Aragon Research Announces The Aragon Globe Vendor Evaluation Methodology

Aragon Research launches a new vendor evaluation methodology called the Aragon Globe. It offers deeper insight into technology markets than Magic Quadrants and Waves.

Online PR News - 06-December-2011 - Aragon Research, a new technology focused research and advisory firm committed to providing thought-leading strategic research and trusted advisory services, announced a new market evaluation offering called the Aragon Globe that will enable enterprises to assess technology providers in a particular market quickly and easily.

The Aragon Globe will have three evaluation dimensions that include Strategy, Performance and Reach. Based on the evaluation of technology providers in a market, they will be placed in one of four spheres: Leader, Innovator, Specialist, or Contender.

Our Aragon Globe Market Evaluations will go beyond Magic Quadrants or Waves and will help enterprises accelerate their vendor selections.

"We are pleased to offer enterprises a newer, more inclusive market evaluation offering", said Jim Lundy, CEO and co-founder of Aragon Research. Lundy continued, "Our Aragon Globe Market Evaluations will go beyond Magic Quadrants or Waves and will help enterprises accelerate their vendor selections."

Aragon Research indicated that the first market that would be evaluated is Enterprise Social Networking, followed by Web Conferencing and Content Management, respectively. The first reports will be released in Q1 2012.

For more information, visit http://aragonresearch.com

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About Aragon Research:
Aragon Research is the newest technology research and advisory firm. Aragon delivers high impact research and advisory services to provide enterprises the insight they need to help them make better technology and strategy decisions. Aragon Research serves business and IT leaders and has a proven team of veteran analysts. Aragon Research is privately held. For more information, visit http://www.aragonresearch.com

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Aragon Research introduces the Aragon Globe Vendor Evaluation Methodology
Media Information
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