The Aragon Research Globe™ for Intelligent Enterprise Content Management, 2025

Generative AI and the Rise of Intelligent Content Assistants

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Topic: Enterprise Content Platforms (ECP), Intelligent Content Analytics

Issue: Who are the enterprise content platform providers and how will they evolve?

How will the intelligent content analytics market evolve?

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SUMMARY

Aragon Research releases its sixth Aragon Research Globe™ for enterprise content management. It examines twelve major providers in a market that is poised to reinvent itself in the age of Generative AI and Intelligent Content Assistants.

Key Findings:

Prediction: By YE 2027, 60% of large enterprises will reduce the number of ECP vendors in their enterprise by half (70% probability).

Prediction: By YE 2026, ECP providers who do not invest in Conversational Search risk will be replaced by those that offer a modern Generative AI-based approach to Search (85% probability).

Prediction: By YE 2026, iECM providers will offer Conversational Search with either deep research (reasoning) on or off, depending on the type of search that is needed (60% Probability).

Prediction: By YE 2026, the combination of AI and content security requirements will lead to the replacement of legacy ECP providers who have not modernized their offerings (80% probability).

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Introduction

The speed of change in AI and the need to train agents means that enterprise content is now more valuable than it ever has been. This is because content contains valuable information that can be understood with Content AI. There are still challenges associated with legacy repositories, and given the opportunity, this may be the time to begin migrations to new repositories from providers who are investing.

The age of AI is here, and with aging content repositories, enterprises now face both a challenge and an opportunity. The challenge is that many of their repositories have aged significantly, and innovation is not occurring. The opportunity is that some providers have modernized their platform and invested in AI, which is the future.

Over the last year, Generative AI-based Content Assistants have emerged that are providing real value to enterprises. That said, specialized agents will do more, and the rise of these will be discussed in this report. The opportunity to use AI to examine legacy content in itself represents an opportunity to both mitigate risk and, at the same time, use content to drive revenue opportunities.

The need for Records Management and archiving is still important, but the need to turn on Content AI represents a shift in demand, and that may mean some providers do not make the cut and may need to be replaced. This Research Note overviews the current state of the ECP market, defines the new shift to content platforms, and evaluates twelve vendors in the enterprise content platform (ECP) space.

As Content Becomes More Valuable, it Becomes More than an Archive

Documents have more value than enterprises realize; for that reason alone, leveraging Content AI will help. While more content can now be accessed with modern repositories, so much of it remains locked in aging silos. In the last year, content assistants have come online, which means that they can read and understand documents and help humans process them. However, they can't do that in old, siloed repositories.

One could say that information—and in this case, large volumes of documents, images, and videos—is the fuel for AI. With new Content Assistants, the ability to understand what is inside all this content can be sped up.

Because content is now much more strategic, as it can be used as a catalyst to drive existing and new business, due to the fact that Content Assistants can look at and summarize content so much faster, the ability to find opportunities inside all of this information means that the content must be accessible. This means that some content stored in legacy ECM platforms most likely needs to be migrated to a modern offering.

Aragon
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Defining Intelligent Enterprise Content Management

Intelligent ECM is about making all aspects of the document lifecycle intelligent and, as a result, more automated. While still in its early stages, with LLMs powering Generative AI and now with algorithms to understand content, Content AI is here, and with it, the opportunity to modernize both content-based applications and the process of managing and accessing content.

The key areas of Intelligent ECM include:

- Content Assistant, which can both generate content and summarize it.
    o Conversational Interface
    o Content Generation (basic, advanced)
    o Content Summarization
- ECM Agents that can assist with specific workflows and document tasks
- Content Extraction and Understanding. This is about the ability to understand entire documents, to read them, and go beyond the old meta tagging. The ability to understand a document means that old content can be found, measured, and in some cases, drive a business process to upgrade customer accounts (upsell.

Intelligent Content Assistants: From Emergence to Strategic Imperative

Since Aragon's prediction last year, Intelligent Content Assistants (ICAs) have not merely arrived; they have rapidly matured into a fundamental component of the modern enterprise content landscape. Today, a growing roster of leading providers, including Box, Hyland, Microsoft, OpenText, and others, are actively integrating and evolving these powerful tools. While the specific features may vary, the pervasive presence of ICAs unequivocally confirms their strategic significance and widespread adoption.

The foundational capabilities of ICAs are already transforming daily workflows. Basic document generation, often considered table stakes for workplace assistants, is now a critical enabler for efficiency. For most iECM providers, however, the immediate focus is on advanced content summarization – a capability that directly addresses information overload and accelerates decision-making across the organization. In the near term, Intelligent Content Assistants are exceptionally well-equipped to distill lengthy documents into concise summaries and to draft highly effective email communications, significantly boosting individual and team productivity. While specialized applications, such as sophisticated contract analysis and generation, are still in their nascent stages, the rapid pace of development suggests imminent breakthroughs. Aragon firmly believes that traditional rules-based workplace assistants will be comprehensively augmented

and fundamentally transformed by Generative AI over the next five years, ushering in an era of unprecedented content intelligence.

Looking further ahead, the true competitive differentiator will be the development of custom generative content models—proprietary Large Language Models (LLMs) that fully leverage an organization's unique, internal data. This "bring-your-own-data" paradigm will become the cornerstone of advanced content automation. By training AI models on their specific, sensitive, and proprietary information, enterprises can create highly specialized, contextually aware, and remarkably accurate content. This bespoke approach will empower organizations to generate highly customized and directly relevant content, dramatically enhancing the quality, effectiveness, and strategic value of their content automation efforts. Platforms like Google's Gemini and Microsoft Copilot are already enabling this future by providing the robust infrastructure for enterprises to build and deploy their own custom generative models, signaling a profound shift from generic AI applications to deeply integrated, enterprise-specific intelligence.

