

SAN RAMON, CA, January 07, 2014 **/24-7PressRelease/** -- Ventana Research, providing market research and insights on best practices and the strategic and operational use of technology across business and IT, today released its research and educational agenda for 2014. This agenda details the specifics of the research-based best practice insights the firm will deliver in 2014 to help businesses utilize all available technology resources as effectively as possible. The agenda, which details the specific focuses of the firm's benchmark research and product and technology evaluations in the coming year, starkly delineates the research-based services Ventana Research provides from the offerings of IT analyst firms that rely for guidance on input from limited number of client calls and lack research to properly evaluate and prioritize market trends or to guide and inform the advice they provide.

Ventana Research's research plans for 2014 include benchmark research and Value Indexes covering a broad range of line of business, IT and vertical industry topics. The research will examine a number of technology innovations that are changing the way business operates - big data, business analytics, business and social collaboration, cloud computing, mobile technology and social media. The firm also will introduce more than a dozen new vendor- and technology-oriented Value Index assessments - reports that utilize the most comprehensive research-based methodology in the industry to evaluate product suitability-to-task and the information and support vendors provide in an RFP-oriented format to help organizations reduce cost, time and risk in assessing technologies.

As this research agenda shows, Ventana Research this year will provide the most authoritative available education on best practices and technology choices, all based on its research methodology. This research and education is provided to a community of more than 250,000 members as well as to a far larger universe who receive Ventana Research insights across its media partner network.

Ventana Research conducts primary, quantitative-based research that yields the most definitive available analysis and measurement of the maturity of organizations' ability to advance their business and IT efforts. The research provides analysis of the roles and departments to educate and deliver knowledge on best practices as well as the benefits of using technologies and how to build an effective business case for investment. Ventana Research has benchmarked tens of thousands of organizations over the last decade.

"The business technology analyst industry stagnated in 2013. Overall, we saw little advancement to significantly help business and IT get the sharply focused, fact-based advice they need to confidently make critical investment decisions and determine their priorities in using technology. As executives increasingly face the costs to them of relying on advice that was opinion- rather than fact-based - advice that led them astray on cloud computing, mobile technology, business and social collaboration and other critical business technology innovation -

there is a new understanding of the kinds of insights they need to help them align IT decisions to business needs," said Mark Smith, CEO and chief research officer of Ventana Research. "We are happy to help - to move forward into the new year with a publicly available research agenda built on research and the actual evaluation of how technology is used in organizations. We look not just at future product roadmaps, vendor revenue or number of customers, but rather at critical business process and technology factors like usability, manageability, reliability and adaptability to business. Our decade of market research rigor enables us to provide guidance to fill the void that exists for quality, fact-based research to inform and educate business and technology buyers and suppliers."

For more information about the research agenda please visit [www.ventanaresearch.com/researchagenda](http://www.ventanaresearch.com/researchagenda). Ventana Research also delivers benchmark research facts daily via its social media channel on Twitter at @VentanaResearch.

**About Ventana Research** Ventana Research is the most authoritative and respected benchmark business technology research and advisory services firm. We provide insight and expert guidance on mainstream and disruptive technologies through a unique set of research-based offerings including benchmark research and technology evaluation assessments, education workshops and our research and advisory services, Ventana On-Demand. Our unparalleled understanding of the role of technology in optimizing business processes and performance and our best practices guidance are rooted in our rigorous research-based benchmarking of people, processes, information and technology across business and IT functions in every industry. This benchmark research plus our market coverage and in-depth knowledge of hundreds of technology providers means we can deliver education and expertise to our clients to increase the value they derive from technology investments while reducing time, cost and risk.

Ventana Research provides the most comprehensive analyst and research coverage in the industry; business and IT professionals worldwide are members of our community and benefit from Ventana Research's insights, as do highly regarded media and association partners around the globe. Our views and analyses are distributed daily through blogs and social media channels including Twitter, Facebook, LinkedIn and Google+.

To learn how Ventana Research advances the maturity of organizations' use of information and technology through benchmark research, education and advisory services, visit [www.ventanaresearch.com](http://www.ventanaresearch.com).

## Ventana Research Introduces Market Research and Educational Agenda for 2014

Written by Australian Business

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