

Analytics & Data Management Intelligence Service

Part of the AI & Intelligent Automation Service Area Package

Ongoing coverage of information, data, and analytics technologies enabling the creation of comprehensive, agile, secure, and scalable data architectures capable of breaking down corporate and technological silos in support of advanced analytics and AI workloads.

“ Digital transformation has led to an explosion of data and the need to collect, store, process, manage, and analyze an exponentially expanding array of data types originating from a myriad of data sources across heterogenous cloud and premises deployment scenarios. The enterprise best able to navigate this complex data landscape will stand ready to tackle new challenges and opportunities, both seen and unseen. ”

Bradley Shimmin
Chief Analyst

Analytics & Data Management Intelligence Service

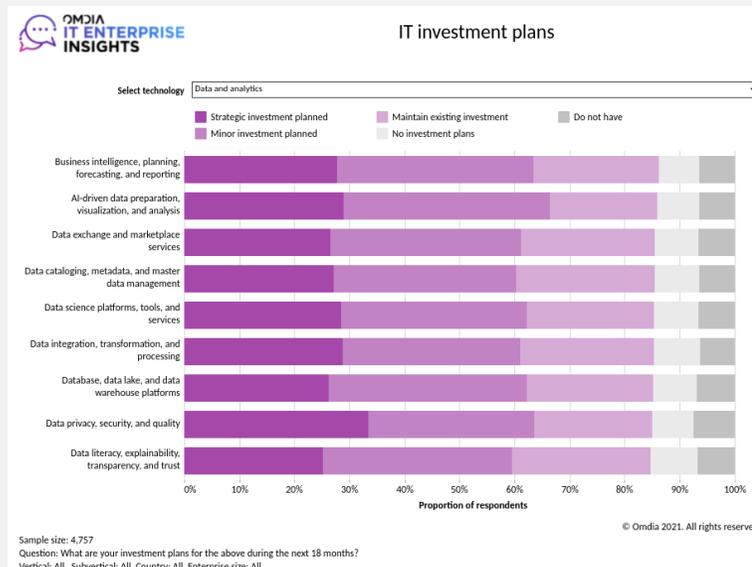
Part of the AI & Intelligent Automation Service Area Package

HOW OMDIA HELPS YOU

- Understand the role of digital transformation, data science, information management, big data, and hybrid/multi-cloud practices.
- Evaluate products by category to assess their applicability and advantages.
- Discover the challenges and opportunities for specific roles such as data scientist, data engineer, DataOps practitioners, and business users.
- Identify and investigate key industry trends such as evolution of content management systems, data warehouses, data lakes, and databases in support of advanced analytics and AI workloads.
- Find out more about the market for data and information processing, management, governance, privacy, and more.

KEY QUESTIONS ADDRESSED

- How will leading-edge data and analytics technologies enable new applications and business models?
- Who are the key ecosystem participants driving new data, analytics, and AI paradigms?
- How are business applications evolving to incorporate AI and analytics insights?
- Coverage of evolving information management, data storage and processing platforms, analytics tools, and data management solutions.



Investment plans over the next 18 months

Analytics & Data Management: Meet the Analysts



Natalia Modjeska
Research Director,
AI & Intelligent
Automation



Bradley Shimmin
Chief Analyst,
AI Platforms, Data &
Analytics



Sue Clark
Associate Senior Analyst,
Enterprise Content
Management

Analytics & Data Management: Deliverables



MARKET FORECASTS

—Annual—

A five-year view on growth in information and data management software markets, segmented by vertical, region, country, and function -- updated annually.



MARKET LANDSCAPES

—Annual—

Assessing emerging markets for data analytics and information management



REPORTS

—Annual—

Reviewing modern data warehouses in support of both structured and semi-structured information



CASE STUDIES

—Quarterly—

Recommendations, best practice, and advice from real-world product and service deployments



ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more



ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

Analytics & Data Management: Market Data

Market Landscapes

Assessing the evolving market for modern data warehouse platforms, which are evolving rapidly to tackle modern, cloud-native services, hybrid/multi-cloud deployments, as well as disparate data and analytics workloads.

