



# Monthly Update

## March 2015

In this update:

- Announcing the Aragon Research Tech Spectrum
- The Aragon Research Globe for Enterprise Learning, 2015
- Aragon Research Mobile Roadshow

## Webinars

"The Apple Watch and the Wearable Era: Marketing and IT Need to be Prepared"  
April 27th | 10am PT

[Register here.](#)

## First Cuts & Blogs

Skype, Polycom, and the Collaborative Workplace

Twitter Buys Periscope: A Video is Worth A Thousand Words

Genband Poised to Disrupt UCC Market with KANDY

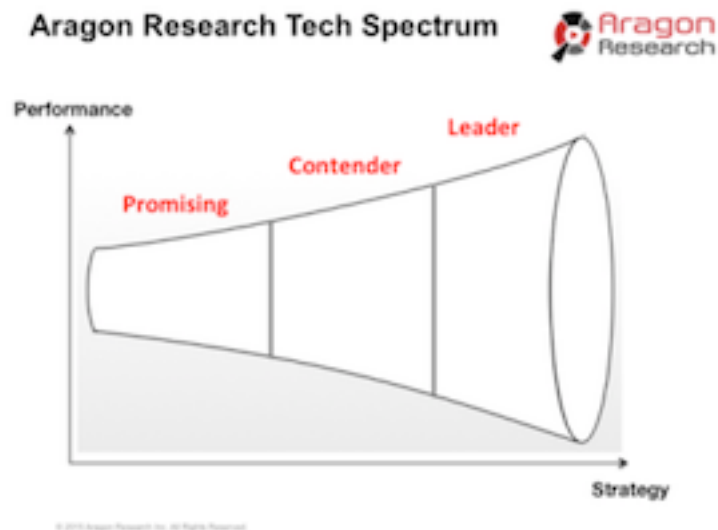
## New Research

Aragon Research Technology Arc for Mobile, 2015

Top 5 Trends in Collaboration: Getting Productive in 2015 (FREE Research Note)

Special Report: Technology Arcs for 2015

## Announcing the Aragon Research Tech Spectrum



While the Aragon Research Globe analyzes vendors on a broader set of criteria, the [Tech Spectrum](#) looks at a focused set of criteria that helps enterprise planners understand and navigate the market of technology provider options. The Tech Spectrum was announced on March 17th, as a way to analyze both emerging and mature markets.

Participants in a given market are evaluated based on two dimensions: Performance and Strategy. Based on these evaluations, a participant is then organized into one of three segments, as Promising, as Contender, or as Leader. Learn more about the brand new Tech Spectrum [here](#).

## Aragon Research Globe for Enterprise Learning

by Jim Lundy

Our Aragon Research Globe for Enterprise Learning 2015 takes a look at 20 providers in the Learning market. This market is rapidly evolving, and the need to train associates, partners, and customers is greater than ever before, which is why it's our first globe for 2015. Clients can view it [here](#).

## Aragon Research Mobile Roadshow

Enjoy breakfast with us in the Boston area as you listen to



CEO Jim Lundy present on the latest trends driving Mobile-  
from Mobile First apps to geofencing to driverless cars.



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On March 26th, our Mobile roadshow kicked off in Redwood Shores, California. Attendees included companies from all over the Bay Area, who grabbed breakfast with us as we listened to CEO Jim Lundy and Research Director David Mario Smith present on the trends driving mobile innovation and mobile collaboration. The event was a success, and we're continuing the discussion on mobile in Boston, on April 23rd.

[Register](#) for our event through Eventbrite. We'll see you for a continental breakfast on April 23rd. Bring your questions on Mobile!

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