Content Assistants and Search: A Conversational Interface

While we discussed Form automation earlier in this report, part of the revolution is the ability to use Generative AI via a Conversational Interface. Training of Assistants is still key to automation, but in some cases, the ability to kick off a process may now be accomplished with a Conversational Interface.

For forms, with the advent of a conversational AI interface, providers will gradually shift from a click-based interview process to one that is prompt-based to one that is fully conversational.

This also applies to the automation of the workflow process. Via an intelligent content assistant, a user will be able to state the people to whom an agreement needs to go, and the application can add them and then have the human approver sign off on them.

It is important to note that Content Assistants are only emerging now. Many providers are still testing their offerings. The low-code era is definitely here, and complex coding of workflows is quickly becoming a thing of the past. All this means that enterprises should evaluate providers on both the ease of use and the local approach that the provider currently has offered and has on the roadmap for the future.
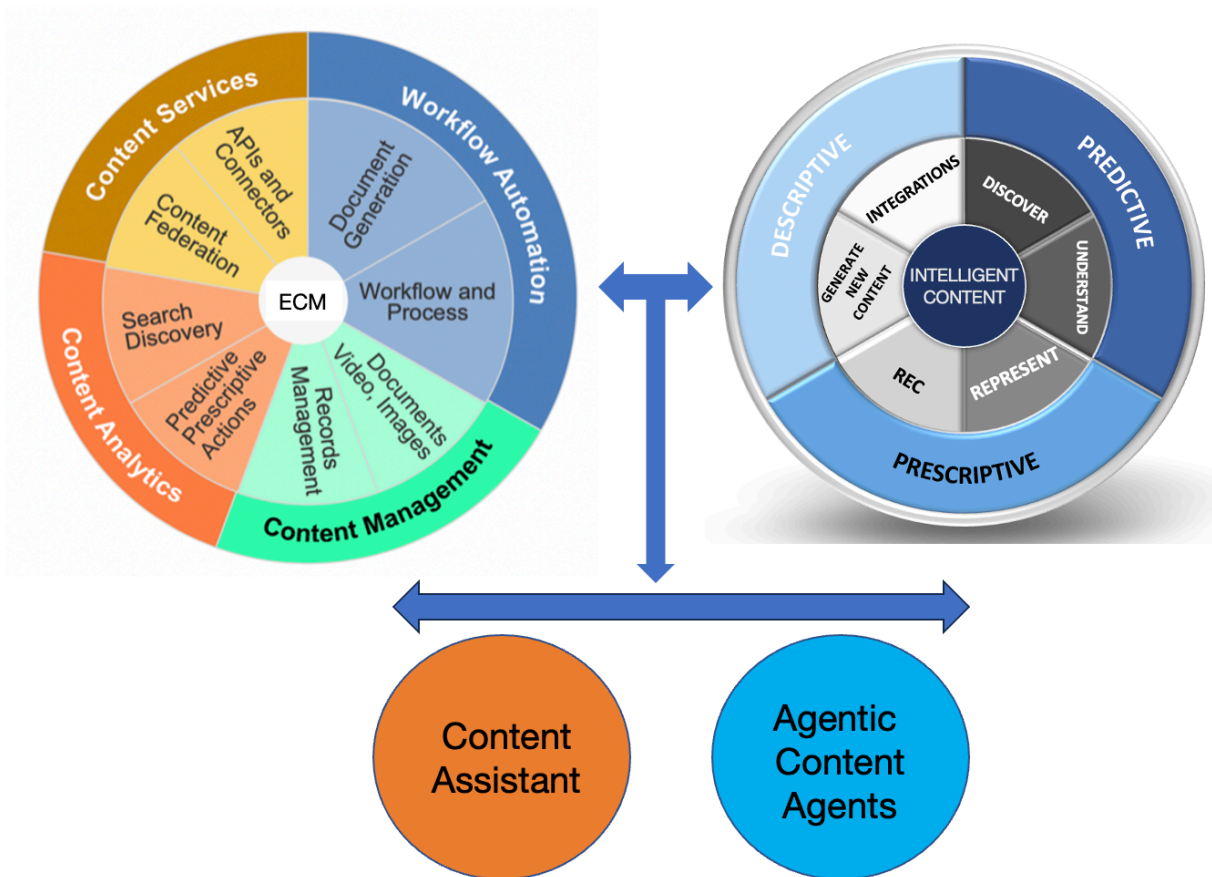
Figure 1: With an Intelligent Content Assistant, enterprises can unlock valuable insights and summaries from existing content and also leverage it to generate new content

Content Agents Are Here

With Content Assistants also comes the era of Content Agents, which can have specific roles in the Content lifecycle process. Content Agents can be standalone, and role-based, or they can be agentic and have different agents that work hand in hand.

For example, there could be an agent that generates a document and sends it to a human for review. Another agent could be a billing agent that sends an invoice for payment, but also stores it in the ECM System. When multiple AI Agents work together, Aragon calls that an Agentic System.

See Figure 2 for an example of an Agentic System deployed to automate a document process.

Intelligent Content—Unleashed: The Power of LLM Reasoning

The advent of advanced Large Language Models (LLMs) has ushered in an era of unprecedented reasoning capabilities. LLMs, with their sophisticated architectures, can now analyze and interpret complex documents with a level of understanding that was previously unattainable. This enhanced reasoning allows for a deeper comprehension of context, nuances, and interrelationships within content, moving beyond simple keyword matching or meta-tagging.

