



# 2024 Market Agenda for Analytics and Data

Providing insights on software industry and providers



**Matt Aslett**  
Research Director



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# Our Commitment

Providing independent and objective research without bias.

Ventana Research: Providing market research and insights for two decades.

- Authoritative research and insights on business and IT aspects of the \$800b software industry.
- We provide a portfolio of consulting, advisory, research and education (CARE) services for enterprises, software and service providers, and investment firms.

# Analytics and Data

Derive optimal value of information from operations and intelligence of data operating on platforms and embracing methods for processing the streaming of data and events.

AI & Machine Learning

Analytics

Data Intelligence

Data Operations

Data Platforms

Streaming and Events

## Areas of Focus

Our area of expertise explores focus areas of coverage with research and advisory to guide value from insights on software industry.



# Opportunities for Business and IT Leaders



**1.** Empowering the entire enterprise to become data driven.

**2.** Impactful responsiveness using data to improve experiences.

**3.** Connecting operational and analytical activities through data.

**4.** Modernizing data and analytic architecture and infrastructure.

**5.** Embracing AI through governed use of analytics and data.

# Analytics and Data

Market Assertion

By 2026, three-quarters of enterprises will realize their analytics are ineffective without GenAI capabilities to guide the workforce with personalized recommended actions necessary to improve outcomes.



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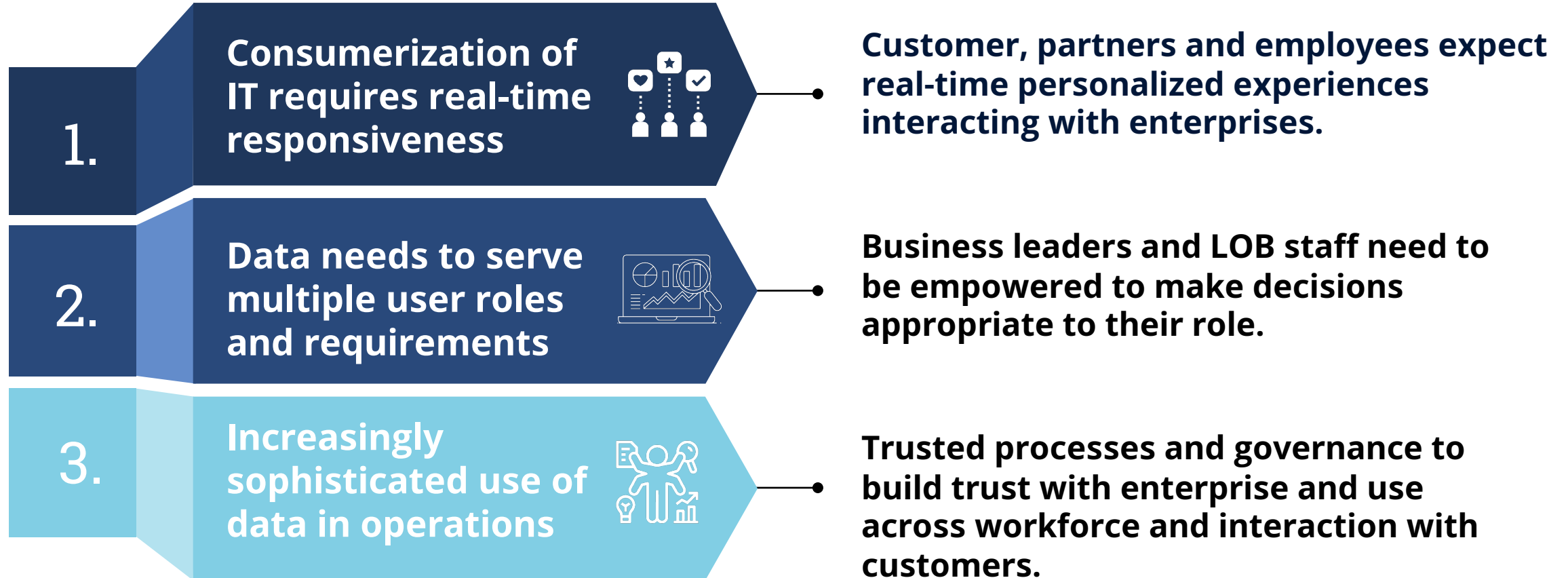
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**Matt Aslett**

Director of Research, Analytics and Data

# Business Trends in Analytics and Data





# Data Intelligence

Market Assertion

Through 2027, three-quarters of enterprises will be engaged in data intelligence initiatives to increase trust in their data by leveraging metadata to understand how, when and where data is used in their organization, and by whom.



