Ventana Research
Analytics Research in 2018

Setting the annual expertise and topic agenda

David Menninger

SVP & Research Director

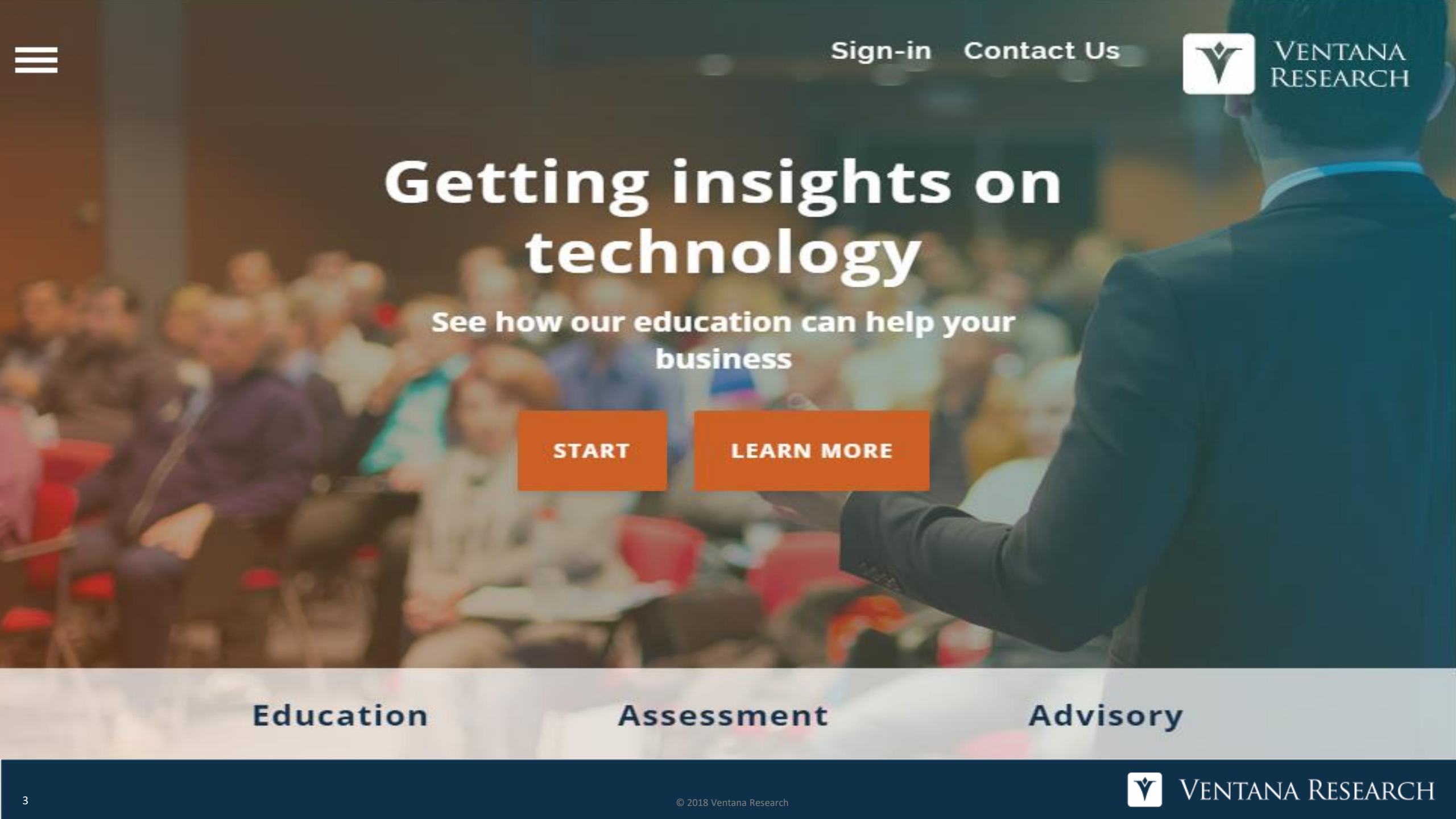blog.ventanaresearch.com

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Ventana Research – Guiding Business and IT

Ventana Research is the leading business technology research and advisory services firm providing expertise and actionable guidance on mainstream business processes and disruptive digital technologies.