With Intelligent Content, documents can be understood in their entirety, allowing for faster location and action.

This breakthrough in content understanding significantly impacts this new redefined category of iECM. Content Assistants, powered by LLMs, can now retain and leverage information from previous interactions, building a comprehensive knowledge base about specific transaction types. This enhanced memory allows for more informed and efficient processing, enabling assistants to understand the entire document and its implications rather than relying on

Note 1: Understanding Content AI algorithms

1. Content AI and Document Understanding

Documents—document analytics, also referred to as Content AI, is the ability of machine and deep learning applications to read and understand documents. There are tremendous opportunities in the document creation phase, particularly for contracts, as close analysis can provide a success or failure prediction on whether a clause should be used or not.

In the past, it was just about keyword tagging and indexing. Now, with deep learning and generative AI, we have entered the age of document understanding. Content AI goes beyond indexing to understand entire documents. With a Generative AI interface the ability to know more about entire document libraries is here now.

2. Computer Vision (Images and Video)

Computer vision is basically object and scene detection. Image analytics represents an opportunity for enterprises simply because images can be processed faster. Image analytics saves hours and hours of human intervention, and it can open new areas of revenue for the enterprise. For example, being able to tell if an image is real or fake can help to either approve or deny an insurance claim. Being able to verify someone's identity using a picture can also speed up customer onboarding.

superficial indicators. The era of true Content Understanding has arrived, revolutionizing how enterprises manage and process digital transactions.
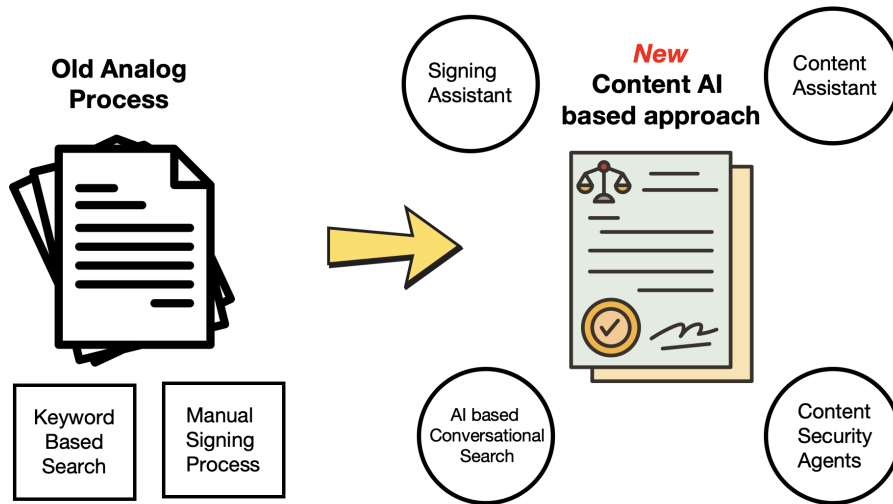

Figure 2: The entire approach to documents and transactions is shifting to an intelligence-based architecture.

Content Assistants and Deep Reasoning: Providers Must Respond

The ECM market is changing, and so is search. Last year, we discussed the fact that with Gen AI capabilities, search was changing from a query-based search approach to a conversational one. Now, out-of-the-box Content Assistants can learn about content and do significant work to find the right content being searched for, locate it, and understand it.

In 2025 and 2026, Content Assistants can go beyond basic conversational search, and can have search powered with deep reasoning turned on. In this case, the search could be very complex – only look for these types of clauses from this date to that date. Basically, humans can now tell the system what they want without understanding query language, a requirement in the past.

For iECM providers, investing in all aspects of AI will be needed to modernize the ECM platform and enable this type of search to occur.

Prediction: By YE 2026, iECM providers will offer Conversational Search with either deep research (reasoning) on or off, depending on the type of search that is needed (60% Probability).

AI Agents, Agentic Systems, and Automating Forms

For forms and AI, a key trend for 2025 is the integration of AI Agents for dynamic form automation. Intelligent Assistants, leveraging conversational interfaces, are transforming data collection by interviewing individuals and generating forms on demand. This capability significantly streamlines processes like onboarding, where accurate information capture is crucial.

By utilizing existing documents as templates, these agents create tailored forms, eliminating manual creation and reducing errors. This marks a fundamental shift, establishing data capture as a core function of Intelligent Content Assistants.

Beyond form creation, these agents are capable of executing subsequent actions and automating entire workflows. Completed forms can be automatically routed to review teams for approval or directly sent to recipients, expediting transaction processes. This end-to-end automation accelerates data collection, enhances efficiency, and minimizes manual intervention.

As AI Agent Agentic processes continue to evolve, organizations are leveraging custom agent models with proprietary data to automate complex tasks with unprecedented precision, solidifying the role of Intelligent Assistants in revolutionizing how documents are automated.

