

# Planned Research Reports & Schedule

## 1H CY2025 (Feb-June)

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February 2025

- This document presents a digest of all the research reports that Konsulter plans to publish in calendar year 1H CY 2025 (Feb-June 2025).
- The document also provides a quick snapshot of the following:
  - Konsulter Research Architecture (Types of Reports)
  - Research Scope - Technology & Industry Domains covered
  - Geographical Scope

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## KONSULTEER : OVERVIEW



We are a a Global IT Analyst & Management Consulting Firm with presence in Mumbai, Bengaluru, and Paris.



We advise Fortune 500 companies leverage the power of technology for business transformation & growth.



## OUR WORK: CONSULTING SERVICES

### Bold. Pragmatic. Impactful.

We deliver bold, holistic, pragmatic, and impactful solutions that empower organizations to achieve transformative growth and excellence.



### Strategy & Business Growth

Create value and steer your organization forward with bespoke, data-driven strategy.



### Marketing & Sales

Understand your customers' needs and pain points. Position your firm effectively. Run impactful integrated marketing initiatives. Boost sales effectiveness.



### Digital, Data, & AI

Develop an effective digital transformation strategy. Leverage AI/GenAI for competitive advantage

# RESEARCH THAT MATTERS: OUR FOCUS

## Research Coverage: Technology Solutions (Software+Services)

### Data & AI

- Agentic AI
- Artificial Intelligence
- Generative AI
- Data Management (Database, Data Platform, Data Governance)
- Business Intelligence & Analytics

### Enterprise Applications

- ERP (Enterprise Resource Planning)
- CRM (Customer Relationship Management)
- Industry specific applications
  - Banking & Financial Services Applications (Core Banking, Lending, Collections, Risk Management)
  - Insurance Applications (Underwriting, Marketing & Sales, Agency, Claims Processing)
- Supply Chain Management
- Business Process Management (BPM) & Workflow Automation
- Custom Application Development & DevOps



# RESEARCH THAT MATTERS: OUR FOCUS

## Research Coverage: Technology Solutions (Software+Services)

### Cybersecurity

- Security Operations
- End-Point Security
- Identity & Access Management
- Network Security

## Research Coverage: Industry Coverage

Banking & Financial Services (BFS)

IT & Global Capability Centers (GCCs)

Pharmaceuticals & Healthcare

Insurance

Manufacturing

Retail & Wholesale



# RESEARCH ASSETS (REPORT TYPES)

## 1. Ambition to Action

Advisory reports to guide IT End Users (CIOs/CTOs/CDOs) on leveraging and maximising the potential of a specific technology domain. These could include the following reports:

- Strategy Documents (e.g. Charting a GenAI Strategy)
- Identification of Use Cases (e.g. AI use cases in Banking)
- Technology/Product/Vendor Selection
- Best practices to implement, use and maximise the potential of a technology (e.g. Strengthening Data Democratization and Data Fluency within organizations)
- Determination of the Rol and Business Value of a specific technology category or product

## 2. Industry Pulse

Reports that highlight

- Key market, technology, and industry specific trends
- Provide in-depth exploration of a specific theme in a technology or industry vertical through a Konsulter conducted survey
- In-depth assessment of the market opportunity (current market size and forecasts) of a specific technology category
- In-depth, survey-based assessment of the maturity of a company, industry, or country in a select technology category
- Timely, and actionable insights for IT End Users on new product developments and announcements by the IT vendor community



# RESEARCH ARCHITECTURE (REPORT TYPES)

## 3. Industry Horoscope

- Advisory reports to guide IT End Users (CIOs/CTOs/CDOs) and IT vendors on the top priorities and challenges in specific technology & industry domains in the next year.
- These reports are published annually from October - March time frame.

## 4. Customer Value Meter

- Reports that provide in-depth perspectives of actual end users on a specific product/solution of an IT vendor.
- Support the IT End Users in vendor/product screening
- Based on proprietary Konsulter Framework that provides a Customer Value Score to each product/vendor based on select criteria. The report mostly relies on actual customer feedback and to some degree on analyst input.

## 5. Vendor Compendium

- Reports that provides a view of the vendor landscape in a specific technology or industry domain.
- The landscape includes a high-level overview of each vendor, its capabilities, customers, presence, revenue, and employee details.

