Aragon Research Publishes the 2018 Globe™ for Enterprise Video

As the shift to a more complete visual enterprise has emerged, businesses will need to embrace new video capabilities to reach outcomes faster.

PALO ALTO, Calif. (PRWEB) July 10, 2018 -- Aragon Research, a technology-focused research and advisory firm committed to providing thought-leading visual research and trusted advisory services, announced the publication of its fifth Globe report for Enterprise Video.

In 2018, nearly every business unit is seeking ways to leverage video. The rise of AI-backed content analytics allows teams to put their existing video content to work. Many providers are making it easier to storyboard and create video content, responding to the growing demand for user-generated content. Additionally, live video is expected to become more common in webinars, security, and training. With video proving to be a critical asset to the digital enterprise, Aragon expects to see the feature sets offered by the Digital Asset Management and Enterprise Video markets to converge.

“The visual era shows no signs of slowing down,” said Aragon Research Founder, CEO, and Lead Analyst Jim Lundy. “The cut over to video as a dominant content type will occur between 2018 and 2019. Enterprises who leverage new video capabilities will see greater satisfaction rates from their customers and employees alike due to higher engagement rates that can lead to a more seamless work experience that allows productivity to thrive.”

The 2018 Aragon Research Globe for Enterprise Video evaluates 17 providers in the market and overviews key trends that are fueling the growth of video in the enterprise. Executive leaders should use this report to prioritize their specific video use cases and evaluate providers based on their needs.

The providers evaluated in this report include Brightcove, Haivision, IBM, Kaltura, Kollective, KZO Innovations, MediaPlatform, movingimage, Nuxeo, Ooyala, Panopto, Qumu, Ramp, Sonic Foundry, uStudio, Vbrick, and Vidyard. Aragon clients can learn more in the Aragon Research Globe for Enterprise Video, 2018.

About Aragon Research
Aragon Research delivers high-impact visual research, consulting, and advisory services to provide enterprises the insight they need to 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://www.aragonresearch.com/.
Contact Information
Patricia Lundy
Aragon Research
+1 8886502586

Online Web 2.0 Version
You can read the online version of this press release here.