

The Intersection of Business and Technology



The Aragon Difference

Business Experience

Our analysts have the experience you can count on to help you achieve greater success—no matter what stage you are in with your strategy and operational plan. Our analysts are your resource to use, and they will help you accelerate your decision making process.

Client Focus

At Aragon Research, we take our clients seriously. We focus on helping them plan and execute business strategies, even if it's just something as simple as overcoming a technology-related issue.

Business leaders today know more about technology than ever before. In fact, Business Leaders are taking their tech knowledge to the next level by using technology as a weapon in their fight to win the business battle.

Aragon Research is focused on the use of technology in business. This is one of the key focuses of our BIZTEX service.

Business Applications

One of the big shifts in technology is not just tech facts for the sake of having them for IT to develop long term and customize a product, Business apps are solving business problems faster. Business leaders have recognized this and are adapting these cloud based usings with a click of a mouse button or a purchase using a credit card.

Interactive Research

Aragon realizes that time is precious for executives. Our new Interactive Research goes beyond traditional text with the integration of video and audio to provide a compelling, interactive experience. Rather than just providing a template, our Toolkits accelerate your ability to make accurate decisions.

Business Toolkits

Our Business Toolkits can help you move faster. From creating the perfect presentation to capturing workforce knowledge, our research covers the rise of new business applications.

BIZTEX

Data Sheet

Aragon
Research

Go Beyond Expertise

- **Trusted Advisors with Proven Experience**
- **Written Research with analysis.**
- **Phone and optional onsite advisory.**
- **We assist you to make an informed decision.**

Aragon for Business Leaders (BIZTEX)

Get the research you need with Toolkits and the Aragon Research Insight Community. BIZTEX offers Business Leaders a competitive edge.

- Provisor Plus Research and Inquiry
- ITEX Specific Interactive Toolkits**
- Aragon Research Insight Community
- Unlimited Inquiry (phone and video)
- Published Research & Interactive Content
- Access to Blogs and First Cuts
- Webinars and PodCasts
- 2 Tickets to an Aragon Conference*
- Onsite advisory (separate fee)

* Tickets only. Hotel Room and Travel Costs are not included.

** At initial launch, not all Toolkits have Interactive Capabilities.

Toolkits

- Interactive: Using Video to Capture Workforce Knowledge
- Getting Started with Advanced Simulations: Seven Steps to Success
- Best Practices for Marketing Webinars
- The Vendor Guide to Webinars
- Blog Writing Tutorial
- Writing a Blog that shows up on the front page of Google
- Leveraging Sales and Marketing Synergies
- Creating the Perfect Corporate Presentation
- Managing Analyst Relations: Getting to Influence
- Five Things needed to develop a winning product strategy

Strategic and Tactical Advice

Tactical

- Go to Market Planning
- Vendor insights
- Review RFPs
- Review bids/ contracts for any glitches

Strategic

- Technology Strategy
- Business Strategy Vendor Roadmap review
- Business Model and Pricing Strategy