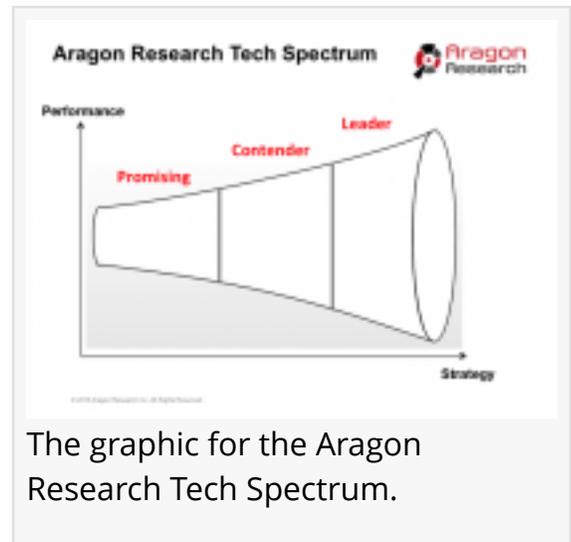


Aragon Research Announces the Aragon Research Tech Spectrum Vendor Evaluation Methodology

Aragon Research introduced its newest Research Methodology - the Aragon Research Tech Spectrum that evaluates technology providers in new and mature markets.

MORGAN HILL, CA, USA, March 17, 2015

/EINPresswire.com/ -- 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 methodology called the Aragon Research [Tech Spectrum](#). The Aragon Research Tech Spectrum is a new way to evaluate both emerging and mature markets.



The graphic for the Aragon Research Tech Spectrum.

The Aragon Research Tech Spectrum will have two evaluation dimensions, Performance and Strategy, which will enable comparative evaluation of the participants in a given market. Performance represents effectiveness in executing a vendor's defined strategy, while Strategy reflects the degree to which a vendor has understanding and strategic intent that is at the forefront of market direction. Based on the evaluation of technology providers in a market, they will then be placed in one of three sectors: Promising, Contender, or Leader.

"Enterprises realize that technology is a weapon in business and business leaders are not waiting to make a Software or Service selection," said Jim Lundy, founder and CEO of Aragon Research. Lundy continued, "Our Aragon Research Tech Spectrum will evaluate emerging market segments and will help enterprises accelerate their technology provider selections."

Aragon Research indicated that the first market that would be evaluated is [Mobile Collaboration](#), followed by [Sales Communications](#) and Web Content Management, respectively. The first reports will be released in Q2 2015.

Patricia Lundy

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408 355-0252

[email us here](#)

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