Research Agenda, Jul - Sep 2018

This document highlights MWD Advisors' research priorities, and is updated quarterly. You can find more information on the scope and shape of MWD Advisors' research program at https://www.mwdadvisors.com/research-program/

General trends: our 'How Digital Technology Changes Work' podcast, published roughly every week, combines research team discussions and interviews with leaders driving big changes in business technology. (CW, NWD)

Automation architecture: reporting on how organisations can employ blends of automation and augmentation (AI) technologies to fit particular use case patterns. (NWD)

AI in the enterprise: analysing use cases for predictive technologies and reporting on the changing vendor landscape (NWD, CW)

Blockchain for business: looking beyond cryptocurrency exchanges to how distributed ledger technologies can be applied in broader business environments (such as supply chain, government, healthcare, insurance, and media) by integrating with IoT, AI, content platforms, and 'traditional' business applications - developing vendor coverage, and researching early adopter case studies. (CW)

Data literacy, ethics, and governance: how businesses can re-frame the relationships they have with their customers, through more transparent use of their personal data; and the frameworks, tools, and processes which can be put in place in the GDPR era to respect privacy whilst still providing personalisation - profiling vendors and platform ecosystems, and researching case studies. (CW)

Digital Integration Platforms/iPaaS: expanding vendor coverage and researching case studies. (NWD)

Low-code App Development and Process Application Platforms: expanding vendor coverage, continuing updates to our in-depth profiles, researching case studies. (NWD)

Making content work *smarter*, across the extended enterprise: continuing to profile vendors and research case studies at the nexus of customer experience, content collaboration, management, and workflow, and machine learning - leveraging cloud platforms and on-premise systems for the pragmatic, hybrid, digital enterprise. (CW)

Robotic Process Automation: expanding vendor coverage and researching case studies. (NWD)

Lead analyst key: CW = Craig Wentworth; NWD = Neil Ward-Dutton

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