

Aragon Research provides business and IT executives with the actionable insights they need to navigate technology's ever-evolving impact on business. We work with executives at every major level of the business and across industries to give them the tools they need to make more informed technology and strategy decisions. BIZTEX Plus is Aragon Research's highest tier of research and advisory service.

## **Get access to everything at the core research level, including:**

- ✓ Two stakeholders, designated by you, who have access to Aragon Insight Network, our research library
- ✓ Analyst inquiries with your lead analyst
- ✓ Aragon Live, our weekly research community meeting
- ✓ Visual Research, text-based research embedded with video



Analyst Inquiry



Visual Research



Strategic Reports



Toolkits



Visual Forecasts

## **Plus, receive exclusive access to BIZTEX Plus tier research:**

- ✓ Strategic Reports on emerging and existing markets, to help you understand what is happening in that market and why
- ✓ Toolkits to help you accelerate your business
- ✓ Visual Forecasts, to understand how a market is evolving from year to year

## **Key Benefits of Strategic Reports**

- Detailed report on a market or technology
- Provides a strategic lens of what is occurring in a market
- Eliminates the need to compile dozens of reports to develop strategy

## **Key Benefits of Toolkits**

- Includes complete RFP frameworks for evaluating vendors in various markets, including but not limited to sales engagement, digital business, UCC, modern learning, and web and video conferencing
- Includes Toolkits on solving practical workplace challenges, such as creating a successful analyst relations program and how to capture video from retiring workers

## **Key Benefits of Visual Forecasts**

- Built-in video overview of the six-year forecast
- Built on realistic understanding of software and hardware markets
- Comprehensive analysis of market scope rather than a summation of major providers

 **VISUAL FORECAST**  
Worldwide Enterprise Content Management  
2017-2023 Forecast

BIZTEX Plus Service | 14 September 2018 | Forecast 2018-2023  
Topic: Worldwide Enterprise Content Management  
Issue: How will the Enterprise Content Management Market Evolve?  
Author: Aragon Research Group

**Executive Summary**

**Market Overview**

**Market Dynamics**

**Competitor Analysis**

**Opportunities & Challenges**

**Conclusion**

**Appendix**

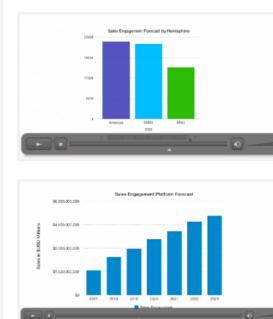
**Methodology**

**References**

**Authors**

**Aragon Research**

The Aragon Research Visual Forecast for Enterprise Content Management, 2018



“Aragon forecasts are real numbers **we can count on**. Their data and market understanding helped us **successfully** enter a new market.”

-Managing Partner, Private Equity Firm in San Francisco, CA

## Recently Published Visual Forecasts Include:

- ✓ Digital Transaction Management
- ✓ Digital Business
- ✓ Collaboration
- ✓ Communications
- ✓ Content Management
- ✓ Content Analytics
- ✓ Talent Management/Learning
- ✓ Sales Enablement

The screenshot shows a document page from Aragon Research. At the top right is the Aragon Research logo. Below it, the title 'Shifting to Sales Engagement Platforms' is displayed. The date '04 October 2018 | Toolkit 2018-T1' is at the top left. The author is listed as 'Jim Lundy'. A 'TOOLKIT' section header is present. The main content discusses the shift to Sales Engagement Platforms, mentioning their cost-effectiveness and impact on sales. It also highlights the five core capabilities of Sales Engagement Platforms: Content Management, Communications, Guided Selling, Predictive Analytics, and CRM Integration. A circular diagram illustrates these capabilities. The bottom of the page includes a copyright notice for Aragon Research Inc. and a page number 'Page 8'.

## Recently Published Strategic Reports Include:

- ✓ Artificial Intelligence
- ✓ Blockchain
- ✓ Digital Business
- ✓ Communications and Collaboration
- ✓ Learning

## Recently Published Toolkits Include:

- ✓ RFP template for sales engagement
- ✓ RFP template for digital business
- ✓ RFP template for UCC
- ✓ RFP template for modern learning
- ✓ RFP template for web and video conferencing
- ✓ Creating the perfect corporate presentation
- ✓ 12-month analyst relations program
- ✓ How to write a blog
- ✓ How to tag a blog
- ✓ How to capture video from retiring workers

## About Aragon Research

Aragon Research is an independent research and advisory firm. We provide business and IT executives with the actionable insights they need to navigate technology's ever-evolving impact on business. Headquartered in Morgan Hill, CA, Aragon Research works with executives at every major level of the business and across industries to give them the tools they need to make more informed technology and strategy decisions.