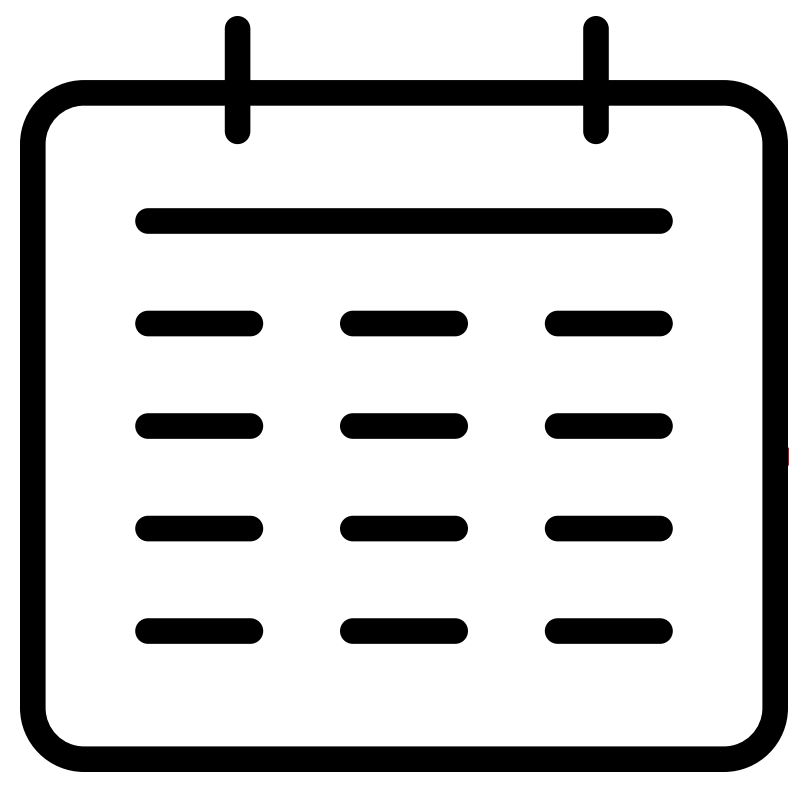


BETTER B2B MEETING MANAGEMENT

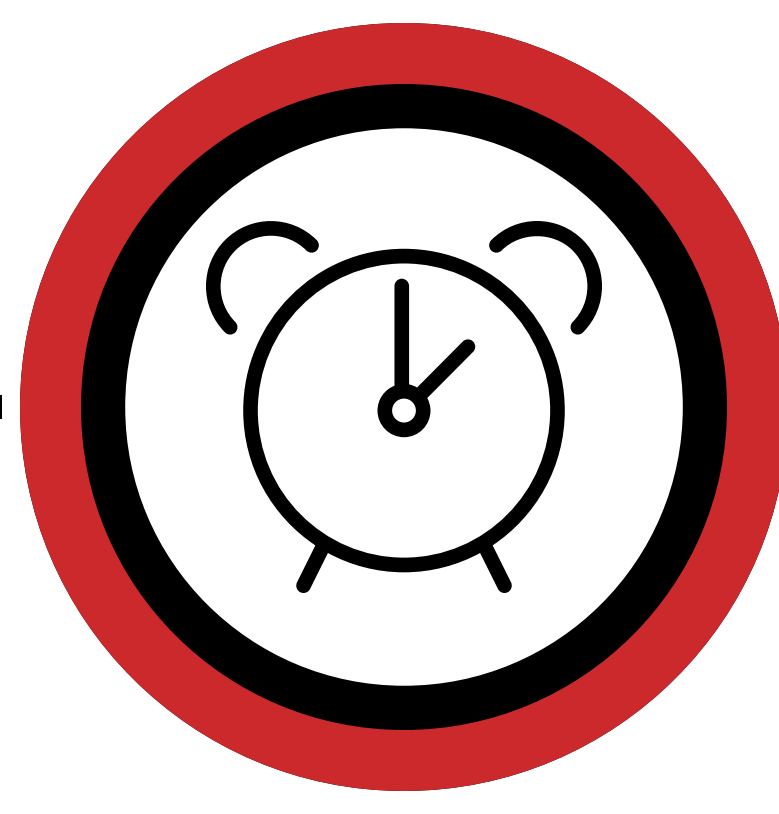
WITH MEETING AUTOMATION PLATFORMS



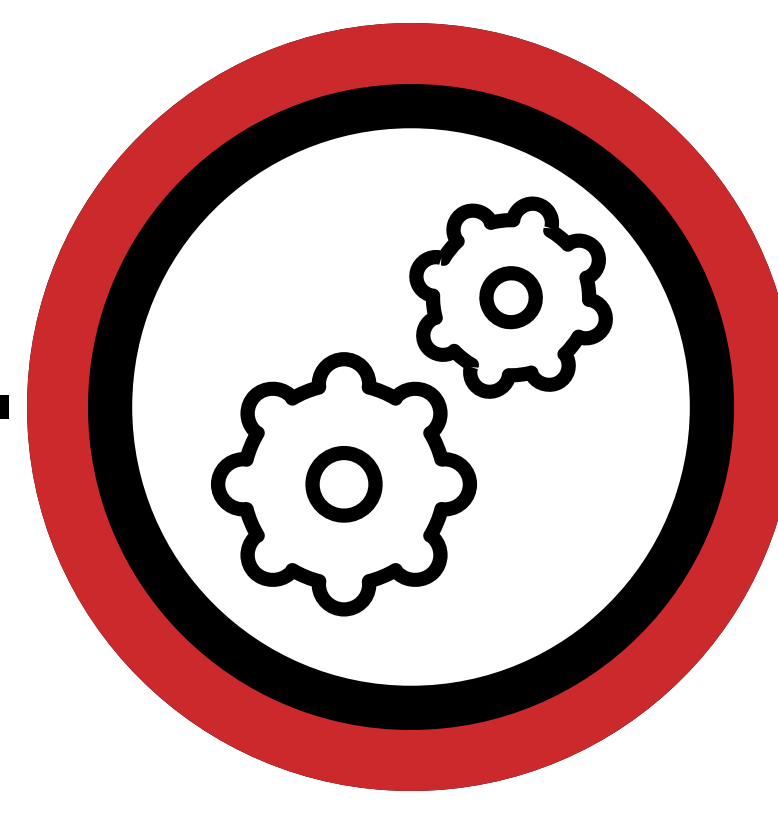
WHY MEETING AUTOMATION PLATFORMS?