We deliver to our clients a unique set of research and expertise-based offerings including workshops, assessments and our subscription-based Ventana On-Demand advisory service. Ventana Research helps organizations of all sizes globally to improve business performance.

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Ventana Research Expertise Agenda

Our Research Agenda and expertise in critical business and technology topics is driven by our analysts' deep understanding of business requirements and our knowledge of technology providers.

Through our primary and secondary market research methods, we are able to provide insights and best practices to line of business and IT, and across vertical industries that will help any organization reach its maximum potential.

Digital Innovation in 21ˢᵗ Century

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Embracing the Predictive Potential of Analytics

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Embracing Robotic Potential of Analytics

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Ventana Research Expertise Areas

Our business areas of expertise help organizations examine how to innovate and transform their processes and enable their people to effectively execute.

Expertise Areas

Analytics	Data	Customer Experience
Digital Technology	Human Capital Management	Marketing
Office of Finance	Operations and Supply Chain	Sales

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Analytics

By 2021, 66% of analytics processes will no longer simply discover what happened and why; instead, they will also prescribe what should be done.

David Menninger
SVP & Research Director

Analytics Expertise Overview

Ventana Research offers guidance on analytics to help organizations apply analytics technology to help derive its optimal value. Going beyond earlier methods of business intelligence, dashboards and reports is essential to ensure that everyone is able to not only access analytics, but act on them to optimize their business.

Focus Areas

Artificial Intelligence & Machine Learning	Business Intelligence	Collaboration
Embedded Analytics	Internet of Things	Natural Language Processing

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AI & Machine Learning

By 2020, more than one Global 2000 organization will experience a major loss caused by the incorrect application of artificial intelligence or machine learning.

David Menninger
SVP & Research Director

AI & Machine Learning

Overview

- Applications of Artificial intelligence will continue to increase, but organizations needs skills to manage these.

Direction

- AI, Machine Learning, and natural language processing are transforming analytics.

- Organizations must learn to apply these techniques correctly to maximize their value.

- Like other analytical techniques, insights from these technologies need to be converted to actions and operationalized.

Market Research

- Dynamic Insights: Machine Learning (Q2)

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AI & Machine Learning
By 2020, more than one Global 2000 organization will experience a major loss caused by the incorrect application of artificial intelligence or machine learning.

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Business Intelligence

By 2021, 75% of organizations will include natural language generation as a standard capability in their BI systems.

David Menninger
SVP & Research Director

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Business Intelligence

Overview

- Business intelligence produces insights from data to guide decision-making with an increasing variety of analytic, presentation and deployment techniques.

Direction

- Focus on end users makes analytics accessible to a wider audience.

- Natural language continues to evolve as both a search and presentation method.

- Support users in their functional roles with relevant and accessible analytics.

Market Research

- Benchmark: Business Analytics (Q4)

- Value Index: Analytics and Business Intelligence (Q3)

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Business Intelligence
By 2021, 75% of organizations will include natural language generation as a standard capability in their BI systems.

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Collaboration

By 2020, collaboration will become a standard feature of three quarters of data and analytics processes in much the same way that visualization is now part of analytic processes.

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SVP & Research Director

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Collaboration

Collaboration
By 2020, collaboration will become a standard feature of three quarters of data and analytics processes in much the same way that visualization is now part of analytic processes.

David Menninger
SVP & Research Director

Overview

- Collaboration provides methods for people to interact digitally on any device for whatever purpose.

Direction

- Social media has condition the market to expect and embrace collaboration.
- Mobile technology enables constant communication and collaboration.
- Deploy collaboration technologies to put analytics into action throughout the organization.

Market Research

- Benchmark: Business Analytics (Q4)
- Value Index: Collaborative Analytics and Business Intelligence (Q3)

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Embedded Analytics

By 2021, more than half of all analytics will be generated from prebuilt applications rather than through the use of business intelligence tools.