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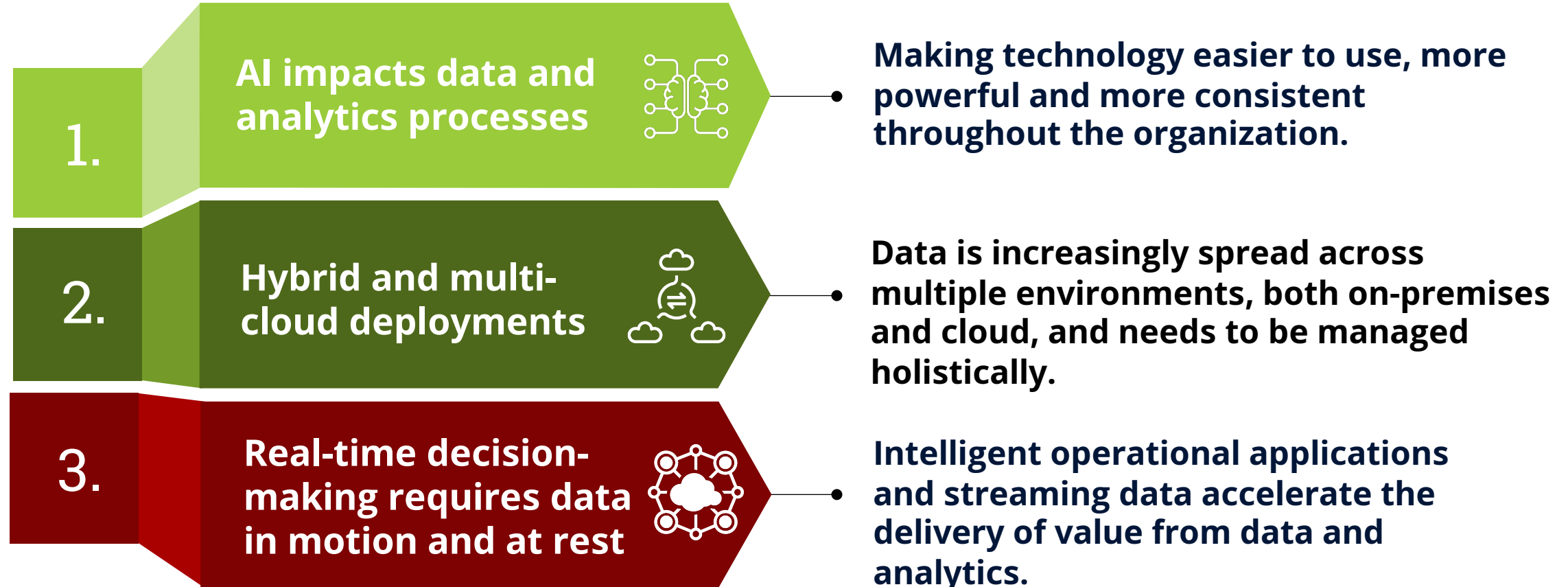
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# Technology Trends in Analytics and Data