As shown in Figure 2, AI Agent Agentic processes will significantly enhance Content Automation. The long-term focus will be on custom agent models, leveraging proprietary data. Organizations are utilizing these models to automate processes with unprecedented precision, driving innovation and efficiency in DTM. See Figure 2.
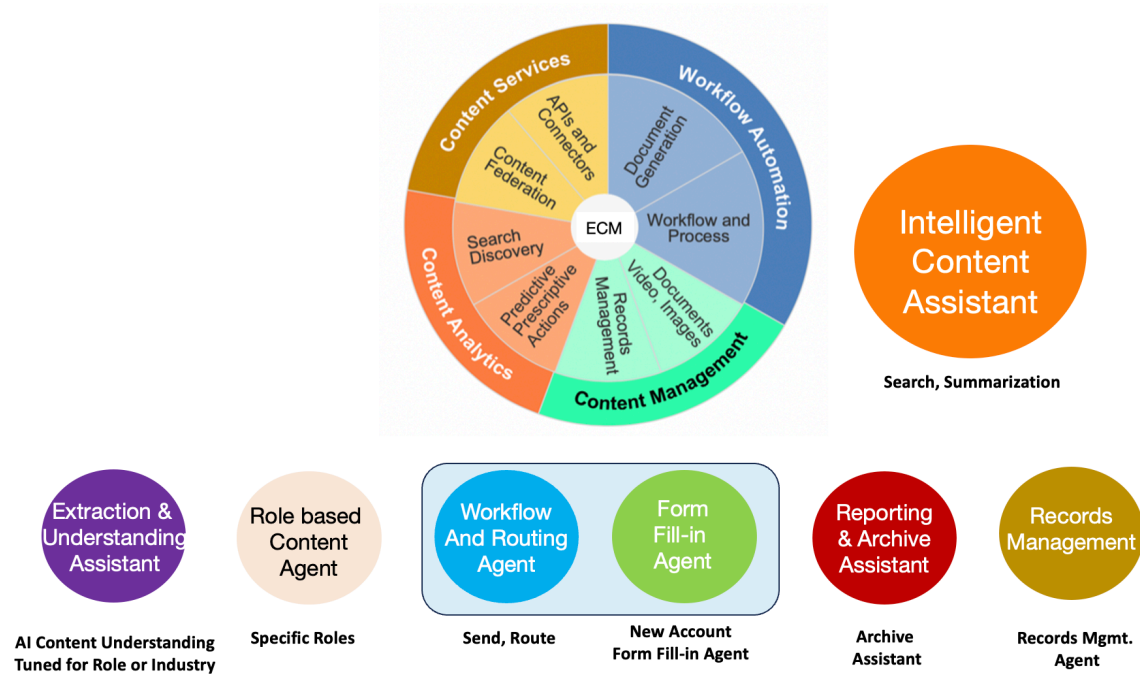
Figure 2: Intelligent assistants will enable Agentic processes, with Agents assisting humans in managing and understanding content and content processes.

Content Management: Edge Computing and the Proximity of AI to Content

The discourse surrounding Enterprise Content Management (ECM) is rapidly embracing Edge Computing as a pivotal architectural shift. This evolving perspective stems from two fundamental realizations concerning modern IT infrastructure and the burgeoning demands of AI. Firstly, the sheer volume of legacy content, coupled with the escalating costs associated with moving and storing it entirely in public cloud environments, has solidified the necessity for hybrid cloud strategies. This approach allows enterprises to maintain vast content repositories in local data centers while simultaneously leveraging the benefits of managed services and cloud-native applications for more active content.

Secondly, and perhaps more critically, the efficacy of Artificial Intelligence, particularly for complex use cases involving rich media like images and video, is significantly enhanced when the AI processing occurs closer to the content's origin – at the "edge" of the network. Sending massive streams of high-fidelity data to a centralized cloud for analysis introduces substantial latency, bandwidth consumption, and often, prohibitive costs. For instance, in real-time video surveillance or industrial automation applications, the AI algorithms frequently run directly on the camera or sensor itself. This local processing allows for immediate analysis and actionable insights, with only a fraction of

the processed data or critical alerts being sent to the cloud for further aggregation or long-term storage.

This paradigm shift highlights that while the cloud offers immense scalability and flexibility, it is not always the optimal location for all content or all AI operations. The benefits of processing content at the edge are manifold: reduced latency for real-time applications, lower bandwidth requirements, enhanced data security due to localized processing, and greater resilience in environments with intermittent connectivity. For ECM, this translates to the ability to apply AI to content as it is created or ingested, such as intelligent document capture and classification happening at the point of entry in a branch office, or real-time anomaly detection in scanned contracts within a regional legal department.

The implications for Enterprise Content Management are profound. Modern ECM solutions must be designed with an inherent understanding of edge computing principles, facilitating the deployment of AI models directly on or near the content sources. This necessitates a flexible architecture that supports distributed processing, intelligent data routing, and seamless synchronization between edge deployments and centralized repositories. Providers that can offer robust capabilities for managing content lifecycle, governance, and AI orchestration across a distributed, hybrid environment will be critical for enterprises seeking to extract maximum value from their information assets.

Ultimately, the goal is to optimize the location of both content and computing power. By strategically placing AI processing closer to the content, enterprises can unlock richer, timelier insights from their vast content estates, ranging from identifying critical clauses in contracts to detecting patterns in customer interactions for upsell opportunities. This targeted application of AI at the edge not only improves performance and reduces costs but also empowers a new generation of intelligent ECM applications that are more responsive, secure, and impactful for business operations. The "battle cry" of edge computing in ECM is truly about bringing intelligence to the heart of the information.

Intelligent Enterprise Content: The Day of Reckoning for Legacy Providers Approaches

A significant shift is underway in how enterprises view and manage their content, signaling a day of reckoning not just for some enterprise content management (ECM) providers, but for the internal IT departments and business operations teams that cling to legacy repositories. While many ECM providers outside of this iECM Globe are indeed struggling to modernize their offerings, the real limitation on AI's potential lies with organizations that fail to migrate off outdated systems. The inherent rigidities and data silos of these legacy platforms severely restrict the ability to apply transformative

Content AI, hindering everything from finding crucial insights to automating complex business processes.

