



2024 Market Agenda for Artificial Intelligence (AI)

Providing insights on software industry and providers



David Menninger
Executive Director



VENTANA
RESEARCH

NOW
PART
OF



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.

Artificial Intelligence

The use of AI helps enterprises apply technology to process information in much the way humans do, including improving accuracy as more data is used and engages through natural language of text and voice.

Computer Vision

Deep Learning

Generative AI

ML Ops

Model Building &
LLM

Natural
Language
Processing

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 AI driven.
2. Impactful responsiveness using AI to improve experiences.
3. Generative AI can help analysts and non-analysts alike.
4. Modernizing data and analytic infrastructure for AI.
5. Embracing AI through governed ingestion of analytics and data.

AI

Market Assertion

Through 2026, more than one-half of enterprises will realize their AI competencies and skills are insufficient and will require new investments to avoid being at a competitive disadvantage.



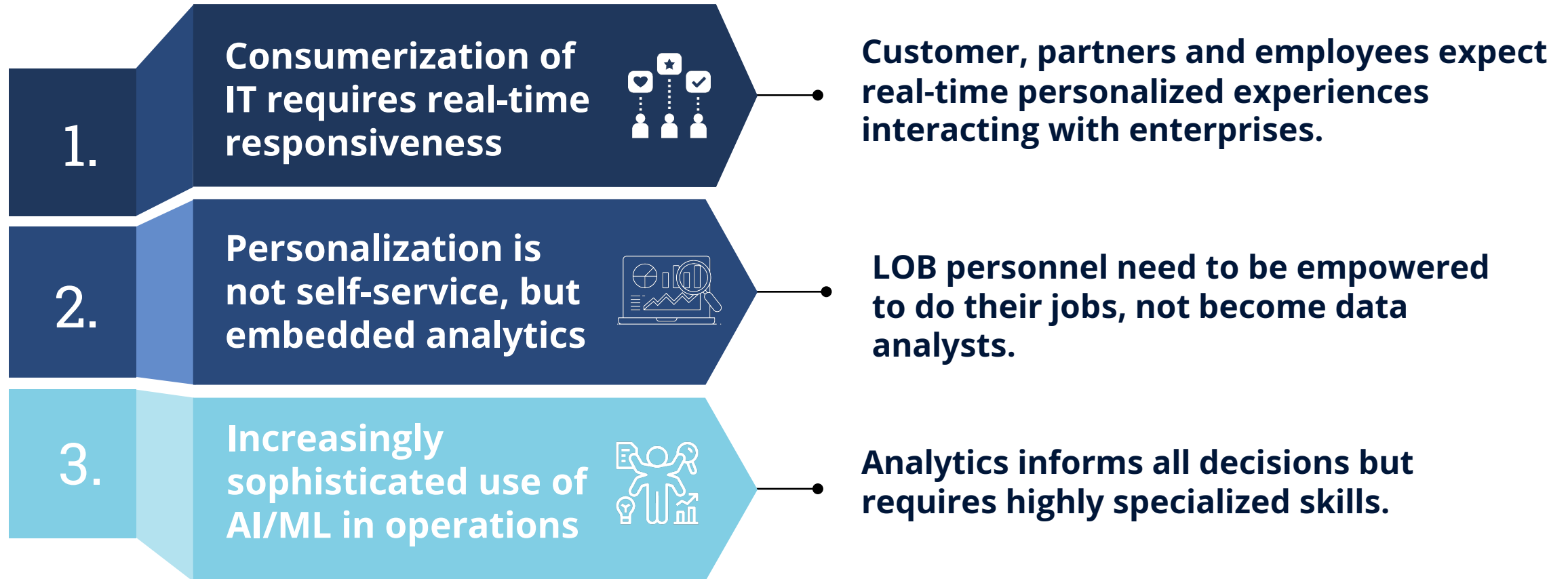
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David Menninger
Executive Director, Technology Research

Business Trends in AI



AI

Market Assertion

Through 2026, one-half of all AI investments will be based on generative AI rather than predictive AI.



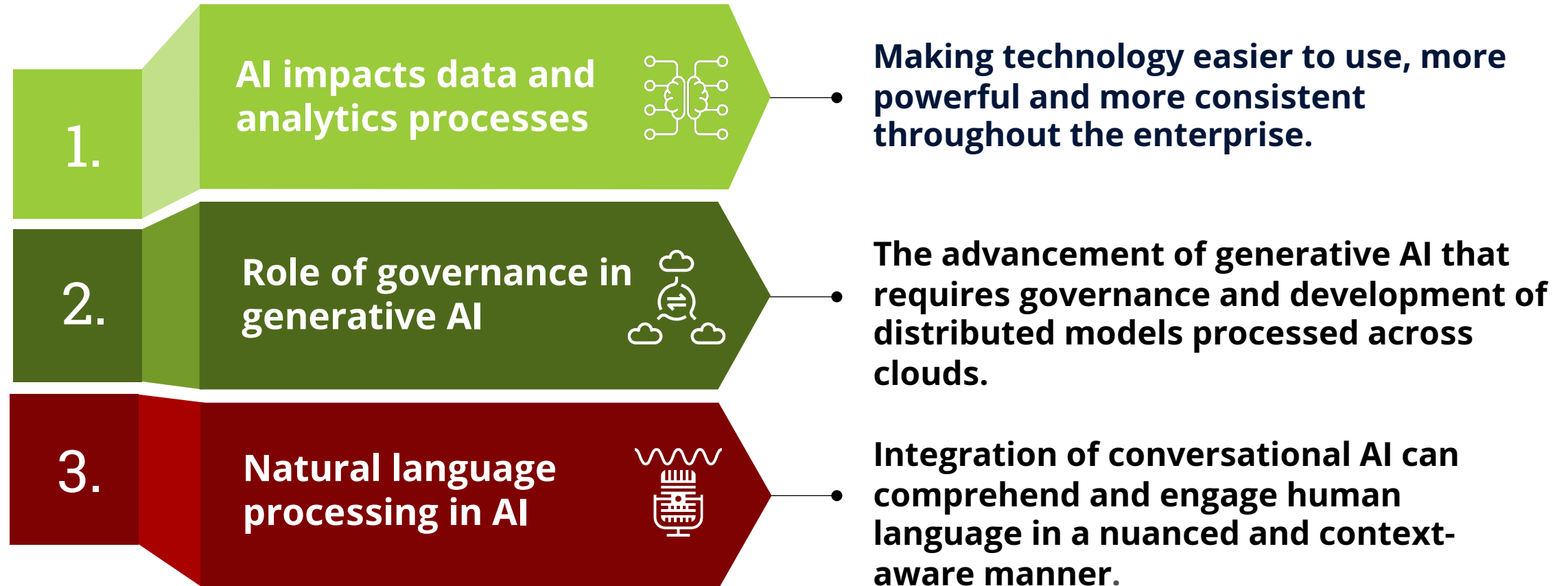
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Technology Trends in AI





