



VENTANA  
RESEARCH

# Supercharge Food and Beverage 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.**

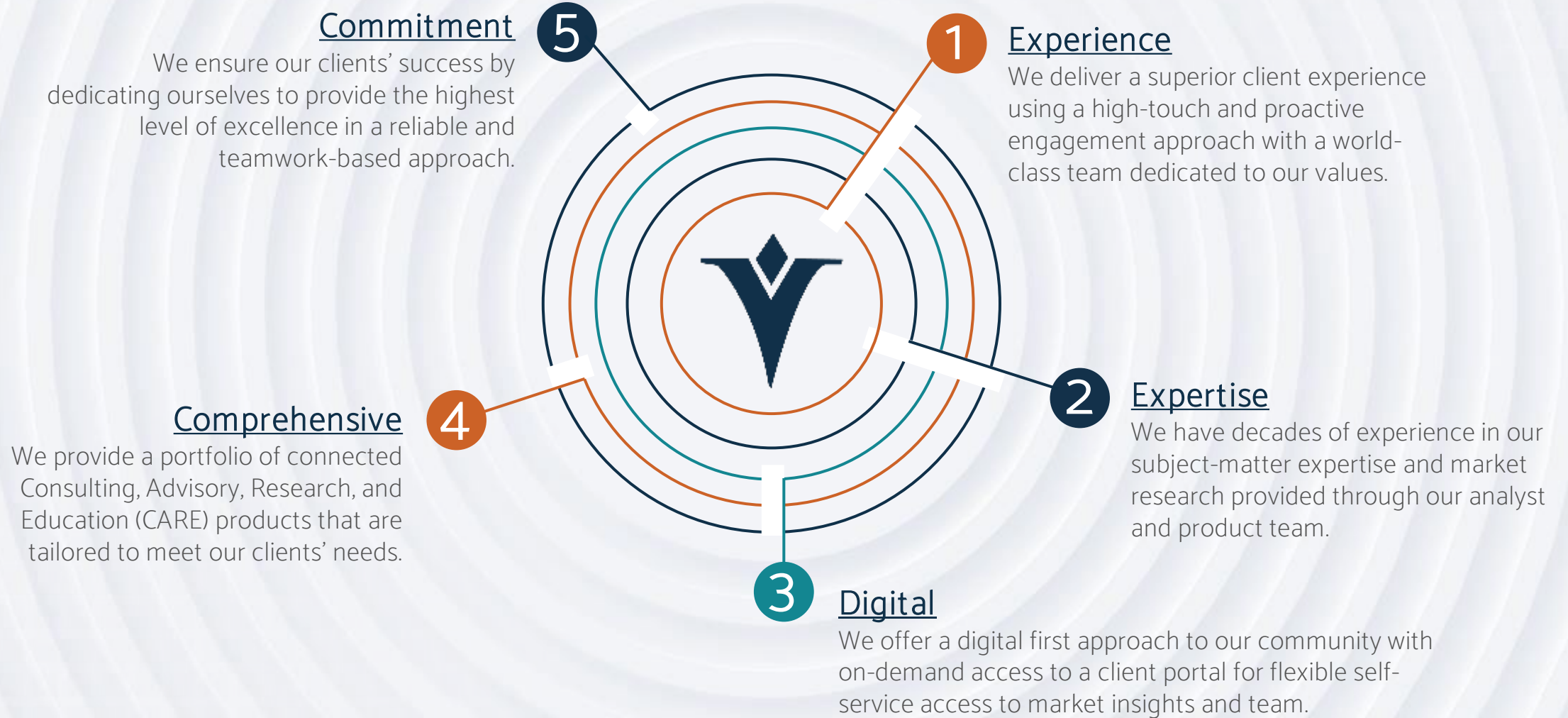
20  
Years  
Strong

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.





# Ventana Research Areas of Food and Beverage Industry Focus

Our areas of expertise help food and beverage 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





# Food & Beverage

## *Industry Assertion*

By 2025, one-half of food and beverage organizations will implement a more comprehensive approach to determine organizational readiness to optimize employee potential.



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**Quincy Valencia**  
VP & Research Director

# Food and Beverage Industry

Modernize digital computing environment requires business and technology investments that can innovate and streamline its financial 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 digital experiences desired by consumers for optimal direct engagement and through digital commerce and retail locations. Unify supply chain to be sustainable for ESG and through applications at every touchpoint requires insights from analytics.