## 6. Vendor In Focus/ Product in Focus

- Reports that provides a detailed profile of a select vendor or its product/solution, and includes perspectives on the product/vendor profile, capabilities, strengths, weaknesses, and considerations for the IT End Users.



# RESEARCH CALENDAR

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# Q1 CY2025 (Feb-March)

Report Type	Report Title	Report Overview
Industry Pulse	<b>Agentic AI in 2025: Adoption Trends, Challenges, and Opportunities</b>	<ul style="list-style-type: none"> <li>A global Konsulter survey of 900 enterprises uncovers the current landscape of Agentic AI adoption, its primary use cases, challenges faced during implementation, and the path forward.</li> </ul>
Ambition to Action	<b>Agentic AI Playbook for Technology Leaders</b>	<ul style="list-style-type: none"> <li>This playbook provides technology leaders with actionable strategies to leverage Agentic AI, enabling smarter decision-making, enhanced automation, and innovative solutions to navigate the future of AI-driven transformation.</li> </ul>
Ambition to Action	<b>The CEO Guide to Agentic AI</b>	<ul style="list-style-type: none"> <li>A concise and actionable guide designed to help CEOs understand and leverage Agentic AI, driving strategic innovation, operational excellence, and sustainable growth in an AI-powered world.</li> </ul>
Ambition to Action	<b>Agentic AI Playbook for IT Sales &amp; Marketing Leaders</b>	<ul style="list-style-type: none"> <li>Based on a survey of 900 enterprises, this playbook equips IT sales and marketing leaders with strategies to leverage Agentic AI, enabling personalized customer engagement, streamlined operations, and data-driven decision-making to accelerate growth and competitive advantage.</li> </ul>
Industry Pulse	<b>Agentic Use Case Compendium across Industry verticals (BFSI, Manufacturing, Retail, Supply Chain, Energy &amp; Resources, Telecom, Pharma &amp; Healthcare, Professional &amp; Personal Services, &amp; Government)</b>	<ul style="list-style-type: none"> <li>The Agentic AI Use Case Compendium across Business Functions presents a comprehensive collection of generative AI applications, offering innovative solutions for various business functions across industry verticals. This report explores how Agentic AI can transform operations, enhance customer experiences, and drive competitive advantage across different industries.</li> </ul>

# Q1 CY2025 (Feb-March)

Report Type	Report Title	Report Overview
Industry Pulse	<b>From Smart Cities to Smart Enterprises: The Role of Agentic AI in Middle East's Digital Transformation</b>	<ul style="list-style-type: none"> <li>Based on a Konsulter survey of 150+ enterprises in the Middle East, this report sheds light on the current landscape of Agentic AI adoption, its primary use cases, challenges faced during implementation, and the path forward for organizations in the region.</li> </ul>
Industry Pulse	<b>Agentic AI in Western Europe: Adoption Trends, Regulatory Challenges &amp; Opportunities</b>	<ul style="list-style-type: none"> <li>Drawing insights from a Konsulter survey of over 200 enterprises in Western Europe, this report examines the state of Agentic AI adoption, highlights key use cases, addresses implementation challenges, and outlines the way forward for organizations in the region.</li> </ul>
Industry Pulse	<b>Agentic AI in India: Driving Business Transformation Across IT, Finance &amp; Manufacturing</b>	<ul style="list-style-type: none"> <li>Views curated from a survey of 100+ enterprises in India on Agentic AI opportunity, use cases, current state of adoption, future trends, challenges faced, and decision-making process.</li> </ul>
Industry Pulse	<b>Generative AI in the UAE: Opportunities Ahead, Challenges to Conquer</b>	<ul style="list-style-type: none"> <li>Based on a survey of 200 enterprises in the UAE, this survey report explores the state of Generative AI adoption in the UAE, uncovering its key use cases, implementation challenges, and strategic priorities for organizations as they navigate the path to AI-driven innovation.</li> </ul>

