

Lighthouse Labs

Enterprise Resource Planning Trends

July 2024

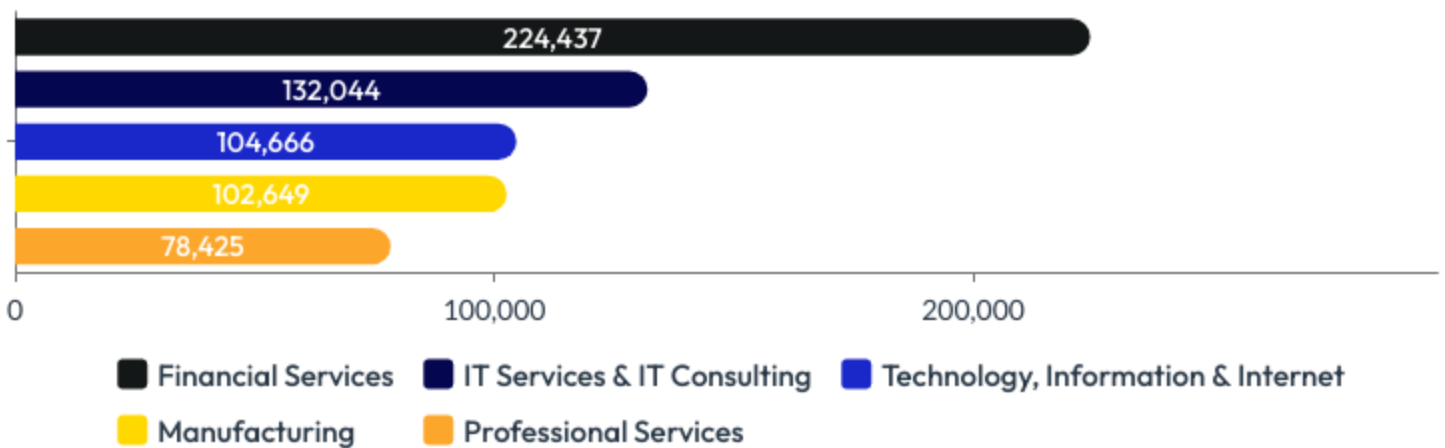


Overview

As the Enterprise Resource Planning (ERP) landscape continues to evolve, Lighthouse Labs have analyzed down funnel content consumption and over 3 million engagements relating to ERP software and solutions. Summarized below is the basic categorization data collected about engagements to enable filtering and analysis of the data.