The question for many enterprises should no longer be about the marginal value of continuing to pay maintenance for stagnant, aging platforms. Instead, it needs to be about the significant opportunity cost of not migrating to modern ECM solutions that are designed from the ground up to be AI-ready. Every day that valuable enterprise content remains locked in a legacy repository is a day where potential account upsells are missed, risks in old contracts go undetected, and operational inefficiencies persist due to a lack of intelligent content leverage.

While some consolidation has occurred in the ECM market, with players like Hyland and OpenText expanding their footprint, the true battleground has moved beyond mere platform acquisition. It's now about innovation and the profound disruption that generative content AI represents. The fastest and most effective way for ECM platforms to inject Content AI capabilities is by partnering deeply with leading AI providers such as Google and Microsoft. Many forward-thinking providers are already doing this, embedding powerful AI directly into their core offerings.

However, even with these advancements from providers, their full potential can only be realized if IT departments and business operations teams take the necessary steps to migrate their valuable content from older, inaccessible repositories. The responsibility to unlock the true power of AI for enterprise content ultimately rests with the organizations themselves. Without this foundational move, the promise of intelligent content—from uncovering hidden insights to driving unprecedented efficiencies—will remain largely unfulfilled, leaving these enterprises at a distinct competitive disadvantage.

Prediction: By YE 2027, 60% of large enterprises will reduce the number of ECP vendors in their enterprise by half (70% probability).

Developing a Future State Enterprise Content Architecture with a View of AI and Agentic Systems

Developing a robust content management architecture is no longer just about addressing aging infrastructure; it's a critical imperative driven by the transformative power of Artificial Intelligence, especially the emerging capabilities of AI Agents and Agentic Systems. While many enterprises grapple with outdated content repositories, the strategic planning for a future-state architecture must prioritize seamless integration with advanced AI capabilities, recognizing that these intelligent entities will increasingly interact with and derive value from enterprise content.

The architectural discussion extends beyond merely housing content in modern repositories; it's about enabling AI to act upon that content effectively. Given the varied nature of AI operations, from real-time processing to large-scale data analysis, a hybrid approach to content management becomes not only cost-effective but often essential.

Not all AI will reside or perform optimally in a public cloud environment. The strategic opportunity for enterprises lies in containerizing installations and shifting towards managed services, even for content that remains within local data centers. Many providers now offer robust options for managing existing on-premise content, making the decision to keep certain content local an attractive and viable component of an AI-driven strategy.

The maturity of Kubernetes as a de facto standard for hybrid cloud deployments provides a powerful foundation for this approach. Enterprises should meticulously evaluate the roadmaps of their Enterprise Content Management (ECM) providers for their hybrid service offerings. This includes understanding how these platforms support the deployment and orchestration of AI workloads, both in the cloud and at the edge. The rise of both small and large language models, coupled with the increasing availability of open-source LLMs, means that significant AI processing can now be done closer to the data, even within local data centers or at the very edge of the network.

Content architects must actively collaborate with ECM providers to define a future-state approach that leverages the full spectrum of AI capabilities. This extends beyond simple content analysis by static AI models to embracing the potential of AI Agents – autonomous programs designed to perform specific tasks, and Agentic Systems – a series of AI agents working collaboratively to achieve complex goals. For instance, an AI agent could be tasked with continuously monitoring new contracts for specific clauses, while a system of agents might work together to analyze customer interaction histories to identify upsell opportunities, pulling data from diverse content sources and presenting actionable insights.

For certain applications, particularly those requiring low latency or processing vast amounts of raw data (like video or IoT streams), Edge AI may indeed be more attractive and cost-effective than solely relying on full-on SaaS cloud solutions. The ability to deploy AI agents at the edge, closer to content creation and consumption, can significantly enhance real-time decision-making and reduce data egress costs. Therefore, a forward-looking ECM architecture must not only facilitate modern content storage and AI integration but also inherently support the deployment and coordination of AI Agents and Agentic Systems across a distributed, hybrid environment, ensuring that intelligence is brought directly to where the content resides and is most valuable.
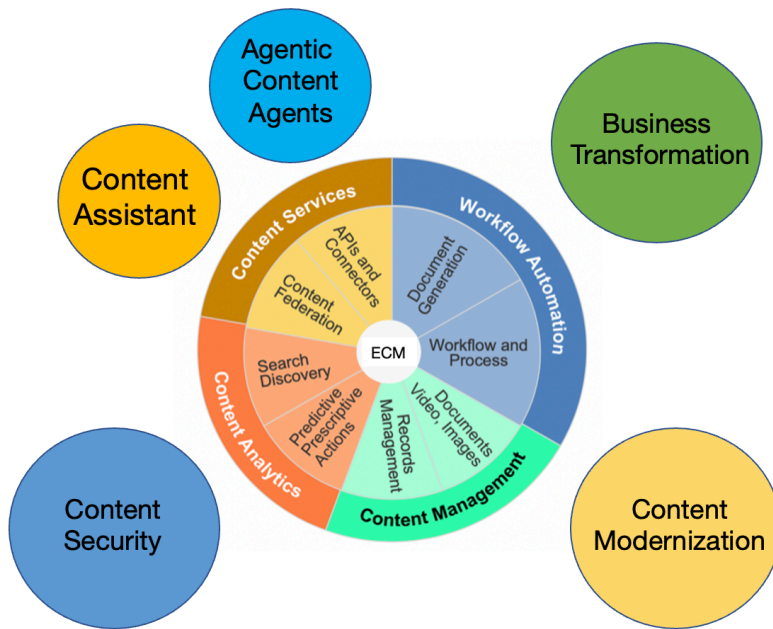
Figure 3: The iECM market is evolving, and there are four imperatives to focus on for 2024.

Content Security becomes a requirement in the Age of AI

Content security is becoming increasingly important; it will need to adapt as more AI comes online.