David Menninger
SVP & Research Director

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Embedded Analytics

Overview

- Analytics are becoming integral to, and embedded in, business processes and applications.

Direction

- Organizations will operationalize more analytics within business processes.
- Application vendors will deliver analytics embedded within their applications.
- BI vendors have matured their APIs enabling custom analytic applications.

Market Research

- Benchmark: Business Analytics (Q4)
- Value Index: Embedded Analytics and Business Intelligence (Q3)

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Embedded Analytics
By 2021, more than half of all analytics will be generated from prebuilt applications rather than through the use of business intelligence tools.

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Internet of Things

By 2020, analysis of streams of IoT event data will be a standard component of nearly all big data deployments.

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SVP & Research Director

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Internet of Things (IoT)

Overview

- IoT devices and sensors transmit data and enabling new business services and operational improvements.

Direction

- An increasing number of devices are instrumented and connected generating big data.
- Big data and streaming technologies with data science enable continuous analytics.
- Utilize machine data and IoT data to enable operational intelligence.

Market Research

- Benchmark: IoT and Data (Q4)
- Dynamic Insights: Streaming Analytics (Q4)

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Internet of Things
By 2020, analysis of streams of IoT event data will be a standard component of nearly all big data deployments.

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SVP & Research Director

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Natural Language Processing

By 2021, 33% of organizations will expect natural language query and natural language generation as standard capabilities of BI systems being considered.

David Menninger
SVP & Research Director

Natural Language Processing (NLP)

Natural Language Processing
By 2021, 33% of organizations will expect natural language query and natural language generation as standard capabilities of BI systems being considered.

David Menninger
SVP & Research Director

Overview

- NLP includes the process of generating narratives based on a set of data values and using text and voice as inputs to access information.

Agenda

- Natural language generation comes into the mainstream of business intelligence.
- Smart speakers create increased interest in natural language query capabilities.
- Machine learning enhances natural language processing making it more practical.

Market Research

- Benchmark: Big Data for Business (Q3), Business Analytics (Q2*)
- Dynamic Insights: Natural Language Processing (Q3)

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Analytics for LOB

- **Customer Experience**
  - Extreme analytics allows full use of all customer data, including interactions.
  - Analytics allows production of customer and employee profiles, and journey maps.
  - Assess how the outputs from analytics can drive information driven customer engagement.
- **Finance**
  - Utilizing large volumes of transactions data well adds competitive capabilities.
  - Predictive analytics, PRO, deeper visibility all enable differentiated strategy and operations.
  - Companies must develop internal expertise to utilize big data analytical capabilities.
- **Human Capital Management**
  - Insight to workers and workforce requires analytics to determine state of operations.
  - Analytics used effectively across HCM will ensure effective process improvement.
  - Apply analytics across unified set of workforce data and HCM guides improvements.

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Analytics for LOB

- **Marketing**
  - Use of data science on sales data enables ability to guide future actions and decisions.
  - Applying machine learning and predictive analytics to generate most effective insights.
  - Assess the effectiveness of analytics to help lead the decisions needed to optimize sales.
- **Operations and Supply Chain**
  - Use of data science on supply chain enables ability to guide future actions and decisions.
  - Applying machine learning and predictive analytics to generate most effective insights.
  - Assess the effectiveness of analytics to help lead the decisions needed to optimize sales.
- **Sales**
  - Use of data science on sales data enables ability to guide future actions and decisions.
  - Applying machine learning and predictive analytics to generate most effective insights.
  - Assess the effectiveness of analytics to help lead the decisions needed to optimize sales.

