Aragon Research Identifies 21 Social Software Providers Who Signify a Shift in the Enterprise Social Networking Market

The fourth iteration of the independent analyst firm's Globe™ for Social Software examines 21 providers who focus on sharing knowledge and who are increasingly focusing on enabling workplace productivity.

Palo Alto, California (PRWEB) September 23, 2016 -- Aragon Research, a technology-focused research and advisory firm committed to providing thought leading strategic research and trusted advisory services, announced the publication of its first annual evaluation of the social software market in its new report, The Aragon Research Globe™ for Social Software, 2016: Shifting to Work and Outcomes.

Aragon has identified a shift in the overall workplace. Business buyers are having to balance the overload of working with multiple (sometimes unnecessary) tools with the need to produce business results or faster outcomes. The Globe™ for Social Software examines 21 providers in Enterprise Social Networking across three evaluation dimensions, which consist of Strategy, Performance, and Global Reach. This Globe™ report provides a guide as to who is doing what in the market as the demand for outcomes in the workplace heats up.

“Knowledge sharing is still one of the biggest use cases for Social Networks,” said Jim Lundy, CEO and Lead Analyst at Aragon Research. “That said, one of the findings from this year’s Social Software Globe™ was the shift to more of a work platform approach to meet the needs of more demanding business buyers.”

Learn more about these 21 providers and the evolution of the Enterprise Social Networking market by reading The Aragon Research Globe™ for Social Software, 2016.

About Aragon Research
Aragon Research is the newest technology research and advisory firm. Aragon delivers high impact interactive 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. For more information, visit https://aragonresearch.com.
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