Frequency: Updated annually

Market Forecasts

Omdia's analytics and data management software market forecast provides revenue estimates for key segments for a five year period, covering four regions, eight subregions, 20 countries, and 16 verticals. Market segments are Data integration, management, and processing; Business intelligence and analytics; Data storage infrastructure; Data science platforms, tools, and services; Data governance, privacy, and security, and Enterprise information and content management.

Frequency: Updated annually

Market Maturity Study

Building on primary enterprise practitioner research, Omdia will provide an ongoing, in-depth analysis of current market trends in analytics and data management. Areas of analysis will include the following.

- The evolving role data in supporting digital transformation projects
- Best practices in building a culture of data across the enterprise
- Emerging data and analytics engineering roles
- Comparative data maturity across region, vertical, and use case
- Technical and corporate challenges in building continuous intelligence

Frequency: Updated annually

Analytics & Data Management: Reports

Evaluation Reports

Reviewing how information management, data storage, and data processing practices will evolve for companies seeking to adopt a data-driven, AI-infused culture of intelligent innovation. Solutions covered will include:

- Modern data warehouses and the myth of the data lakehouse
- Bringing the power of graph databases to bear on AI in the enterprise
- Exploring edge-savvy databases for AI workloads
- Solving the AI observability whodunnit
- Streaming data and the myth of continuous intelligence

Frequency: Ongoing

Trends to Watch Reports

Annual trends to watch report providing analysis and evaluation of trends in the field, including from Omdia primary research data into enterprise information and data management. Topics covered will include:

- Prioritizing data across the business
- Building transparent data architectures
- Democratizing analytical insights
- Open-source plus cloud-native tooling
- Pandemic-fueled digital transformation priorities

Frequency: Annual

Analytics & Data Management: Research Themes for 2022

Modernizing the data warehouse

The analytical database market has evolved and expanded considerably in recent years with technology moving from traditional relational data architectures to more flexible columnar and even object stores. This has of course led to a proliferation of databases within the enterprise. Now, technology providers are seeking to simplify things with multi-modal databases that can simultaneously take on disparate data types and workloads within a single, easy-to-manage solution.

Turning data consumers into data creators

Customers demanding a more scalable approach to managing data across the enterprise will begin to explore new, distributed data architectures such as data fabrics and eventually data meshes as a means of putting more power into the hands of departmental domain experts and data owners. The objective is to empower these users, encouraging data use and re-use, all without overloading central IT resources.

Asking more from BI and analytics tools

Companies are anxious to look beyond historic, departmental business intelligence (BI) and reporting and instead embrace company-wide, contextual, continuous, and prescriptive insights, will begin seeing more opportunities in 2022 built on innovations in natural language processing (NLP), natural language generation (NLG) real-time data streaming, and machine learning (ML).

Improving data through metadata

As data volume and variety rises, and as software moves more freely between premises, cloud, and multiple-clouds, enterprises will reach out for new ways to manage data. Ideas such as metadata repositories (data catalogs), data fabrics (data as an API service), and data virtualization will take center stage, helping companies do away with data silos, fragile data pipelines, and uneven security/privacy policies, all without disrupting existing infrastructure investments.

