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

Aragon identifies Hot Vendors in Artificial Intelligence, Customer Revenue Optimization, and Web and Video Conferencing.

PALO ALTO, Calif. (PRWEB) August 21, 2019 -- In its latest Hot Vendors report, Aragon Research Inc. identifies emerging vendors in three markets: artificial intelligence, customer revenue optimization, and web and video conferencing.

Artificial intelligence (AI) is going mainstream in the enterprise, and as enterprises become comfortable with basic machine learning, understanding, and applying deep learning algorithms to business applications, AI remains one of the biggest opportunities for digital transformation.

“While much of the attention on AI in the business press today is focused on machine learning, improving the customer experience by leveraging perceptive input and emotive output technologies will be important differentiators by the end of this decade,” said CEO of Aragon Research Jim Lundy.

Aragon identifies four Hot Vendors who are making a difference in the AI market.

Customer revenue optimization (CRO) is a new category that makes sales methodology an automated process that can be integrated with a CRM platform.

“Consistent sales is vital to revenue attainment and the overall growth of an enterprise,” said Jim Lundy. “CRO will ensure that organizations can meet their revenue goals by having a consistent methodology.”

CRO replaces legacy analog selling methodologies with a digital selling approach that helps to guide reps and managers along a path that can lead to higher close rates, more pipeline, and higher deal values. Aragon identifies three Hot Vendors in customer revenue optimization for 2019.

Web and video conferencing is a key element in many enterprises. The market is experiencing a significant shift to the cloud, and more use cases have emerged that make APIs and integrations more important than in the past.

The web and video conferencing platform is comprised of four components:

- Meetings
- Intelligent Rooms
- Events
- Recording & Analytics

“Web and video conferencing has become a key element of communication in the digital enterprise because it enables more personalized interactions among colleagues and clients,” said Samra Anees, Associate Analyst at Aragon Research.

Aragon identifies four Hot Vendors in web and video conferencing with interesting, cutting-edge products, services, or technologies.
Aragon clients can learn more about these providers by reading the Special Report: Aragon Research Hot Vendors for 2019 Part IV.

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
408-355-0252

Calvin Smith
Aragon Research
408-444-2325

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