

# Retrieval Augmented Generation

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Explore insights from **10 leading Retrieval Augmented Generation (RAG) analysts** shaping the future of enterprise AI. From Gartner and IDC to Forrester and Futurum, these experts offer valuable thought leadership on RAG, knowledge management systems, vector databases, and intelligent document processing.

As RAG technology transforms how businesses harness data and knowledge assets—and as embedding models and semantic search evolve rapidly—the market is primed for major advances in the months ahead.

Follow these analysts through their blogs, podcasts, webinars, and articles for practical insights and strategies to drive RAG innovation and success in 2025.



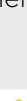
### Hayley Sutherland Research Manager at IDC



Hayley Sutherland is a Research Manager for Conversational AI and Intelligent Knowledge Discovery within IDC's Software market research and advisory group. Her core research coverage includes conversational AI and search, with a focus in AI software development tools and techniques for chatbots and digital assistants.

IDC Innovators: Retrieval-Augmented Generation, 2024

2024 Global GenAI Technology Trends: Retrieval-Augmented Generation



### Joe Antelmi Sr. Director Analyst at Gartner



Joseph Antelmi is a Senior Director Analyst covering AI, Generative AI, and RAG processes, practices, products, and services. He helps technical professionals and leaders build AI Centers of Excellence, deploy AI tooling, and operationalize the AI pipeline. He also covers MLOps.

Key Skills to Build LLMs With Retrieval-Augmented Generation

Use These 8 Practices to Improve RAG Systems



### Kevin Petrie VP of Research at BARC



Kevin Petrie is the VP of Research at BARC, where he leads the data management practice and writes about topics such as AI, data integration, and data governance. For 30 years, Kevin has helped practitioners make sense of technology—as an industry analyst, instructor, marketer, services leader, and tech journalist.

Build or Buy RAG? Evaluating Your Options for GenAI with Retrieval Augmented Generation

Mastering the Open-Book Test - Why and How Retrieval-Augmented Generation Improves GenAI Outcomes



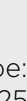
### Andrew Gens Research Analyst at IDC



Andrew Gens leads IDC's research and thought leadership initiatives for Computer Vision (CV) and Multimodal AI tools and technologies. In this role, he tracks the software tools, technologies, and ecosystem trends driving the broader adoption of CV and multimodal AI across both business and consumer use cases.

IDC Innovators: Retrieval-Augmented Generation, 2024

IDC FutureScape: Worldwide Artificial Intelligence and Automation 2025 Predictions



### Ishi Thakur Analyst at Everest Group



Ishi Thakur is a seasoned professional with expertise in operations management, data science, and business analysis. She holds a Bachelor of Technology degree from Delhi Technological University and is proficient in English, German, and Hindi. Ishi has a strong track record of delivering results-driven projects.

Is Vector Database the Missing Piece in Your AI Journey?

Unify and Conquer: Master Data Management's New Interconnected Era



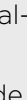
### Charlie Dai VP, Principal Analyst at Forrester



Charlie advises technology executives and Forrester clients on a wide range of topics, including cloud, big data and AI, IoT, blockchain, commercial drones, quantum computing, DevOps, digital process automation, low-code, and open-source software.

Getting Retrieval-Augmented Generation Right: Part One

Forrester's Guide To Retrieval-Augmented Generation, Part One



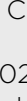
### Mitch Ashley VP, Practice Lead at Futurum Group



Mitch has over 30 years of experience as an entrepreneur, industry analyst, and product development and IT leader, with deep expertise in software engineering, cybersecurity, DevOps, DevSecOps, cloud, and AI.

Azure Kubernetes Services (AKS) Powers AI Workloads And Addresses Complexity

Elastic Q3 FY 2025 Delivers Strong Performance, Cloud, and GenAI Growth



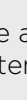
### Afraz Jaffri Sr. Director Analyst at Gartner



Afraz Jaffri is a Research Director at Gartner, where Mr. Jaffri focuses on Analytics, Data Science and AI. He advises Data and Analytics leaders on making the most from their investments in modern data science, machine learning and analytics platforms.

How to Improve and Optimize Retrieval-Augmented Generation Systems

How to Evaluate Retrieval-Augmented Generation Systems



### Nick Patience VP, Practice Lead at Futurum Group



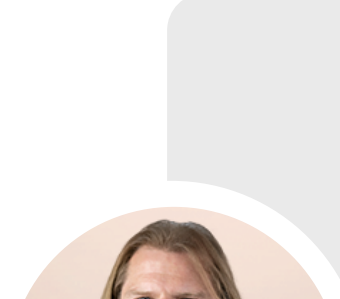
Nick is a thought leader in the development, deployment, and adoption of AI—an area he has researched for 25 years. He is a sought-after speaker and advisor, known for his expertise in the drivers of AI adoption, industry use cases, and the infrastructure that supports its growth.

Agentic AI Platforms Powering the Next Era of Work for Enterprise - Executive Summary

Will Google's AI Enhancements Help Drive Greater User Adoption?



### Rowan Curran Principal Analyst at Forrester



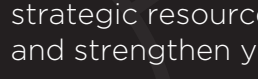
Rowan's research focuses on AI, machine learning, and data science, exploring the challenges and opportunities these technologies present for technology executives and their teams. He leads Forrester's research on generative AI technologies, tools, and strategy, and also covers enterprise AI/ML platforms, cognitive search, and synthetic data.

Cognitive Search In The Age Of Generative AI

RAG Is All The Rage — Retrieval-Augmented Generation, Demystified

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