

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

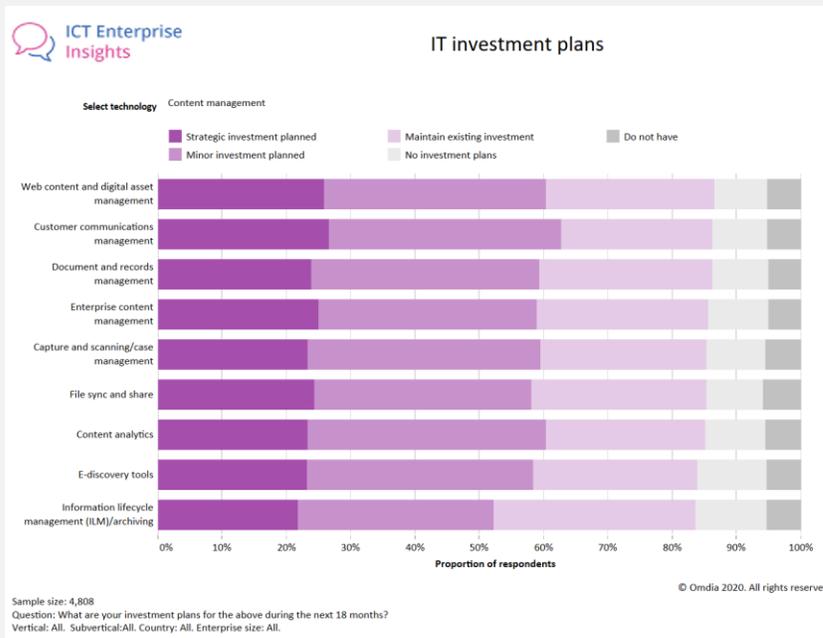
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HOW OMDIA HELPS YOU

- 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/DevOps 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?
- What applications?
- 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



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Chief Analyst,
AI Platforms, Data &
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Sue Clark
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Enterprise Content
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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 databases for big data, data lakes, data warehousing



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 platforms, which are capable of displacing highly specialized databases by supporting multiple data types, AI workloads, advanced analytics, as well as hybrid- and multi-cloud deployments.

Frequency: Updated annually

Market Forecasts

A five-year view on growth in information and data management market, segmented by vertical, region, country, and function. New areas of coverage for 2021 include Data storage as well as data science platforms, tools, and services.

Frequency: Updated annually

Case Studies

Through hands-on case studies Omdia provides recommendations, best practice, and advice from real-world product and service deployments. Areas of coverage will include the following.

- Visualizing complex data relationships within specialized databases (eg. graph databases)
- Searching for bias in data and explaining AI outcomes
- Managing data science projects within the enterprise database
- Scaling data across hybrid- and multi-cloud deployments

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:

- Data lakes data warehouses, and the rise of data lakehouses
- Plying data catalogs and data exchanges for a 360 degree view of enterprise intelligence
- Teaching analytics and data visualization solutions to speak with AI
- Modernizing enterprise content and information management systems

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:

- Self-service analytics on its way to becoming a corporate competency thanks to AI
- Cloud, edge, and hybrid computing, reinventing how enterprises approach data storage and processing
- New data privacy and security problems evolving from the COVID-19 pandemic
- The emergence of data engineering as the key to the intelligent enterprise

Frequency: Annual

Analytics & Data Management: Research Themes for 2021

Modern databases for the digitally transformed: cloud-native computing, big data, and ML applications

The database market has evolved considerably in recent years as technology has progressed, moving from traditional relational to columnar then object store, and now on to autonomous AI-managed, hybrid, and multi-modal mart databases. A comparative report will provide a timely independent assessment.

Managing the data lifecycle

Customers will demand a more comprehensive, lifecycle-complete approach to data creation, storage, processing, collaboration, security, privacy, archive, and destruction. In turn, this will drive technology providers to think more broadly, particularly those with point solutions such as data preparation and data cataloging in support of analytics and data modeling in support of AI algorithms.

Continuous Intelligence

Market landscape research on the emerging move from backwards-looking, departmental business intelligence (BI) toward company-wide, contextual, immediate, and responsive insights, driven by key innovations in natural language processing (NLP), containerization, and machine learning (ML).

