



# Aragon Research Launches New Services, Shifts Research Publishing from Text to Interactive

PALO ALTO, CA, USA, April 7, 2014 /EINPresswire.com/ -- [Aragon Research](#) announces new [Interactive Research](#) and services. These services combine traditional text with audio, video, interactive charts, and business tools.

Aragon [Research](#), a technology-focused research and advisory firm committed to providing thought-leading strategic research and trusted advisory services, announced the availability of new Interactive Research that is part of its enhanced and new research services. These services combine traditional text with audio, video, and interactive charts and business tools to help executives make decisions faster and to share knowledge. The company also introduced a new business community called Aragon Insight.

"By 2016, interactive presentations and video documents will be the accepted formats for knowledge transfer," says David Mario Smith, Research Director at Aragon Research. "Interactive Content will not be an anomaly, it will be the new normal."

Aragon Research is providing new Interactive Content as part of its new and enhanced services. Two of these services include BIZTEX, which caters to Business Executives, and ITEX, which is formulated for IT Leaders. These services, which include audio, video, and interactive content elements, will focus on the specific demands that Business Leaders and IT Leaders face while also forging a viable intersection between these two business components so that both sets of leaders can make decisions that are best for the company as a whole.

"At Aragon Research, one of the things we have seen is increasingly, business leaders are being asked to make technology decisions," comments Jim Lundy, CEO of Aragon Research. "Our new BIZTEX and ITEX services will help alleviate the pressures that Business Leaders and IT leaders face in a world where you must be fluent in both business and technology."

In addition to the interactive toolkits and tutorials that will help Business and IT Leaders find solutions to pertinent problems in their enterprise, they will have access to Aragon's new business community called Aragon Insight. Aragon Insight will provide a community-based way for Business and IT Leaders to have immediate access to research, as well as interact with analysts and peers.

Press release courtesy of Online PR Media: <http://bit.ly/1ilbYu6>

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This press release can be viewed online at: <https://www.einpresswire.com/article/198981324>

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