



Research & Advisory Designed for IT Leaders

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.

IT is under more pressure than ever due to a number of intersecting factors. Business leaders expect more from IT and simultaneously, enterprises are under constant attack from outside forces that want to steal valuable IT. Balancing the needs of the enterprise, selecting the right path forward between on premise and cloud, and making the enterprise secure all contribute to the perfect store for enterprise IT.

Biz and IT

Aragon Research understands the intersection of business and IT. We help to synergize these two components that are vital to the success of any enterprise. Our coverage of the workplace focuses on all the key issues that IT leaders face.

At Aragon Research, we focus as much on the technologies as we do the applications of these technologies, and we have the biz experience of many of the critical roles in the enterprise to be able to understand how these technologies can be applied.

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.



ITEX Data Sheet

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

Aragon for IT Leaders (ITEX)

Get the research you need with Toolkits and the Aragon Research Insight Community. ITEX offers IT 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

- Using Video to Capture Workforce Knowledge
- Getting Started with Advanced Simulations: Seven Steps to Success
- Social Software RFP Requirements
- Segmenting Office Users and Authoring Tools
- Apple Macs in the Enterprise: Seven Steps to Success
- Creating an RFP for Enterprise Mobile Management Software 12/13
- TCO Calculator for Web and Video Conferencing
- Mobile App Priority Matrix
- Social Learning RFP
- Video Content Management RFP

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