

# AllegroGraph – Trend-Setting Product for 2024

Franz Inc., is proud to announce it has been named a 2024 Trend Setting Product by Database Trends and Applications.

According to Database Trends and Applications, Data continues to grow and is poised to double in 2024. According to Forrester, unstructured data—such as social posts and customer feedback—represent less than a third of managed data today.

With AI itching to unlock a wealth of text insights, these untapped reserves hold huge potential. Language models can surface game-changing trends from unstructured sources, and companies investing now in unstructured pipelines will gain a competitive edge.

This past year focused heavily on the explosive popularity of AI and generative AI (GenAI) along with its evolving applications, including ChatGPT and large language models (LLMs). As the move toward a future state of AI progresses, executive teams will usher in C-level positions focused on overseeing how data is managed in relation to the organization's AI strategies, according to this same Forrester report.

To help make the process of identifying useful products and services easier, each year, DBTA presents a list of Trend-Setting Products. These products, platforms, and services range from long-established offerings that are evolving to meet the needs of their loyal constituents to breakthrough technologies that may only be in the early stages of adoption. However, the common element for all is that they represent a commitment to innovation and seek to provide organizations with tools to address changing market requirements.