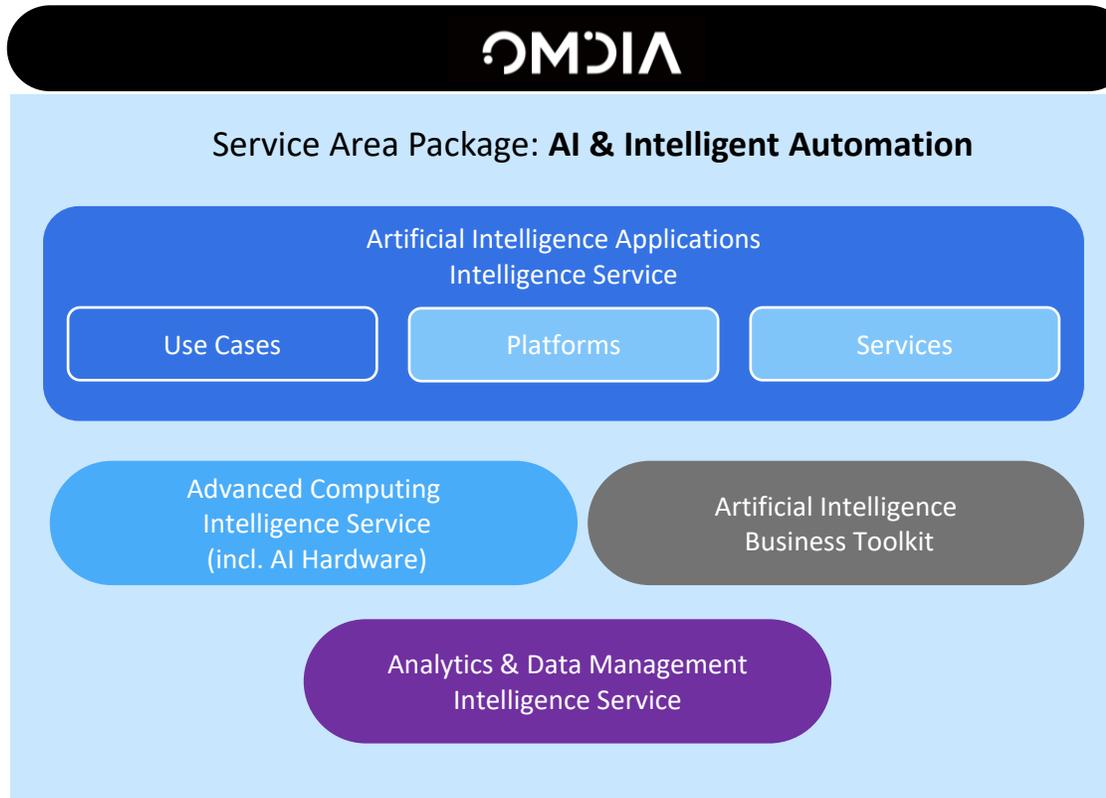
Evolving toward the citizen data engineer, analyst and scientist

Market efforts to automate repeatable tasks and augment difficult decisions are compelling for enterprises facing a significant data science skills gap. If realized properly these efforts, rooted in AI models and algorithms tailored to specific business requirements, could also open up data expertise to broader business stakeholders.

The next reinvention of enterprise analytics

Recent work among modern business intelligence (BI) providers to containerize software for more flexible cloud/premises consumption will lead to a new opportunities where AI-informed analytics microservices can be embedded right at the point of business decisions, enabling, at long last, the true democratization of data.

Related Content: AI & Intelligent Automation Service Area Coverage



About Omdia’s AI & Intelligent Automation Research

The AI & Intelligent Automation research area provides a full-stack view of AI across applications, software, hardware and services. There is coverage across a wide variety of companies from AI startups, hyperscalers, chipset vendors, cloud providers, OEMs, IT vendors, AI platform vendors, AI and IT services companies, as well as several end user companies deploying AI across different vertical markets.

AI is beginning to move from proof of concept (PoC) into a stage of industrialization, with vendors and end users looking to understanding the business of AI. Omdia’s AI business toolkit is aimed at bridging the gap between the technology and the economic value of AI, giving clients a range of tools to benchmark, measure and plan around the commercialization of AI.

To complete the circle, AI & Intelligent Automation also covers the impact of AI and automation from the perspective of AI hardware for cloud and edge, robots, autonomous machines and the next-generation compute stack from quantum computing to HPC that is emerging to support new applications and services.

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:



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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.