Aragon Research Announces Special Report: Hot Vendors Part 1 for 2019

Aragon identifies Hot Vendors in Conversational Intelligence, Voice and Video Analytics, Unified Communications and Collaboration, and Learning.

PALO ALTO, Calif. (PRWEB) May 15, 2019 -- In its latest Hot Vendors report, Aragon Research Inc. identifies noteworthy, visionary, and innovative vendors in four markets: conversational intelligence, image and video analytics, unified communications and collaboration, and learning.

Aragon Research identifies four Hot Vendors in the learning market for 2019, a market that is experiencing a shift towards a more modern, content-focused approach. Aragon also sees an increasing demand for interactivity, video, and leadership development.

“It is essential for enterprises to prioritize modern learning,” said Jim Lundy, CEO of Aragon Research. “Modern learning platforms promote worker engagement and provide valuable insights for employee learning processes.”

Although human-to-human conversations are still one of the most dominant forms of communications and collaboration we have today, most organizations do not have the necessary methods in place to analyze these conversations. As a result, they are lost as a potential source of new business, innovations, operations, and insights.

“Conversational intelligence mines conversations in real-time for relevant data and information. One of the biggest use cases is in sales, but marketing teams and call centers should also look into deploying conversational intelligence to drive efficiency in their business,” said Samra Anees, Associate Analyst at Aragon Research. Aragon identifies four Hot Vendors in conversational intelligence that are making a difference with their offerings.

Much like conversational intelligence, both image and video analytics tap into historically dark data using deep learning to provide contextual insights that can enhance the efficiency and growth of businesses. Previously, processing image and video content had to be done with humans. With computer vision capabilities, image and video analytics can take over and speed up this entire process. The Hot Vendors in Image and Video Analytics report identifies five providers who are emerging in the image and video analytics market.

Unified communications and collaboration (UCC) is one of the largest growing markets and the demand for each of the modalities (voice, image, video, and collaboration) in UCC is increasing. People-centric collaboration is a new trend in UCC, and enterprises need to focus on providers that can put people at the center of collaboration and meet their immediate and long-term business needs. Aragon identifies four Hot Vendors for 2019 who offer a range of UCC capabilities.

Aragon clients can learn more about these providers by reading the Special Report: Aragon Research Hot Vendors for 2019 Part I.

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
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