STRATEGIC, FACE-TO-FACE MEETINGS ARE STILL ESSENTIAL TO BUSINESS GROWTH.

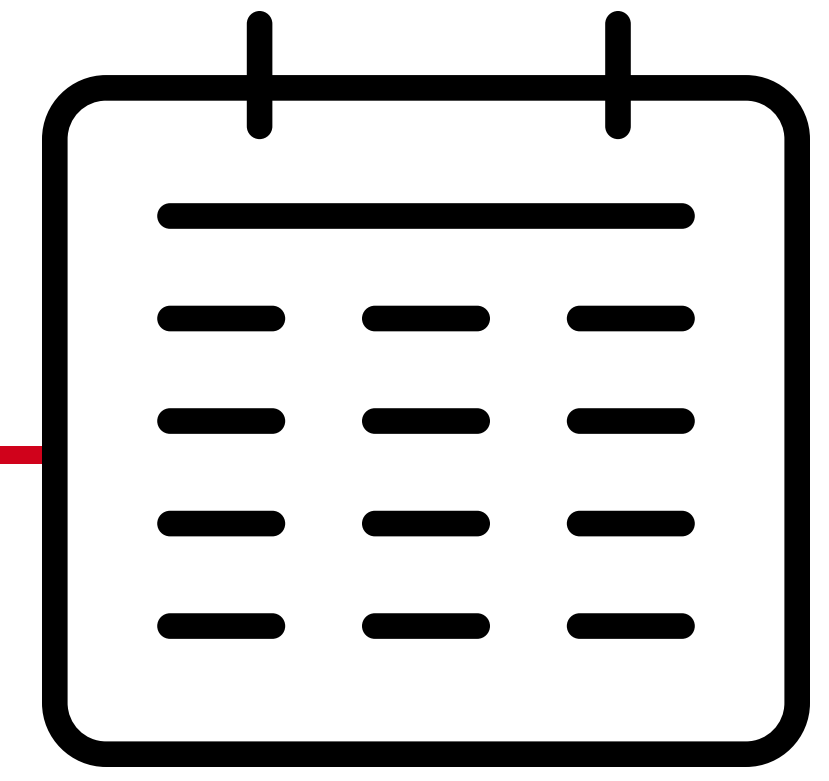


TRADITIONAL, MANUAL MEETING PROCESSES ARE TIME-INTENSIVE AND LACK INSIGHTS.