The traditional approach to content security has focused on perimeter-based defenses, such as firewalls and intrusion detection systems. However, the increasing sophistication of cyberattacks, coupled with the rise of insider threats and the proliferation of endpoints, has rendered these traditional defenses ineffective.

Today's attackers are targeting the content itself, exploiting vulnerabilities in document formats, email attachments, and file-sharing platforms. They are also leveraging social engineering techniques to trick users into divulging sensitive information or downloading malicious files.

The rise of ransomware attacks has further highlighted the critical need for content security. Ransomware attacks typically involve encrypting sensitive data and demanding a ransom for its release. These attacks can cripple an organization's operations and result in significant financial losses.

This new AI-based approach includes the use of AI-based learning of risks and AI Agents that can stop access to content while it is 'in-flight,' meaning that a document-based process or transaction is underway.

Prediction: By YE 2026, the combination of AI and content security requirements will lead to the replacement of legacy ECP providers who have not modernized their offerings (80% probability).

Note 2: Key Content Security Requirements

Below is a set of content security features that need to be evaluated.

- Encryption
- Encryption key management (optional)
- Digital identity verification (mainly via multi-factor)
- Remote and/or offline viewing
- Recall
- Watermarking
- Content wiping (selective or full)
- Content retention policies
- Audit trails of content sharing and access

The Strategic Value of Content and Why Modernization Is Needed

The conversation around content management modernization has evolved significantly. While security risks associated with aging architectures remain a critical concern, the imperative to modernize legacy Enterprise Content Management repositories is now profoundly intertwined with the strategic need to leverage Artificial Intelligence (AI) for competitive advantage. The sheer volume and diversity of enterprise content represent an untapped goldmine of insights, and organizations are recognizing that unlocking this value requires a fundamental shift in how content is stored, managed, and accessed.

The challenge lies in the fact that legacy content repositories, often characterized by monolithic architectures and proprietary data formats, are inherently difficult to integrate with modern AI tools. Attempting to apply sophisticated AI algorithms for tasks like identifying account upsell opportunities from client communications, uncovering hidden risks in legacy contracts, or extracting critical information from unstructured data is a Herculean task when the underlying content is siloed and inaccessible. Without modernization, enterprises are effectively leaving valuable insights buried within their vast content archives.

Therefore, the retirement or significant overhaul of legacy Enterprise Content Management repositories is no longer just about mitigating security vulnerabilities or streamlining IT infrastructure. It has become a strategic business mandate driven by the desire to harness the power of Content AI. The ability to apply AI to content allows organizations to move beyond simple search and retrieval to proactive intelligence generation, leading to more informed decision-making, improved customer experiences, and enhanced operational efficiency.

The critical considerations for evaluating Enterprise Content Management providers have thus expanded beyond basic feature sets to encompass their AI readiness. A minimal or absent roadmap for AI capabilities should now be a primary driver for developing an exit strategy from an incumbent provider. This extends to conversational search capabilities, which are essential for intuitive content discovery, and robust, AI-enhanced content security, which is paramount given the increasing value and sensitivity of enterprise information.

Enterprises must prioritize Enterprise Content Management platforms that offer open APIs, robust integration frameworks, and native AI capabilities or a clear strategy for seamless integration with leading AI services. This shift enables organizations to transform their content from a static archive into a dynamic, intelligent asset that fuels business growth and innovation. The investment in modernizing these repositories is no longer a cost of doing business, but a strategic enabler for the intelligent enterprise.

The urgency to modernize Enterprise Content Management repositories in 2025 is not merely an IT challenge but a business imperative. The ability to apply Content AI to uncover hidden insights, drive revenue growth, and mitigate risks directly hinges on the accessibility and structure of enterprise content. Organizations that fail to address their legacy content infrastructure will find themselves at a significant disadvantage in an increasingly AI-driven business landscape, unable to fully capitalize on the strategic value locked within their information assets.

Current iECM Provider situation	Suggested Action
Provider has minimal or no roadmap for AI	Develop exit strategy
Minimal or No Roadmap for AI Assistants and Search	Look to third parties while also developing an exit strategy
No Roadmap for extended content security	Third party offerings may help in the short term, but an exit strategy is also in order

