

SAN RAMON, CA, May 02, 2014 /**24-7PressRelease**/ -- Ventana Research has launched its newest benchmark research, into the next generation of business planning processes and applications. This research, conducted by the leading business technology research and advisory services firm, will examine systems and tools that operate across business processes and explore the optimal use of information and technology to manage performance.

Business planning - all of the forward-looking activities in which companies routinely engage - has lagged behind the technology and process changes that are reshaping business today, but this situation is now ripe for change. Thanks to the maturation of information technology, companies are beginning to fundamentally change how they plan. But most organizations first must realize that a more effective process is possible and then must decide whether it's worth the investment. This research is designed to address these challenges.

Typically the only company-wide business plan is the budget. Today's budgeting and operational planning efforts are only loosely connected. Next-generation business planning closely integrates unit-level operational plans with financial planning and shifts the emphasis from financial budgeting to planning and to performance reviews that integrate operational and financial measures. It uses available information technology to help companies plan faster with less effort while achieving greater accuracy and agility. Our benchmark research will document the gaps that currently prevent companies from improving planning and indicate ways in which IT can bridge these gaps.

This research will investigate the extent to which finance and line-of-business departments are moving to support new planning processes and how they are using technology to access and use all available information to manage the business toward established goals and performance objectives. It will apply Ventana Research's Performance Index to assess organizations' levels of satisfaction and benefits realized. The research will also examine the use of other innovative technologies such as business collaboration, cloud computing and mobile technology to support next-generation business planning.

"Business planning today is a relic - a process hemmed in by obsolete conceptions of what it can be," said Robert Kugel, SVP research at Ventana Research "The transformation of planning processes that has begun is helping finance gain visibility to the information that helps management to know when and how control should be applied to help improve results of business processes and financials. We expect this research will demonstrate that the managed use of next-generation business planning applications enables organizations to achieve increased levels of efficiency and also the ability to manage costs and resources more effectively throughout an organization."

Ventana Research Launches Benchmark Research into the Next Generation of Business Planning

Written by Australian Business

Those interested in learning more about or participating in this benchmark research can do so at <http://www.ventanaresearch.com/NextGenBusinessPlanning>. The research is being sponsored by Anaplan, Host Analytics, Proformative and SAP. Ventana Research, a leading business technology research and advisory services firm, provides qualified research participants with an incentive, complimentary report and presentation of the research findings as well as access to a free educational webinar on key findings from the benchmark research.

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.

Media: Information related to this Benchmark Research and interviews are available upon request.

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