

# Aragon Research Announces its Hot Vendors in Social Business

*Aragon Research named five vendors in its Hot Vendors in Social Business Research Report, which focused on Social Business Applications.*



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Aragon Research, a new technology focused research and advisory firm committed to providing thought leading strategic research and trusted advisory services, announced its [Hot Vendors](#) in [Social Business](#) Research Report today that highlights progress in the growing Social Business market and features five different vendors.

Jim Lundy, CEO and Founder of Aragon Research commented, Business Leaders face tremendous pressure to innovate, and often they are finding the Cloud based Social Business Solutions they need themselves. Our 2013 Hot Vendors in Social Business are responding to the needs of business buyers."

## Social Layer versus Social Platform

Social software has evolved to the point where business applications are being socialized. Some applications are adding a social layer, while others are remaking their application as a plug-in to a social platform.

## [Social HCM](#) continues to evolve

While there is a lot of focus on HCM Suites, best of breed options in Social HCM such as social recruiting, social onboarding, social learning and expertise location, offer business leaders the answers to many of their HR needs.

For more details on these reports, go to the [Hot Vendors, 2013 Part II Special Report overview page](#).

## About Aragon Research

Aragon Research is the newest technology research and advisory firm. Aragon delivers high impact 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 covering the Knowledge, Collaboration, Social, Content Management, Workplace, Mobile and Tablet, and User Experience/Portal markets. The principals hold over 50 years of industry experience between them. Aragon Research is privately held. For more information, visit

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