Unifying BI and data science

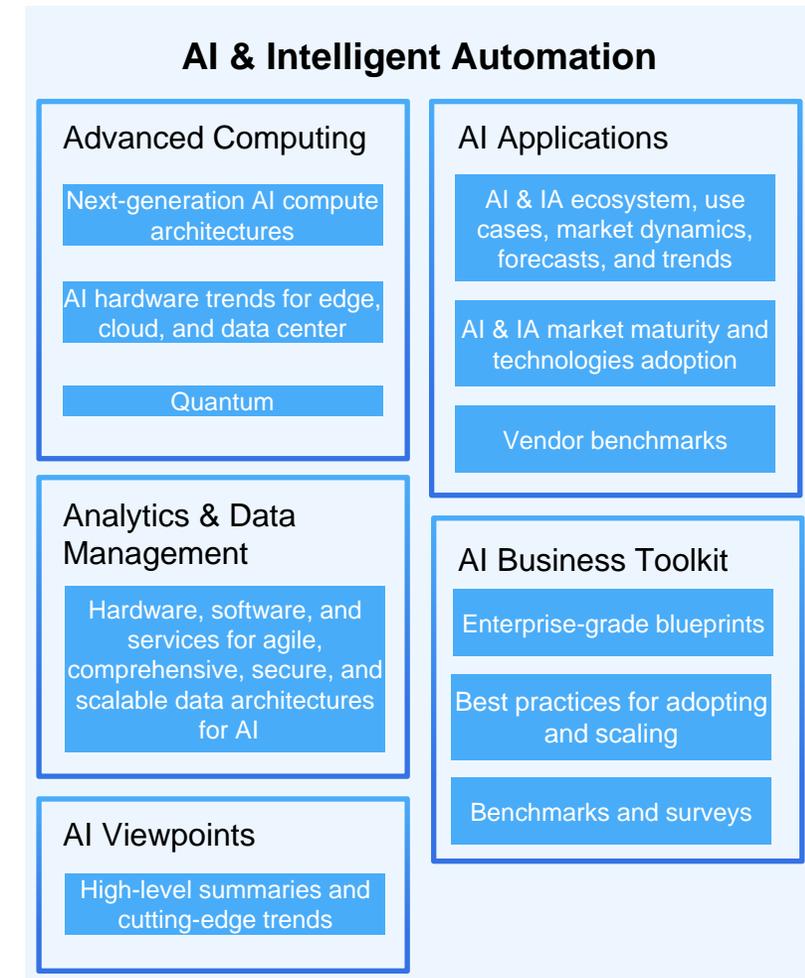
Enterprise BI and analytics vendors will seek to incorporate AI development capabilities directly into analytics solutions to expand their appeal among the burgeoning market for data science practitioners within the enterprise. This move will coincidentally help drive the use of AI among traditional analytics users as a core data storytelling technique.

About Omdia's AI & Intelligent Automation Research

Omdia provides valuable, detailed, and comprehensive research on the core elements of the AI and IA ecosystem. Our research portfolio spans the entire AI and IA value chain, from AI hardware to AI use cases, applications, software, platforms, and services. We cover a wide variety of companies including AI startups, hyperscalers, chipset vendors, cloud providers, OEMs, IT vendors, AI platform vendors, AI and IT services companies, and enterprises deploying AI and IA across different vertical markets.

Omdia's AI & IA research also provides insights into the drivers and barriers in key vertical markets and examines the challenges, investment strategies, and supplier choices of enterprises that are in the process of adopting and scaling AI, ML, and data science.

Omdia's syndicated AI & IA research is delivered via five distinct intelligence services: Advanced Computing, AI Applications, Analytics & Data Management, AI Business Toolkit, and AI Viewpoints. Through a rich collection of reports, forecasts, surveys, and analyses, each of these intelligence services provides our clients with insights into the latest AI and IA business and technology trends and how these developments affect the market (and their organizations) now and in the future. Our clients also enjoy access to our analyst team, thus ensuring their questions are answered completely and promptly.



Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



Tom Coate
Customer Success
Manager



Kâren Dyer
Customer Success
Manager



CONNECT WITH US

 @OmdiaHQ | [ondia.com](https://www.ondia.com)

Customer Success

E: customersuccess@ondia.com

SALES

US: +1 (212) 652 5335

APAC: +61 (0)396 016 700

EMEA: +44 (0)7771 980 316

ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies. Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.