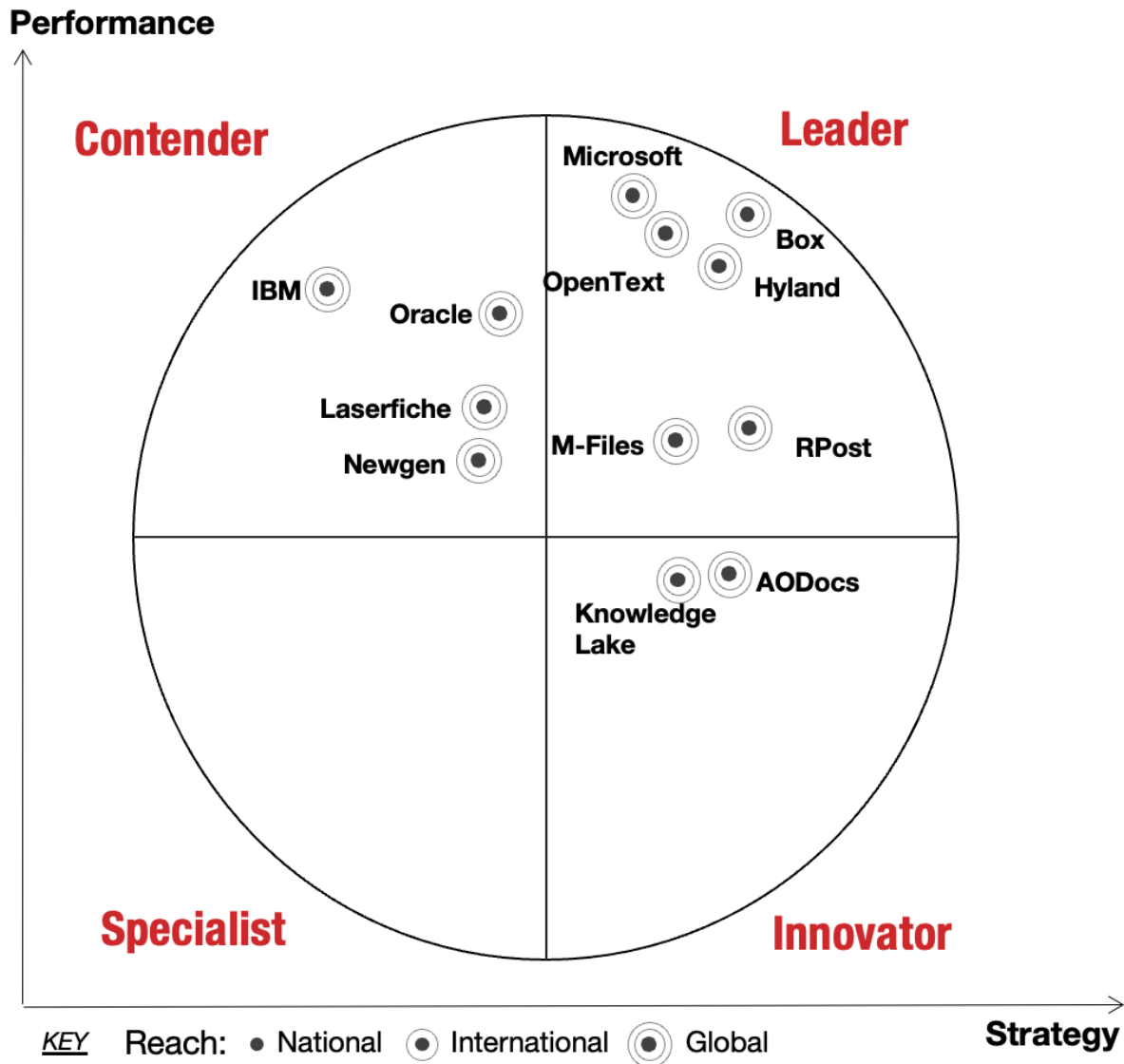*Table 1. Three important decision criteria for evaluating whether to keep or exit an iECM Provider.*

The Aragon Research Globe™ for Intelligent Enterprise Content Management,
(As of June 19, 2025)

Figure 4: The Aragon Research Globe™ for Intelligent Enterprise Content Management, 2025.

Leaders

Box

Box, headquartered in Redwood City, California, and led by Co-founder and CEO Aaron Levie, has seen its revenue climb steadily since it doubled down on its Content AI strategy. The company provides an Intelligent Content Management (ICM) platform that offers enterprise-grade AI, modern workflow and collaboration, advanced data protection and compliance, and infinite scalability.

Since it's unveiling of Box AI in 2023, Box has continued to innovate rapidly and enhance its AI capabilities. Box AI for Notes and Box AI for Documents were made generally available in 2024, allowing users to extract insights and create content from their Box data. In May 2025, Box announced an all-new AI platform designed to integrate AI Agents into enterprise content workflows. In addition to Box AI Agent for Microsoft 365 Copilot and IBM watsonx Orchestrate, Box AI Agents are available or in development with Google Agentspace, Salesforce Agentforce, and more custom agent solutions. Earlier this year, Box introduced the Enterprise Advanced plan to allow customers to access the full power of the ICM platform. The Enterprise Advanced plan includes:

- Box Apps—a no-code application builder to create content-centric business processes
- Box AI Studio—a no-code solution for creating custom Box AI agents
- Box Doc Gen API—to dynamically generate custom documents
- Box Forms—to easily create web and mobile forms within Box to streamline data collection and automatically trigger business process workflows
- Box Doc Gen—to dynamically generate custom documents directly in Box
- Box Doc Gen for Salesforce—a solution that provides Salesforce users with the ability to dynamically generate documents directly in Salesforce with data sources from Salesforce objects and records
- Box AI extract agents—automates metadata extraction and reduces manual work using Box AI
- Box Archive—a solution that provides advanced data preservation with long-term content storage.

In addition, Box recently achieved FedRAMP High Authorization. The Box product family also includes Box Shield for security, Box Governance, Box Sign, Box Relay workflow automation, Box Zones, Box KeySafe, Box Hubs content publication, and Box Shuttle for content migration.

The Box platform offers integrations with over 1,600 applications. Key integrations include those with Google, IBM, Microsoft, Salesforce, ServiceNow, Slack, Zoom, and Crowdstrike. Box is well-positioned to address the evolving demands of enterprise content management with its focus on security, AI, and automation.

Strengths	Challenges
- AI-first company - Brand recognition - Native video support - Native content security and compliance - Secure collaboration across the extended enterprise - 1,600+ integrations with major LOB and productivity apps - Cloud focus - Industry focus - APIs - Install base	- On-premise options

Hyland

Hyland, led by CEO Jitesh Ghai, is undergoing a bold transformation rooted in a multi-year vision to redefine the content landscape and unlock new value for customers. Since joining Hyland, Ghai's charge has been to move beyond traditional ECM approaches, with a focused mission to deepen its role as the trusted leader in revolutionizing the way organizations leverage enterprise content. Evolving from its origins in document management over 30 years ago, Hyland is now shifting from content management to content innovation—leveraging AI, large language models, and emerging Agentic AI capabilities to make unstructured enterprise data accessible and actionable through its Content Innovation Cloud.