# Challenges For Food and Beverage Industry



1. Portfolio of investments have challenged efficiencies

2. Effectiveness in using technology for optimal insights

3. Modernization of applications for business processes

4. Differentiated workplace for workforce readiness

5. Expected efficiency in digital product experiences

# Business Trends in Food and Beverage Industry

1.

Sustainability and  
Transparency



Demanding consumers want visibility to information about sustainable supply chains and ethical sourcing.

2.

Direct-to-Consumer  
Channel Potential



Now manufacturers can guide products directly to consumers via marketplaces and channels.

3.

Labor and Human  
Capital Potential



Managing workforces annually or seasonally requires focus on HR and talent processes and systems.

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# Food & Beverage

## *Industry Assertion*

By 2024, fewer than one-third of food & beverage organizations will be using a cloud-based ERP platform to optimize market share and profitability objectives through superior supply chain management.

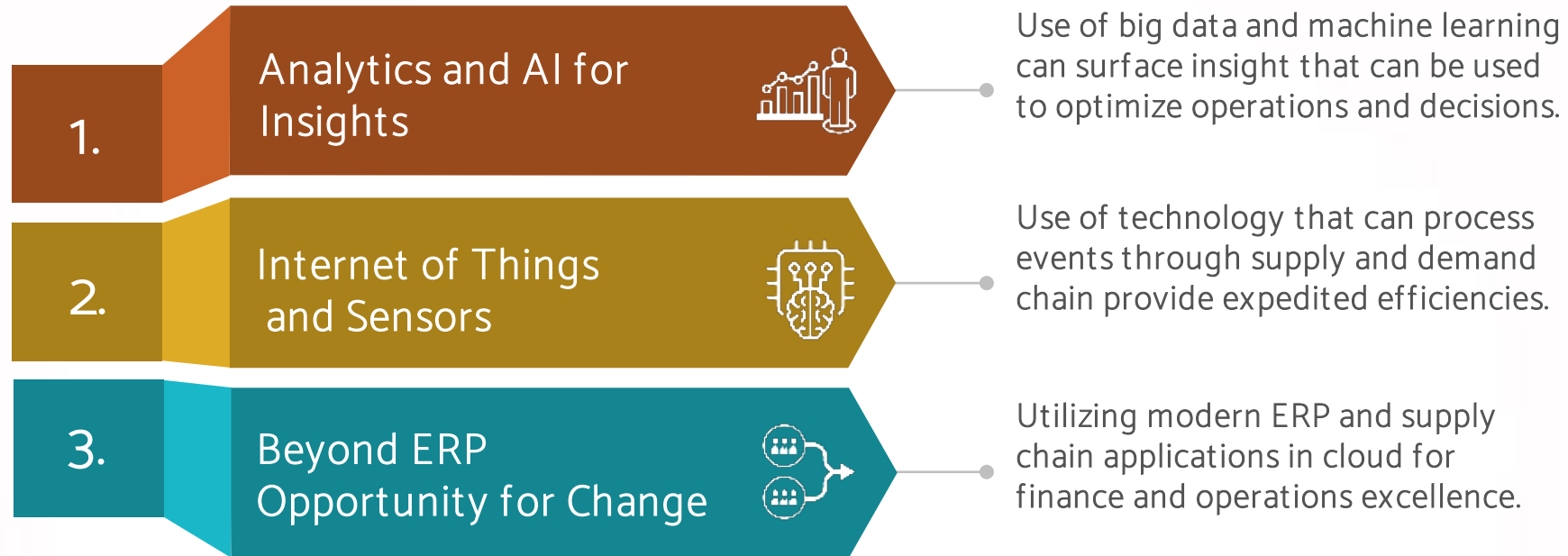


**Robert Kugel**  
SVP & Research Director



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# Technology Trends in Food and Beverage 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 Food and Beverage Industry



**People Analytics Enables Decisions in the Food and Beverage Industry**  
Gaining Insights into the Talent Management Process

WHITE PAPER

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**The Sustainable Supply Chain in the Food and Beverage Industry**  
Ensuring Supplier Continuity and Excellence

WHITE PAPER

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**Continuous Planning for Food and Beverage**  
Plan with Action, Agility and Accuracy

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