage of extended reality as a business differentiator and strive to materially optimize their customer experiences.



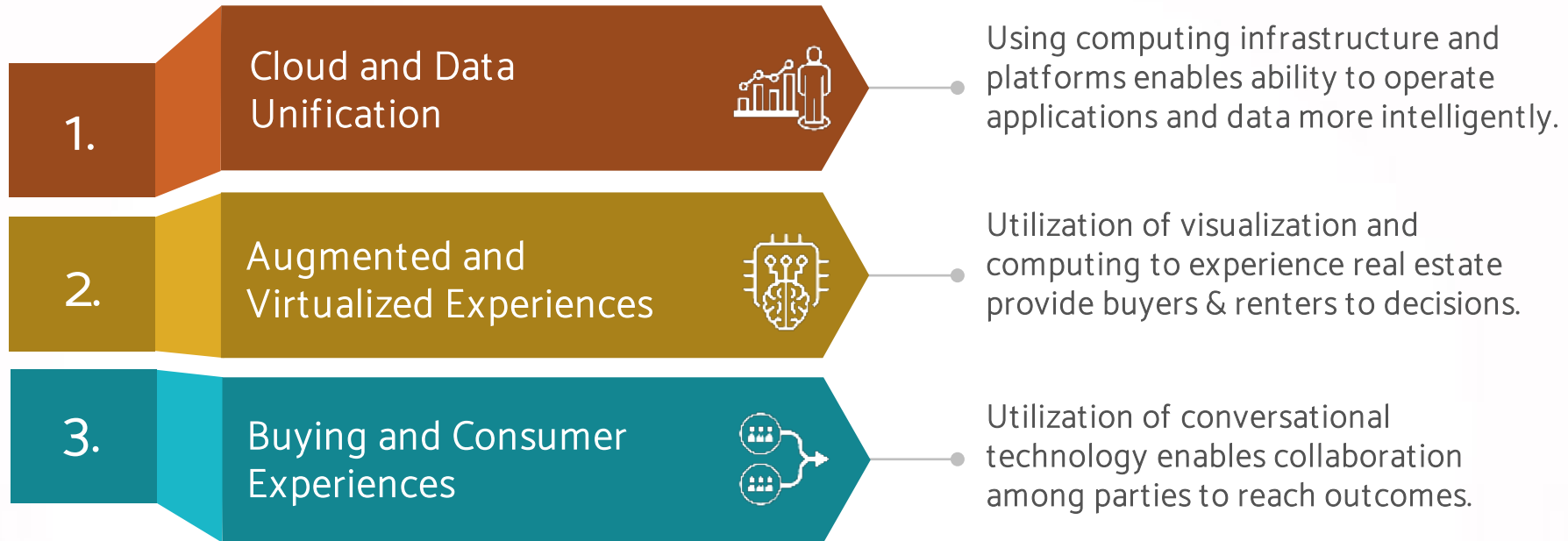
Mark Smith

CEO & Chief Research Officer



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Technology Trends in Real Estate Industry



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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 Real Estate Industry

The Real Estate Imperative for Data
A Modern Approach to Data and Analytics


WHITE PAPER



VENTANA RESEARCH

Utilizing Data and Location to Optimize Real Estate
Utilize Technology and Best Practices to Meet Customer Expectations

RESEARCH PERSPECTIVE



VENTANA RESEARCH

Supercharging Real Estate Performance
Next-Generation Sales Applications Can Make the Difference



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