

Aragon Research Globe Template

Title: Aragon Research Positions [Enter Company Name] in the [Enter Globe section: “Leader”, “Contender” “Innovator” “Specialist”] Section of the Globe for [Enter Market Segment]

Subtitle: Evaluation Based on Completeness of Strategy and Performance

[Enter City, State], [Enter Date] – [Enter Company Name], a leading provider of [Enter Market] solutions, today announced it has been positioned by Aragon Research, Inc. in the [Enter “Leader”, “Contender” “Innovator” “Specialist”] section of the “[Enter Report Title].”ⁱ

Example Vendor Executive Quote:

“We believe our positioning in the [Enter Globe] by Aragon Research confirms our (success/innovation/etc.)/highlights our (position/innovation) in the market,” said Jane Doe, CMO of [Enter Company Name].

NOTE: Additional information may be included in the press release, but must be in compliance with the Aragon Research Copyright and Quote Policy:

- Industry-general excerpts from the report are permitted (e.g., evaluation criteria);
- No company-specific excerpts permitted as they may appear endorsing;
- Vendor company information may be included provided it is clearly differentiated from the Aragon Research report.

Required Disclaimer:

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ⁱ Aragon Research “[Enter Aragon Research report title]” by [Enter author(s) name(s)], [Enter date].