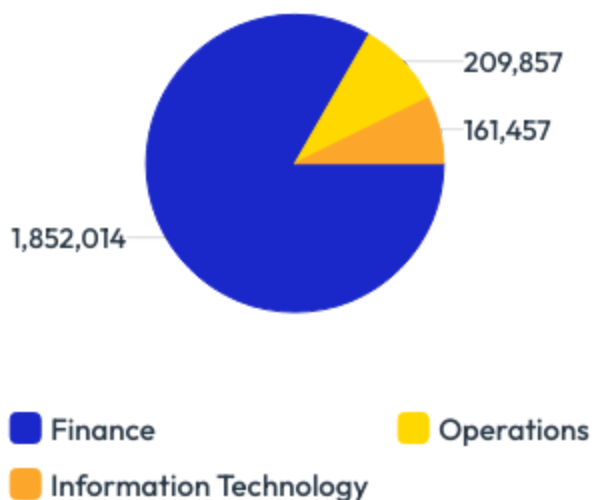
Industry Engagement

ERP Engagement By Industry



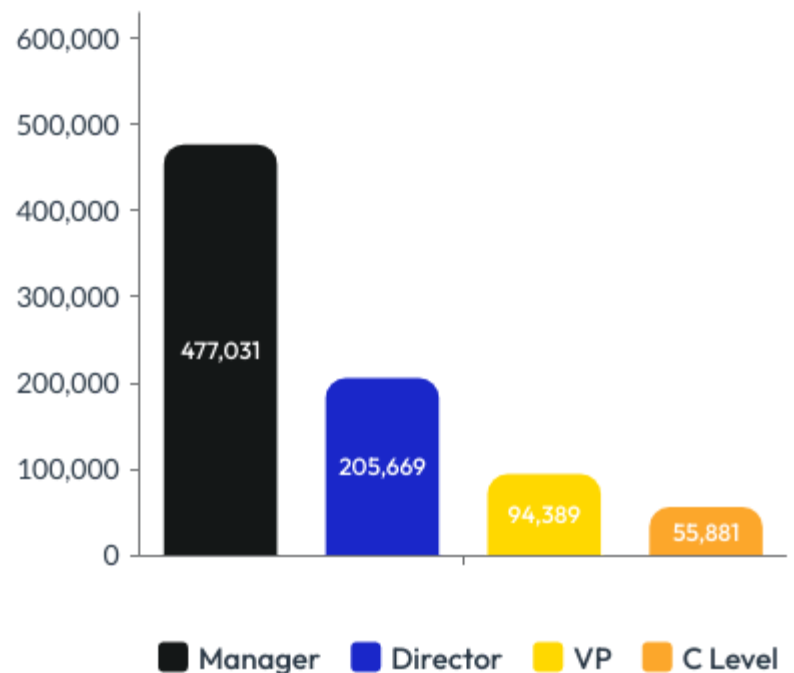
Functional Engagement


ERP Engagement By Function



Seniority Engagement

ERP Engagement By Seniority Level





Leveraging atlasIQ, this trend report utilizes these data-backed insights to identify crucial advancements across four strategic areas within Enterprise Resource Planning software and solutions: cloud deployment, integration with AI, advanced analytics, industry specificity and, IoT integration.

Cloud Deployment

The future of Cloud deployment reaches new heights.

The cloud has made a permanent mark on the ERP and technology industry. Organizations are increasingly seeking to capitalize on changing markets by driving business efficiency, cost savings and insights, all in a single centralized ERP solution.

In the last 6 months alone, we have witnessed a surge in the consumption of product comparison guides with over 105,500 engagements with content relating exclusively to cloud ERP to standardize core processes.

This increase in demand has also lead to increase in the consumption of peer review and case studies related to the following products in particular:

Performance by Product

Total Down-Funnel Engagements Across Last 6 Months



AI-Powered Insights and Improvements.

AI powers the next generation of ERP offerings.

As Artificial intelligence (AI) continues to gain adoption, organizations increasingly expect to see AI features in the ERP systems they're considering buying. In the past, a lot of this was achieved through add-ons and integrations, but now many ERP vendors offer these capabilities built right in as a part of the ERP technology stack to meet demand.

In the last 6 months alone, we have witnessed a surge in the consumption of content relating exclusively to embedded AI and machine learning capabilities within ERP systems, resulting in over 340,000 engagements with the following research reports, case studies and best practice guides:

Performance by Asset Title

Total Down-Funnel Asset Engagements Across Last 6 Months



Advanced Analytics

AI-powered analytics, data visualization tools – and even what-if analysis.

Today's advanced ERP technologies and analytics not only offer data but also assist users by guiding their tasks, providing context-rich insights, and flagging anomalies. With effective ERP analytics, systems can now autonomously act on a user's behalf, enhancing efficiency and proactive management.

Key themes from the most popular research formats suggest significant struggles with actionable insights resulting in a surge in bottom of funnel research into the deployment of solutions to address concrete business challenges and capitalize on new opportunities.

36,000+ engagements relating exclusively to advanced ERP analytics capabilities.

Key Content Themes Within ERP Analytics Research

Predictive Modelling **Deeper Data Discovery**

Complex, disparate data sources **ERP Predictive Analytics**

ERP Anomaly Detection Alerts Domain-driven data catalogs

Demand Forecasting **Operational Insights**

Scenario Analysis **Predictive Risk Modelling**

Exception Management

Time Series Analysis

Industry Specific Cloud Offerings

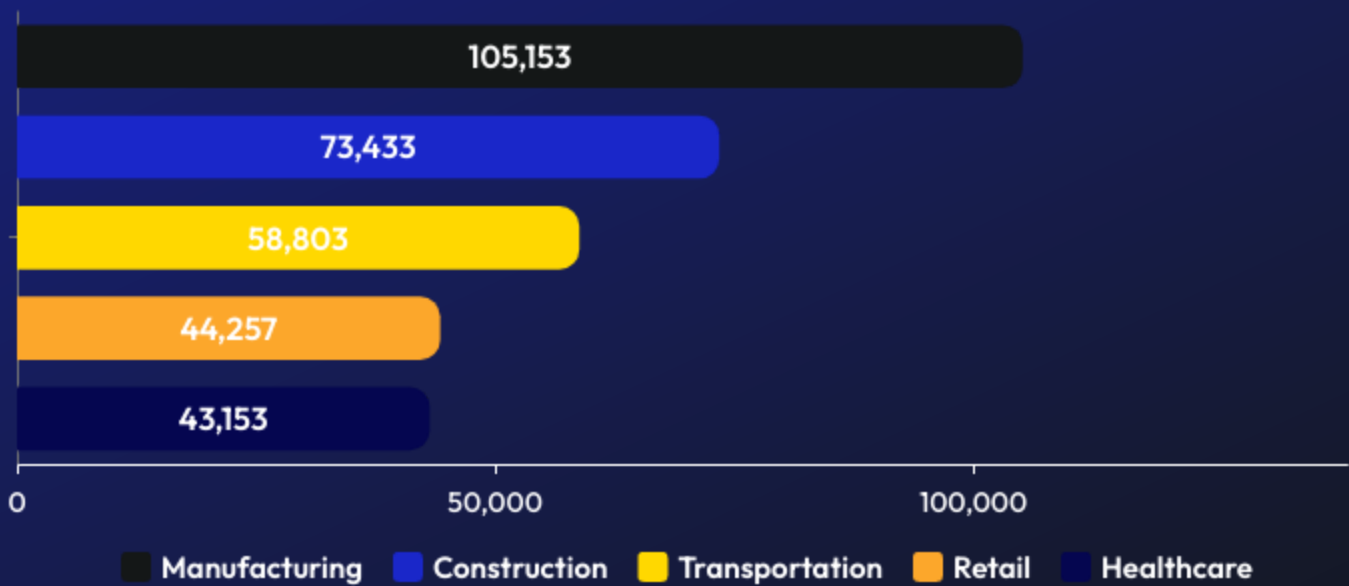
Demand rises for industry specific ERP products.