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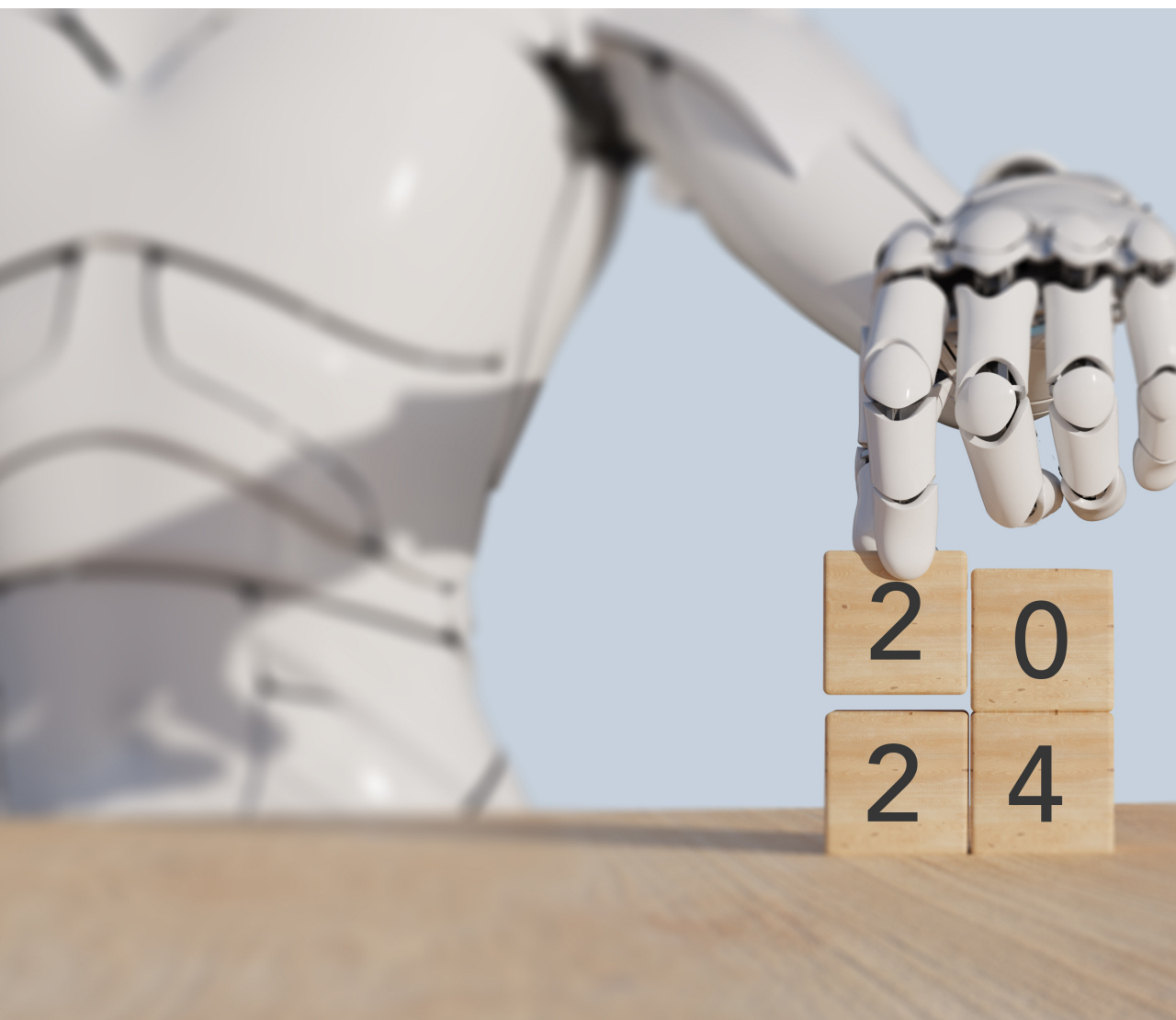
Buyers Guides provide enterprises ability to assess, evaluate, select and source service and software providers and products using advisory services and market research.

- 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**
- **Artificial Intelligence (3)**
 - **GenAI Platforms**
 - **MLOps**
- **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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