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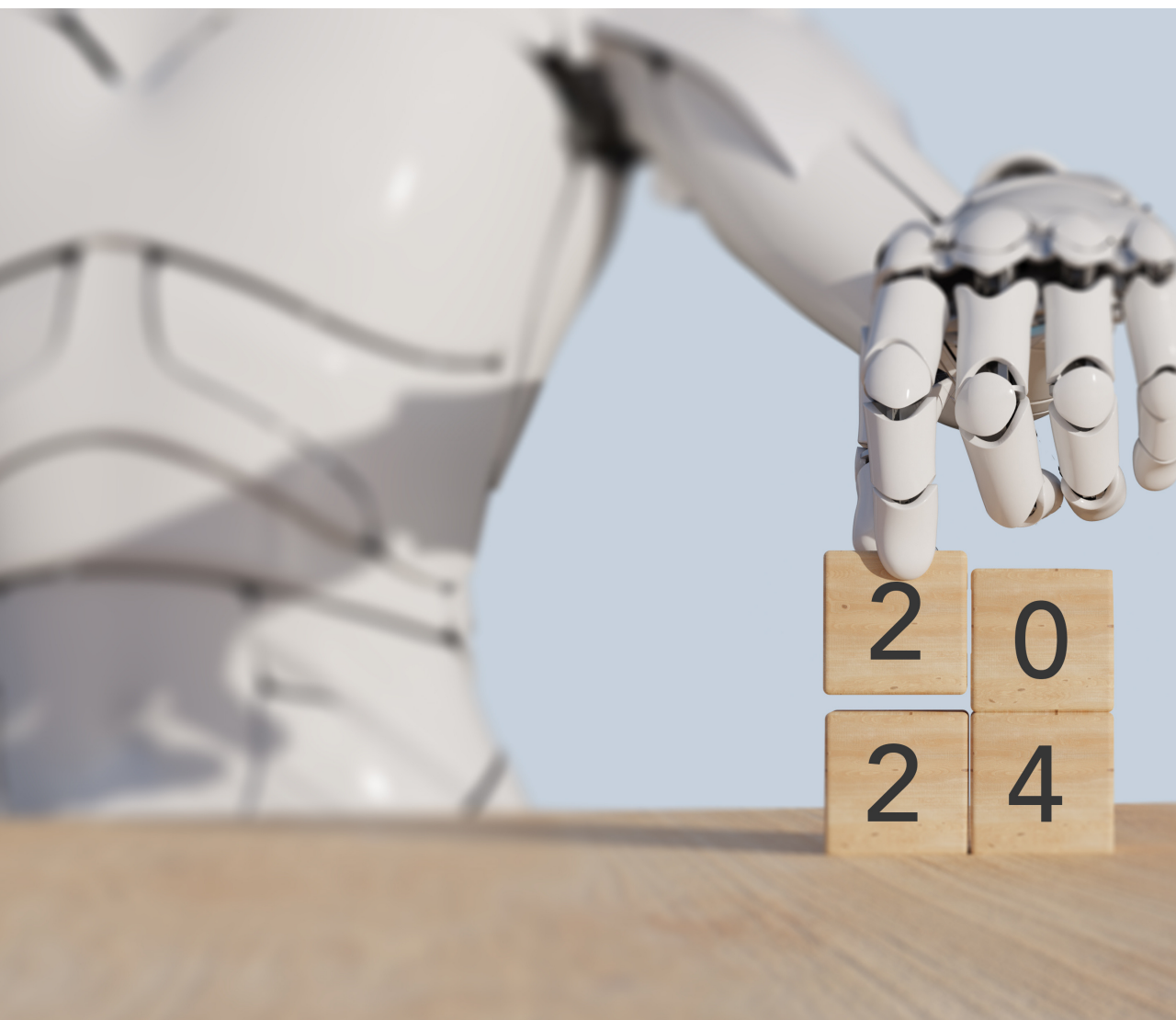
Buyers Guides provide enterprises ability to assess, evaluate, select and source service and software providers and products using advisory services and market research.

- Research simulates RFI evaluation of software providers using Value Index methodology.
- Rating and classification of software providers using proprietary Value Index methodology.
- Provides objective analysis of the product experience across five evaluation categories.
- Examines the customer experience that is available to enterprise buyers.
- Software providers have opportunity to earn prestigious Exemplary and Leader badges.

# Buyers Guides

The utilization of Buyers Guide software research guides decisions by enterprises and is essential to ensure maximum business impact from technology investments across business and IT.

# Buyers Guide Research Plan for 2024



## Topics

- **Analytics and Data (5)**
  - **Augmented, Collaborative, Embedded & Mobile**
- **Data Intelligence (6)**
  - **Application Integration**
  - **Data Governance**
  - **Data Integration**
  - **Data Quality**
  - **MDM**
- **Data Operations (4)**
  - **Observability, Orchestration & Pipeline**
- **Data Platforms (3)**
  - **Analytical & Operational**

(\* ) Number of Buyers Guide Editions Releasing



# About ISG and ISG Research

Global research and advisory services firm with annual influence on over \$200b of technology spend.





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