



Monthly Update

January 2015

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- A Message from the CEO: Year in Review
- Special Report: The Rise of Video Learning

Webinar

"Digitizing Your Sales Force"
February 20th | 10am PT

[Register here.](#)

First Cuts & Blogs

Movers and Shakers in Marketing- 2015

Two Factor Identification - A Must Have for Enterprises

ConnectED 2015 - IBM Goes Freemium with Verse

New Research

Predictive Hiring Can Help You Win the Talent War

Six Game-Changing Trends Driving the Collaborative Workplace of the Future

Critical Steps to Enable the Workplace of the Future

Our Predictions for 2015



We released 32 predictions for 2015 on the evolution of trends that will transform the workplace during the next five years. These predictions span 6 pervasive workplace domains: **Collaboration, the Digital Workplace, HCM and Talent Management, Mobile, Content Management, and Sales**. The driving force of change in many of these areas comes from the convergence of certain processes and the new nature of the workplace.

All of us now work in the **Digital Workplace**, one in which many of us are **mobile**. We're using faster-paced processes to not only get our work done, but to work *better*. However, these changes to the workplace require evaluation from enterprises. Enterprises need to look closely at their current practices and evaluate what needs to be updated to reflect the new way of working- especially when it comes to **content management** and **mobile security**.

Read more on our predictions [here](#). Then make sure to [download](#) our [Digital Workplace](#) and [Mobile Predictions](#) notes **for free**.

A Message from the CEO: Year in Review

by Jim Lundy

If I had to pinpoint the catalyst of what drove us to innovate in 2014, it was this simple idea: if video is the new document, then **why are most research firms only delivering text-based research?** We took it upon ourselves to change the way research is done with the introduction of our Interactive Research last April, which has embedded video that plays



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inside of a PDF. Download your **free** interactive note [here](#).

This past year, we also introduced the new **Aragon Insight Community**, a way for users to both access research and interact with each other. Clients have said that they really enjoy the updates that they can customize for delivery on a daily or weekly basis, as well as access the community via mobile.

For our 3rd year in a row, we delivered our **Research Agenda** with over 60 Research notes and 15+ new toolkits. Additionally, we introduced two re-vamped Research Services- **ITEX** and **BIZTEX**- which are targeted for IT and Business Leaders, respectively.

Looking forward to this year, we have exciting things planned, including a growing focus on the Digital Workplace and on the issues facing IT and Business Leaders. We will also be focused on HR and Sales and Marketing Leaders as business applications are becoming increasingly more outcome-focused.

Special Report: The Rise of Video Learning



While video collaboration is increasing, video learning is the new way forward in knowledge transfer- aka learning. Our Special Report covers the shift to Video Learning and the impact that video tutorials are having across the enterprise.

Read more [here](#).