## Q2 CY2025 (April, May, June)

Report Type	Report Title	Report Overview
Industry Pulse	<b>GenAI Adoption Report 2024: What Worked, What Didn't, and the Road Ahead</b>	<ul style="list-style-type: none"> <li>Insights and perspectives curated from a survey of 630 enterprises globally across key countries and industry verticals on GenAI opportunity, use cases, current state of adoption, future trends, challenges faced, and decision-making process</li> </ul>
Industry Pulse	<b>GenAI &amp; Agentic AI in Banking &amp; Financial Services (BFS): Unlocking Potential, Adoption Trends, Pitfalls, and Best Practices - Global Edition</b>	<ul style="list-style-type: none"> <li>Views curated from a survey of 180 enterprises in BFS globally on GenAI &amp; Agentic AI opportunity, use cases, current state of adoption, future trends, challenges faced, and decision-making process</li> </ul>
Industry Pulse	<b>GenAI &amp; Agentic AI in Insurance: Unlocking Potential, Adoption Trends, Pitfalls, and Best Practices - Global Edition</b>	<ul style="list-style-type: none"> <li>Views curated from a survey of 80+ enterprises in Insurance globally on GenAI &amp; Agentic AI opportunity, use cases, current state of adoption, future trends, challenges faced, and decision-making process</li> </ul>
Industry Pulse	<b>GenAI &amp; Agentic AI in Manufacturing: Unlocking Potential, Adoption Trends, Pitfalls, and Best Practices - Global Edition</b>	<ul style="list-style-type: none"> <li>This report provides a deep dive into the transformative impact of GenAI &amp; Agentic AI in the manufacturing sector. It explores global adoption trends, common challenges, and actionable best practices to help manufacturers harness the full potential of GenAI for innovation and efficiency.</li> </ul>
Industry Pulse	<b>Agentic AI Ecosystem Landscape</b>	<ul style="list-style-type: none"> <li>This report provides an in-depth overview of the evolving Agentic AI ecosystem, mapping key players, technologies, and trends while highlighting opportunities and challenges shaping the future of AI-driven innovation.</li> </ul>

## Q2 CY2025 (April, May, June)

Report Type	Report Title	Report Overview
Industry Pulse	<b>Scaling BI within enterprises: State of Adoption, Challenges, &amp; Future Trends of BI, Global Edition</b>	<ul style="list-style-type: none"> <li>A survey of 340 enterprises globally to understand BI opportunity, current state of adoption, future trends, challenges faced, and decision-making process</li> <li>The report is a deep-dive on why BI adoption has stagnated and how can it be progressively scaled</li> </ul>
Industry Pulse	<b>Global Agentic AI Solutions Ecosystem Overview</b>	<ul style="list-style-type: none"> <li>This report provides an in-depth overview of the evolving Agentic AI ecosystem, mapping key players, technologies, and trends while highlighting opportunities and challenges shaping the future of AI-driven innovation.</li> </ul>
Industry Pulse	<b>Business Intelligence 2025 Market Update- 1H 2025</b>	<ul style="list-style-type: none"> <li>Compendium of key trends, product announcements, transactions, and other significant events that will impact BI market and that CDOs/CIOs/CTOs should take note of</li> </ul>
Industry Pulse	<b>GenAI and Agentic AI 2025 Market Update- 1H 2025</b>	<ul style="list-style-type: none"> <li>Compendium of key trends , product announcements, transactions, and other significant events that will impact AI, GenAI, Agentic AI market and that CDOs/CIOs/CTOs should take note of</li> </ul>
Industry Pulse	<b>BI Playbook for Sales &amp; Marketing Leaders (Global Edition)</b>	<ul style="list-style-type: none"> <li>The BI Playbook for Sales &amp; Marketing Leaders provides actionable insights and strategic guidance on the BI solutions market globally. This playbook equips leaders with data-driven strategies to enhance decision-making, improve customer targeting, and maximize ROI.</li> </ul>
Industry Pulse	<b>GenAI Playbook for Sales &amp; Marketing Leaders (Global Edition)</b>	<ul style="list-style-type: none"> <li>The GenAI Playbook for Sales &amp; Marketing Leaders provides actionable insights and strategic guidance on the GenAI solutions market, customer preferences, adoption trends, challenges, and competitive landscape. This playbook equips leaders with data-driven strategies to enhance decision-making, improve customer targeting, and maximize ROI.</li> </ul>

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