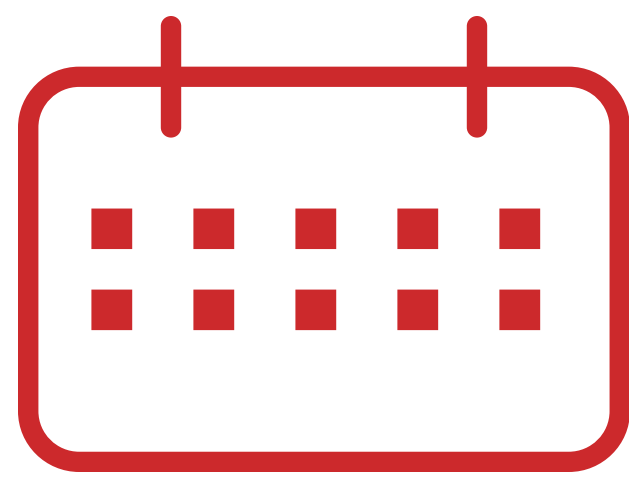


TO SUPPORT THE INTELLIGENT ENTERPRISE, MAPs AUGMENT AND AUTOMATE MEETING PROCESSES.

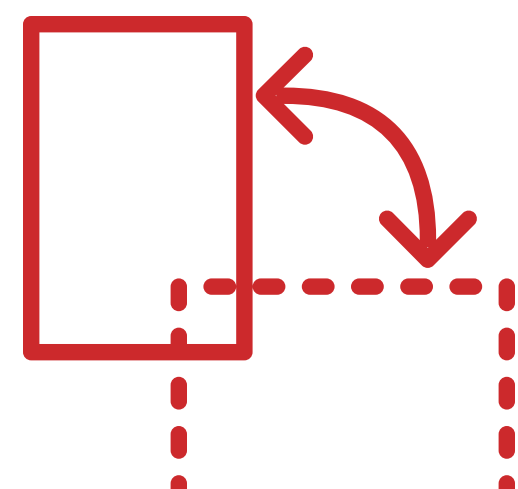
WHAT ARE THE KEY MAP CAPABILITIES?



