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FEBRUARY UPDATE

SPECIAL REPORT:



[Technology Arcs™ for 2016](#)

Essential guides to technology for both Business and IT leaders.

Updated each year, our Technology Arcs™ will help you to determine which new and mature applications you should be paying attention to, and our parameters will help you to decide which technologies to adopt, and when and how you should adopt them. Each of these reports specializes in a different area of technology across the Digital Workplace.

[Learn More](#)

Upcoming Events:

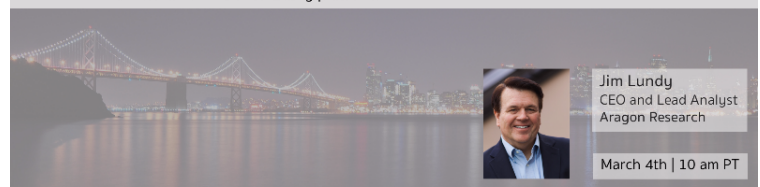
In this webinar, you will learn why you should utilize Content Marketing applications and how you should leverage them with the goal of improving and streamlining your marketing strategy.

[March 4th | 10 am PT](#)

[webinar]

The Art and Science of Content Marketing: New Applications to the Rescue

- The rise of Content Marketing applications
- Why marketing executives need to examine how content is created & managed in their enterprise
- How to evaluate Content Marketing providers



Featured Content:

Aragon Research

2016 HOT VENDOR

A Hot Vendor is often a new or emerging vendor (or a new division within an existing company) who offers a product, service, or technology that is cutting-edge; they have made an impact in their respective marketplace and are known for delighting their customers. This year, Aragon Research will be taking nominations for our 2016 Hot Vendors.

[Nominate](#)

Analysts' Choice:



Research:

[CEO And CMO Call To Action: Where Is Your Wearable App?](#)



Blog:

[Salesforce Spring 16 – Lightning, Pricing, IOT and John Hernandez](#)



First Cut:

[ThinkingPhones Rebrands as Fuze, Adds \\$112M in Funding to Prepare for UCC Battle](#)

Featured in Aragon Insight:

- The Aragon Research Technology Arc™ for Mobile and IoT, 2016
- The Aragon Research Technology Arc™ for Collaboration, 2016
- The Aragon Research Technology Arc™ for the Digital Workplace, 2016

- **Predictions For Sales And Marketing, 2016**

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