Aragon Research Introduces New ‘Digital Work Hub’ Market Category

*Digital Work Hubs will disrupt vendors in the Enterprise Social Network, Enterprise Content Management, and Mobile and Collaboration markets, according to Aragon Research, Inc.*

Palo Alto, California (PRWEB) May 23, 2017 -- Aragon Research, a technology-focused research and advisory firm committed to providing thought-leading strategic research and trusted advisory services, released its *The Workplace of the Future Starts with a Digital Work Hub* report today that introduces a new market category: the Digital Work Hub.

The Digital Work Hub is an emerging category of enterprise-grade software that facilitates and manages the creation, curation, and communication of business content from the individual to ecosystem level. It provides functionality normally associated with multiple applications – from messaging to content management – with a single interface designed to simplify work.

Today, workforces are increasingly operating remotely, which has caused Mobile Collaboration to become the fastest growing segment of the collaboration market. But while knowledge workers are seeking faster ways to communicate and access content, enterprises are seeking an all-in-one platform that fully supports their mobile workforce and preserves their valuable data in a secure manner. Aragon sees the Digital Work Hub as a much-needed replacement for - and solution to - the traditional approach of isolated apps that severely hamper productivity and result in the loss of information and content.

“Digital Work Hubs are a benefit to individual knowledge workers and the enterprise alike,” said Jim Lundy, CEO and Lead Analyst, Aragon Research, “because they actually support the way people actually work today, and can deliver productivity and help the enterprise operate at a much faster pace.”

The popularity of Digital Work Hubs will grow significantly as businesses realize that they have too many tools that do not actually enable workers to associate their activities toward the progress of business goals. Aragon Research sees the rise of the Digital Work Hub as the way forward for promoting engagement throughout the enterprise and its ecosystem.

Individuals interested in reading the full Aragon Research report on Digital Work Hubs can access it [here](https://www.aragonresearch.com).

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