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Technology Areas of Focus for Analytics

Analytic Discovery

- Event discovery
- Information discovery
- Visual discovery
- Data discovery

Big Data Analytics

- Advanced analytics
- Discovery and exploratory
- Artificial intelligence and machine learning
- Visualization and presentation

Business Analytics

- Business intelligence
- Mobile, social, location
- Natural language
- Governance and quality

IoT/Operational Intelligence

- Machine data
- Analytic applications
- Streaming analytics
- Embedded analytics

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Market Research for Analytics

Benchmark Research

- Data for Business (Q3)
- Business Analytics (Q4)
- Data Preparation (Released)
- Internet of Things (Q4)
- Data and Analytics in Cloud (Q4)

Dynamic Insights

- Data Lakes (Q1)
- Machine Learning (Q2)
- Natural Language Processing (Q3)
- Streaming Analytics (Q4)

Value Index

- Analytics and BI (Q3)
- Embedded Analytics (Q3)
- Mobile Analytics (Q3)
- Collaborative Analytics (Q3)
- Data Preparation (Q4)
- Business Planning (Q3)

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Services for Users and Providers

Technology Users

- Advisory and Research Services
- Benchmark Assessment
- Educational Workshops
- Market Consultation Service
- Research Reports
- Technology Assessments
- Vendor Selection Guidance

Technology Providers

- Advisory and Research Service
- Benchmark Research Services
- Digital Content Services
- Market Consultation Service
- Research Reports
- Speaking Services
- Strategic Consulting

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Services for Providers

Advisory

Ventana On-Demand

Ventana On-Demand is a personalized business and technology advisory service that provides you with access to insights from exclusive benchmark research, use of reprints of analyst perspectives, professional client management services, and priority briefings. Ventana On-Demand is the only advisory service in which the expert analyst team draws from primary benchmark research, real-world experience, and deep industry knowledge to provide the most accurate lens on the intersection of business and technology.

Consulting

In one-on-one or group discussion sessions, our expert industry research analysts provide objective advice and detailed guidance to sharpen your sales, marketing, service and product strategies. We can help assess the market and determine where you improve your market and product strategies for optimal results, all based in and pulled from our insights and research.

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Market Consultation Service

Overview:

Ventana Research analysts provide insight and guidance on the market through their expertise using our research. The service consists of a two hour consultation, presentation and unique set of recommendations.

Value:

- Smartest path to understanding the state of the technology market to adjust your business efforts.

- Improve technology strategies to better optimize your productivity and performance of business processes.

- Optimize business efforts by overcoming challenges with your people and processes through using technology.

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Digital Services for Providers

White Paper
An authoritative research-based in-depth exploration covering a specific business- and/or technology-related issue. Use it to Articulate the business case for the industry issue your solution can solve.*

Expert Speakers
Reach your prospective buyers, customers or sales team with the right mix of research and insights to motivate and educate your audience.

Infographic
Build awareness on a topic and establish importance through the illustration of key points in a highly targeted visual format containing research facts.

Research Perspective
An authoritative piece of written content made to create awareness of an issue or opportunity. It is a discussion starter, designed to create an interest in further education.*

On-Demand Webcast
A recorded audiovisual presentation to educate audience on a specific topic in 15 or 30 minute duration in a professional replay-hosted environment.

Viewpoint
Industry analyst written perspective on an industry topic in no more than two pages of content to create awareness and insight to buyers and the market.

Webinar
Drive demand and generate leads when our industry analysts present industry trends and issues in a live and interactive approach to your audience.

Online Assessment
Provides immediate recommendations to buyers based on their responses to highly targeted questions that help drive action to improve.

Tweetchat
Online and interactive dialogue on Twitter with an industry analyst, discussing market issues using research statistics to provide awareness on key topics.

Analyst Perspective
Provides industry analyst fact-based perspective on business and technology trends or specifically on a vendor and product.

eBook
Provides education through graphical designed digital content that provides a story to organizations on essential aspects of technology.*

Q&A With Analyst
A written dialogue between client and industry analyst in a question and answer format that can be used in multiple formats.

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David Menninger
SVP & Research Director

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Responsible for the overall research direction of data, information and analytics technologies at Ventana Research.

Covers Analytics, Big Data, Business Intelligence and Information Management along with the additional specific research categories including IT Performance Management and IoT.

Over twenty-five years of experience bringing leading edge data and analytics technologies to market.

Previous roles:

- Head of Business Development & Strategy at Pivotal (Dell/EMC)
- VP of Marketing and Product Management at Vertica, Oracle, Applix, InforSense and IRI Software.

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Questions?

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