



2024 Market Agenda for Digital Technology

Providing insights on the software industry and providers



Jeff Orr
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.

Digital Technology

Innovate and transform business and IT processes to improve efficiency and effectiveness using digital technology that enables a balance of automation and intelligence.

Business Continuity	Cloud Computing	DevOps & Platforms
Digital Security	Intelligent Automation	IoT & Edge Computing
IT Service Management	IT Ops	Observability

Areas of Focus

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

Opportunities for Technology Leaders



1. Chaotic cloud computing environments obstruct potential.

2. The desire for AI places pressure on business and technology skills.

3. Lack of efficiency in processes elevates need for workflow.

4. The need to collaborate guides desire for new technology.

5. Business and digital virtualization aligns need for IT operations.

Digital Technology

Market Assertion

By 2026, 55% of CIOs and IT leaders will have put digital modernization programs into action, giving them the agility and flexibility to adapt to evolving market demands.



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Business Trends in Digital Technology



- 1. Collaborative Computing across Business Processes Optimization** 

Organizations' virtualization of teams and processes require support to engage workforces effectively.
- 2. Balance Priority of Short- and Long-Term Technology Investments** 

A deluge of technology investments require time-to-value evaluation and realization across the business.
- 3. Digital Platforms Needs Renovation for Communications and Interactions** 

Successful outcomes from technology investments require modernization of digital platforms.
- 4. Workforce Readiness Requires People and Technology Development** 

Utilizing the workforce efficiently requires engagement for maximum productivity.
- 5. Customer Experience and Revenue Excellence for Financial Performance** 

Customer engagement for revenue performance helps increase confidence in resulting outcomes.

Digital Technology

Market Assertion

Through 2025, software for digital technologies will empower the enterprise CIO to drive strategic transformation, enabling efficient operations, informed decision-making and a competitive edge in the market.



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Technology Trends in Digital Technology



- 1. Emerging Digital Technologies Modernizing Work and Experiences**  Advancing the enterprise's potential requires using technology to innovate business processes.
- 2. Use of AI & ML Transforms Analytics & Insights for Entire Workforce**  Intelligence in organizations requires use of engineering and science in data and analytics.
- 3. Analytics Fused with Collaboration and Planning Required to Perform**  Modernizing analytics for actions and decisions requires technological reset to achieve results.
- 4. Orchestration of Processes Requires Workflow Automation & Intelligence**  Gaining orders of efficiency across channels and departments requires connection of people & tasks.
- 5. Unifying Cloud Computing Requires Data and Integration platforms**  Enabling efficiency across cloud requires that data and events flow seamlessly across instances.

Digital Technology

Market Assertion

By 2026, one-third of enterprises will have established governance to mitigate risks associated with GenAI software ensuring ethical considerations, avoiding data and model bias, and safeguarding privacy and data security.



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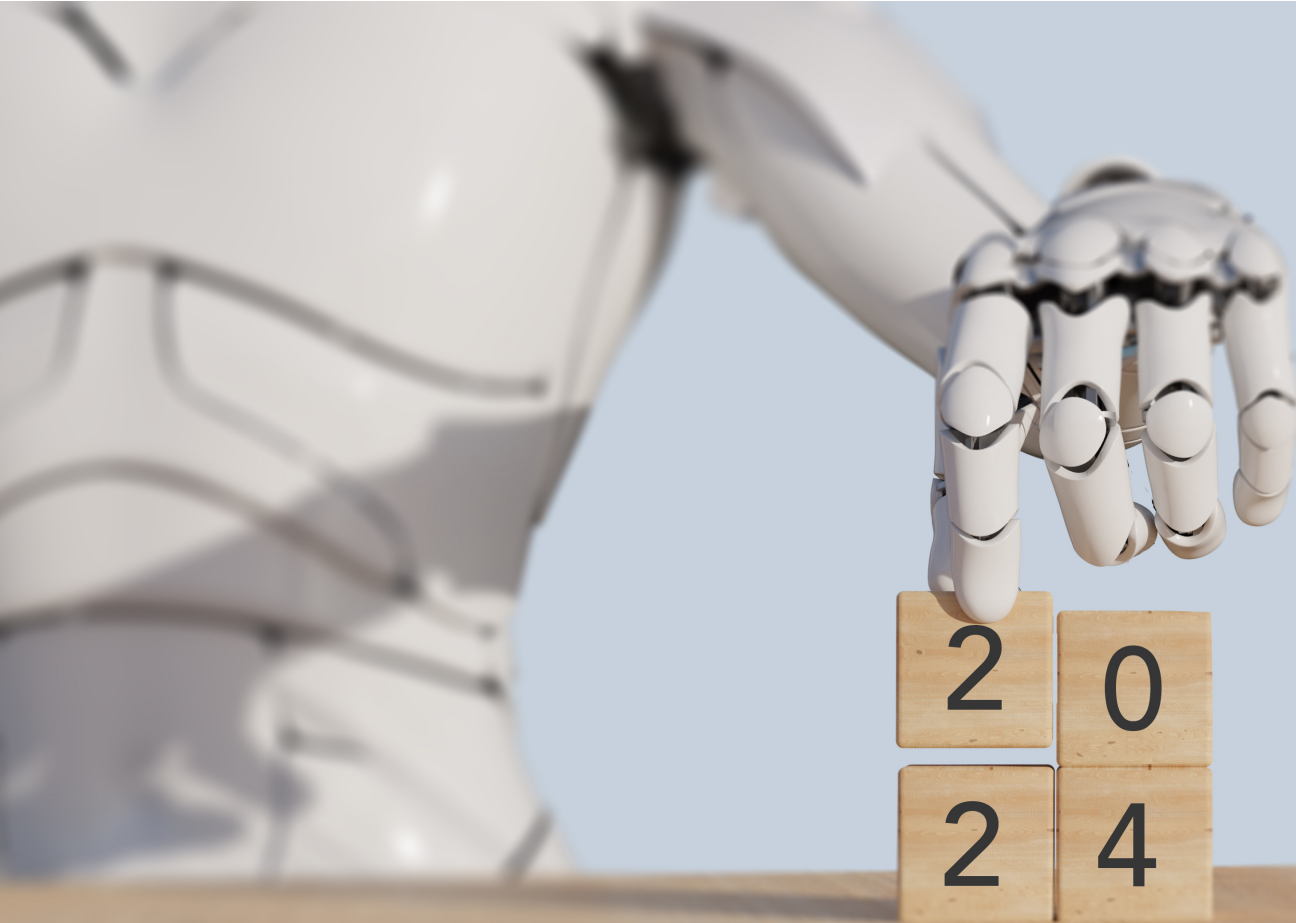
Buyers Guides provide enterprises ability to assess, evaluate, select and source service and software providers and products using advisory services and market research.

- 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

- **Cloud Computing (3)**
 - Private, Public
- **App Development and Operations (3)**
 - Application Development, DevOps
- **Digital Security (5)**
 - Data Protection, Email Protection, End Point Protection, Identity Management
- **Intelligent Automation (4)**
 - Automation Platforms, Conversational Automation, Process Mining
- **IT Service Management (4)**
 - IT Service Management, IT Ops, Observability

Note: (#) 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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