1) AUTOMATED SCHEDULING



2) AUTOMATED MANAGEMENT



3) AUTOMATED ANALYTICS



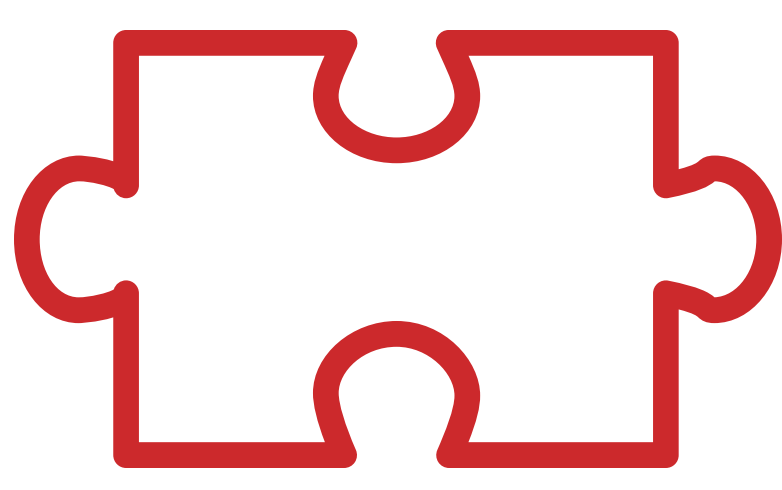
4) COMPLIANCE TO ENSURE THAT REGULATIONS SUCH AS GDPR ARE SUPPORTED



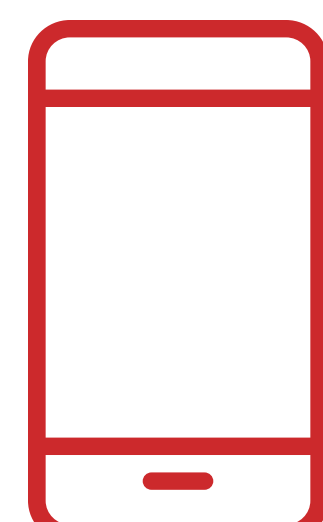
5) ENTERPRISE SCALE TO THOUSANDS AND MILLIONS OF MEETINGS



6) INTEGRATIONS VIA APIS



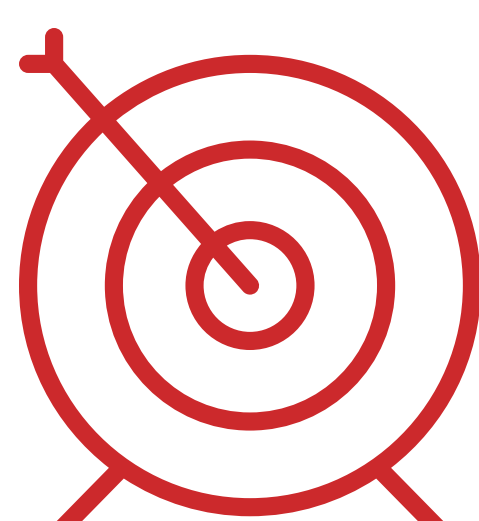
7) MOBILE-FIRST APPS FOR EASE OF USE



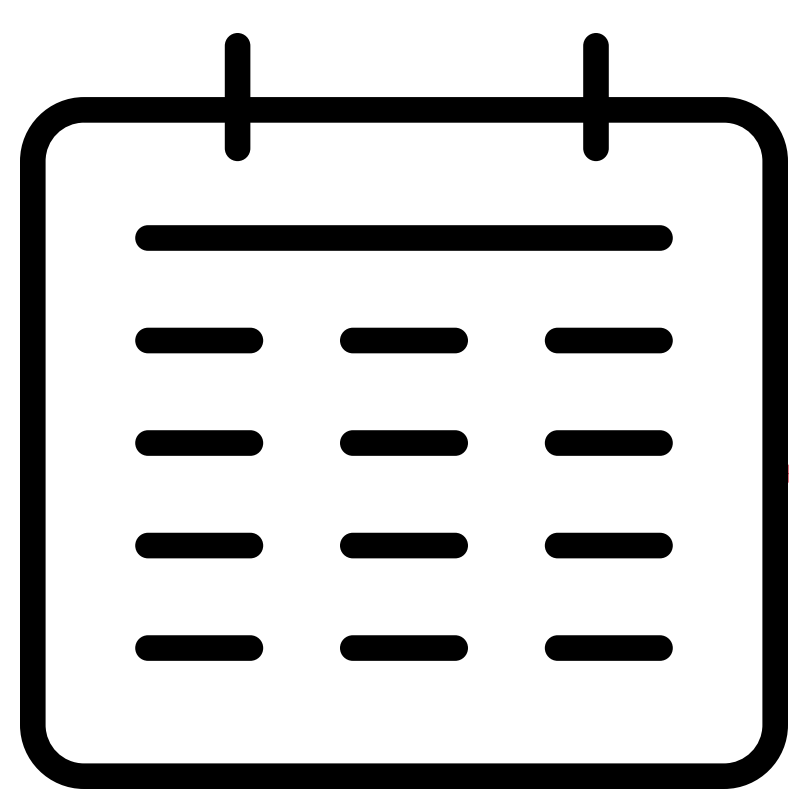
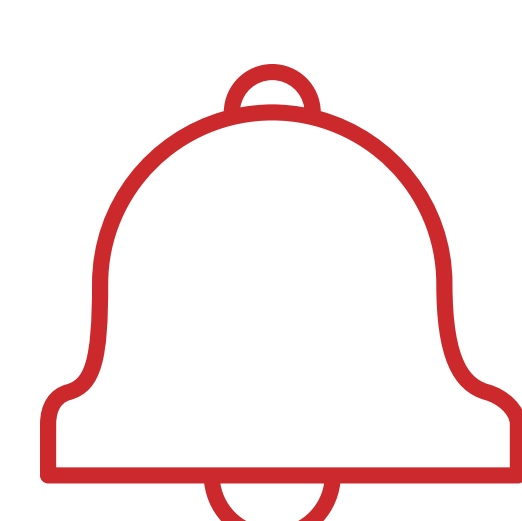
8) ROLE-BASED SECURITY



9) DIGITIZE MEETINGS FOR TRACKING FROM MARKETING AND SALES MANAGEMENT SOFTWARE



10) PREDICTIVE MEETING CAPABILITIES ON THE HORIZON: RECOMMEND MEETINGS THAT NEED TO TAKE PLACE



HOW CAN MAPs BENEFIT ENTERPRISES?



IMPROVE EFFICIENCY OF MEETINGS

BY WAY OF INCREASED VOLUME OF B2B MEETINGS, REDUCED HUMAN ERROR, AND INTEGRATIONS WITH BUSINESS APPLICATIONS.



IMPROVE EFFECTIVENESS OF MEETINGS

BY WAY OF MORE QUALIFIED MEETINGS, INCREASED CUSTOMER SATISFACTION DUE TO ANALYTICS AND INSIGHTS, AND IMPROVED COMPLIANCE.



ACCELERATE BUSINESS GROWTH

BY AUTOMATING PRE-MEETING PLANNING AND LOGISTICS, IN-MEETING MONITORING, AND POST-MEETING ANALYSIS AND FOLLOW-UP,

HOW ARAGON RESEARCH CAN HELP

WE PREDICT THAT

50% OF LARGE ENTERPRISES WILL HAVE A MEETING AUTOMATION PLATFORM INITIATIVE UNDERWAY OR FULLY IMPLEMENTED BY YE 2021.

FOR THE FULL ADVISORY ON DIGITALLY TRANSFORMING CRITICAL BUSINESS PROCESSES AND SELECTING AN MAP PROVIDER, CONTACT US AT INFO@ARAGONRESEARCH.COM.