Monthly Update

February 2015

In this update:

- Special Report: Tech Arcs 2015
- Aragon Research for Sales and Marketing Leaders
- Recruiting Meets Machine Learning

Webinars

"Unleash Innovation- Put Your Community to Work" sponsored by BRIGHTIDEA | February 26th | 2pm ET

Register here.

"The Rise of the Email Wars" March 20th | 10am PT

Register here.

First Cuts & Blogs

Team Polycom Event Summarized in Four Words: Execution, Microsoft, Innovation, CEO

Return of the Email Wars: Amazon, Google, IBM, and Microsoft Battle It Out in the Cloud

Kaybus and the Race to Automate Knowledge

Vector Capital Acquires Saba Software; Takes It Private

New Research

Technology Arc for Sales and Marketing, 2015

Technology Arc for the Digital Workplace,

Special Report: Tech Arcs 2015

Aragon Research Technology Arc™ for the Digital Workplace, 2015

Our Technology Arcs help our clients evaluate the maturity and market impact of many technologies in the workplace. We can help you decide why, when, and how you should implement both new and mature technologies.

For 2015, we've released three brand new technology arcs: for the Digital Workplace, for Collaboration, and for Sales and Marketing. These reports analyze over 100 pieces of technology. Read more about each of our technology arcs here.

Aragon Research for Sales and Marketing Leaders

by Jim Lundy

We're excited to announce a new part of our BIZTEX service- Aragon Research for Sales and Marketing Leaders. We've taken our clients' feedback to heart: more role-focused research and topic areas. We are now able to meet that demand with our new service as an extension of BIZTEX.

This new service comes at a strategic moment in the digital workplace. As you may know, today's Sales and Marketing Leaders are experiencing a rapid evolution of their job roles and responsibilities. Many are now poised to be the top technology decision makers in their enterprise. Our new service offer the advice and tools that Sales and Marketing Leaders need as their roles continue to converge with IT roles.

As with our normal BIZTEX service, Sales and Marketing leaders will have access to research, interactive toolkits, the online community, as well immediate access to our analysts.

2015

Technology Arc for Collaboration, 2015

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You can read more on our new offerings here, and be sure to download your free Sales Predictions for 2015 research note.

Recruiting Meets Machine Learning

The battle to find the top talent is one of the biggest challenges an enterprise faces. The good news is that Predictive Hiring is one of the new ways to find that talent faster. In a nutshell, it's about adding machine learning to a recruiting application.

In our research note titled "Predictive Hiring Can Help You Win the Talent War," we outline this major shift in the race to find talent. Read more here.