Industry-specific ERP cloud offerings provide all the same essential tools for accounting, finance and business management as generic systems do. But these systems go further, offering industry specific features and capabilities tailored to industry and operational needs that generic ERP systems simply can't provide.

Despite industry specific ERP products carrying a larger price tag than generic ERP offerings that can be customized, demand shows no signs of slowing. In the last 6 months alone, we have witnessed a surge in the consumption of bottom of funnel content with over 350,000 engagements relating exclusively to industry specific cloud ERP offerings.

Performance by Industry

Total Down-Funnel Engagements by Industry Across Last 6 Months



Integration with IoT

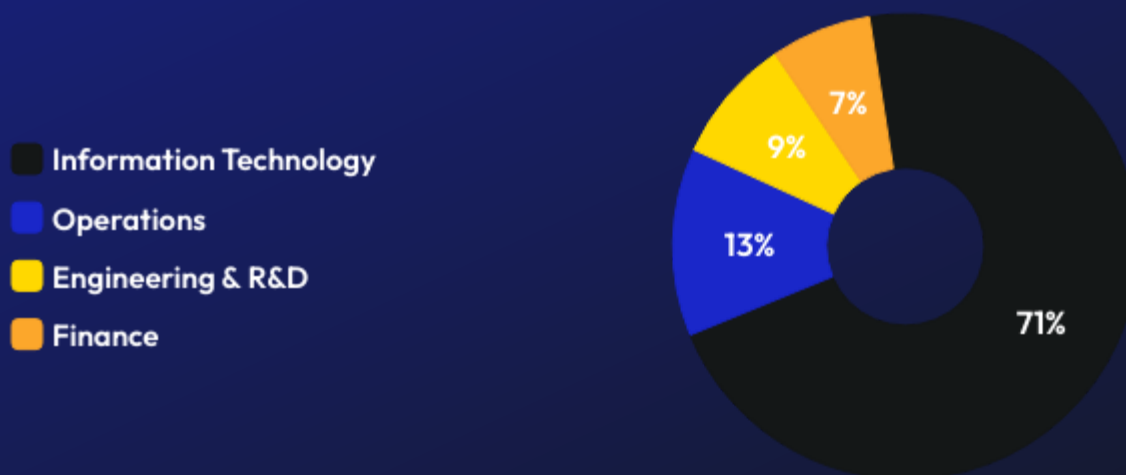
AI-Powered Insights and Improvements

With numerous actors and data sources involved, ensuring the integrity of IoT data before it informs decisions and actions is crucial. This is where ERP systems come into play - While IoT generates valuable data, integrating it into an ERP system ensures the data is reliable and actionable. ERP systems enhance trust and confidence in the data, enabling effective decision-making and operational magic.

In the last 6 months alone, we have witnessed a surge in the consumption of content relating to the necessitated growing IoT presence, resulting in over 100,000 engagements with bottom of funnel content from the following business functions:

Performance by Function

Total Functional Engagements Across Last 6 Months





This Lighthouse Labs Trends Report underscores the pivotal advancements and strategic areas that are shaping the future of ERP. As the landscape continues to evolve, these trends provide a roadmap for organizations seeking to enhance their cost efficiency, flexibility, scalability, and operational responsiveness.

By embracing these critical trends, organizations can navigate the complexities of the evolving ERP landscape. Investing in cloud-based offerings, leveraging robust analytical, addressing industry specific challenges and embracing AI and IoT integrations are essential steps for securing, scaling, and sustaining business operations.

Lighthouse Labs

Lighthouse Labs, powered by pharosIQ, is the definitive source for data-driven insights and industry trends. By analyzing down-funnel content consumption across multiple industries, we provide executives and senior managers in technology, financial services, manufacturing, marketing, and sales with actionable intelligence and comprehensive understanding of market dynamics.



pharosIQ is a leading global provider of “intent-to-purchase” signal-driven lead generation solutions, delivering essential insights and demand for B2B organizations’ sales and marketing success. With over four decades of expertise, pharosIQ converts proprietary intelligence into impactful engagements, driving global revenue efficiently. Powered by first-party audience engagement data, pharosIQ connects B2B software and services vendors with in-market buyers, transforming sales and marketing strategies worldwide.

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