

2026

Enterprise Management Associates (EMA)
Research Calendar

Data and Analytics

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The Synergistic Integration of AI and Machine Learning in Data and Analytics

As organizations grapple with an unprecedented volume, velocity, and variety of data, traditional analytical methods are proving insufficient for extracting deep, actionable insights. This study posits that the synergy between AI's cognitive capabilities and ML's predictive power is not merely an evolutionary step but a revolutionary one, enabling a new era of data-driven decision-making. The study will explore how AI and ML models automate critical stages of the analytics lifecycle, such as data cleaning and pattern recognition, reducing manual effort and accelerating the path to insight. It will also highlight their impact on predictive and prescriptive analytics, enabling businesses to forecast trends with greater accuracy and optimize strategies proactively. Together, these findings offer a comprehensive roadmap for organizations aiming to harness AI and ML to gain a lasting competitive edge.

The Urgency of Now: Understanding Real-Time and Streaming Analytics

As data from sources like IoT devices, financial markets, and social media platforms grows exponentially, traditional batch processing methods are becoming obsolete. This study argues that the ability to process and analyze data the moment it is generated is no longer a luxury but a critical necessity for maintaining a competitive edge. The research will investigate the technological frameworks and methodologies that enable real-time analytics, including stream processing engines, in-memory databases, and event-driven architectures. It will also examine the practical applications across various sectors, such as fraud detection in banking and predictive maintenance in manufacturing. The findings will provide a strategic guide for organizations aiming to implement real-time analytics to make more informed decisions and drive business value.

A New Paradigm for Data: The Intersection of Data Democratization and Data Mesh

This research investigates the convergence of data democratization and the data mesh architectural paradigm as a strategic approach to overcome the limitations of centralized data management. As organizations aim to empower all employees with timely, accessible data for decision-making, traditional monolithic data warehouses and lakes often create bottlenecks and silos. This study posits that the data mesh, with its decentralized, domain-oriented structure, is the key enabler for true data democratization. The research will analyze how data mesh principles—such as treating data as a product, domain-oriented ownership, and federated computational governance—facilitate a culture of self-service analytics and widespread data literacy. A mixed-methods approach will be used to evaluate both the benefits, such as enhanced business agility and faster time-to-insight, and the challenges, including organizational change management and technical complexity. The findings will provide a practical framework for organizations seeking to implement a decentralized data strategy to unlock the full value of their data assets.

About Enterprise Management Associates, Inc.

Founded in 1996, Enterprise Management Associates (EMA) is a leading IT analyst research firm that specializes in going “beyond the surface” to provide deep insight across the full spectrum of IT management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services at www.enterprisemanagement.com. You can also follow EMA on [X](#) or [LinkedIn](#).



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