Hyland Content Innovation Cloud (CIC) is a cloud-native platform that unifies enterprise content management with advanced AI, automation, and intelligent workflows to deliver scalable content innovation. Key CIC solutions include Knowledge Discovery, which uses AI agents and natural language queries to unify and precisely search across repositories; Automate, which accelerates process automation through AI-powered chat, OpenAI integration, and Microsoft email workflows; Intelligent Document Processing (IDP), which leverages agentic AI to autonomously capture, classify, and extract data—transforming workflows while ensuring compliance.

Hyland is a leading provider of industry-specific solutions, serving sectors such as healthcare, financial services, and insurance. Its platform streamlines patient records, automates workflows, and ensures compliance in healthcare; enhances document management and customer experiences in financial services; and accelerates claims and policy processing in insurance. Beyond these core industries, Hyland also delivers tailored solutions for construction, mining, oil and gas, publishing, and transportation & logistics to meet diverse business needs.

To extend its value further, Hyland offers deep integrations with key line-of-business systems such as Epic, Guidewire, and Duck Creek on its OnBase platform. The company has also introduced new solutions like Clinician Complete and Return, and Insurance Card Extraction to improve healthcare workflows and data accuracy. Recent integrations with Epic EMR, Textract, Twilio, and Document Filters continue to enhance business task automation. Through these efforts, Hyland is firmly positioning itself for the future by modernizing content management and expanding its AI and automation capabilities.

Strengths	**Challenges**
• Brand recognition	• Balancing multiple product SKUs
• AI capabilities	
• Healthcare focus	
• Back office	
• Open source	
• Accounts payable	
• Capture	
• Case management	
• Global partner channel	

M-Files

M-Files, with operations in Finland and Austin, Texas, is now led by CEO Jay Bhatt, who was appointed in March 2024. Joining him on the leadership team are Matt Marriott, Chief Revenue Officer (appointed March 2024), and other executives who were part of the new management team in 2024. The company offers its information platform, which includes Ment, Hubshare, and the M-Files Platform. Hubshare facilitates content collaboration for internal and external audiences, offering features such as a client-facing portal, intranet capabilities, task management, and a data room for sharing large datasets. In October 2024, M-Files received a majority recapitalization led by Haveli Investments and Bregal Milestone.

M-Files continues to advance its AI offerings. In 2024, the company announced improvements to its generative AI offering, M-Files Aino. Aino provides a virtual assistant to enable collaboration and generate insights from enterprise data. M-Files Discovery can classify, categorize, and identify Personally Identifiable Information (PII) within documents. The Aino generative AI suite supports knowledge work automation, providing a platform for optimizing task workflows with an emphasis on security.

From a content AI perspective, M-Files focuses on Smart Classifier and Discovery. These tools are designed to automate content classification and the identification of sensitive information.

M-Files offers industry-focused solutions for Professional Services (including Accounting, Tax and Audit, Management, Legal, Financial Services, Contract Research Organizations, Scientific and Technical Consulting). The company also provides solutions for Manufacturing, Construction, Energy, Public Sector, and Real Estate.

The M-Files platform comes in three editions: M-Files Base, available for on-premise deployment; and M-Files Team and Business editions, which offer on-premise, cloud, or hybrid deployment options. M-Files integrates with Adobe Sign, DocuSign, Google, Microsoft, and Salesforce. M-Files is positioned to address the evolving demands of information management through its platform capabilities and AI focus.

Strengths

- Hybrid ECM (cloud and on-premise)
- Integration of content and data
- AI-based content analytics
- Configurability
- Use cases
- Mobile support

Challenges

- Balancing user requirements in multiple markets

RPost

RPost, based in Los Angeles, California, and led by CEO Zafar Khan, has placed a significant emphasis on document security within its electronic communications and digital transaction management portfolio. The company provides a suite of services including email encryption, e-signature automation, legal e-delivery proof, and document rights management.

RPost has continued to advance its document security capabilities, particularly through its RDocs™ offering, which transforms documents into Rights Protected Document (RPD™) files. This technology allows senders to control viewing access, duration, sharing, and tracking of documents even after they have been sent. New features in 2024 and 2025 include file-embedded and page-level security controls to track views and restrict certain readers to specific pages within any document, dynamic covert and in-motion overt watermarking, both unique to each viewer (rather than to the document) to deter unauthorized sharing through screen photos otherwise used to circumvent DLP policies, and the ability to, at the page-level, control or revoke access to content post-send.

- RDocs Page Locker and RMail Redact functionality considers security of content not at the record or document level, but rather, at the page-level or information part-level. One may, for example, prefer to provide people with different roles access or no-access to different parts of a message or document. RAPTOR AI also acts as a backdrop to product each page separately and automatically if the document is on a compromised device.

- RDocs In-Document Vote functionality takes a more practical enterprise-wide approach to recording approvals on documents that is less-labor intensive.

- RPost's RAPTOR AI can add cyber attribution. It can automatically attribute a leak in progress to a leaker, and even in most cases with RAPTOR AI agents then trigger the un-leak of leaking information before seen.

RPost also introduced its RAPTOR™ AI Agent Framework in early 2025, a new AI-infused cybersecurity initiative that can forensically identify undesirable (from a content owner perspective) attempts to view content at compromised devices even if at third parties, and then agentically and pre-emptively auto-lock the content before seen, killing leaks before they become reportable breaches or expose strategic content. In late 2024, RPost announced updates to its security AI model to combat impersonation fraud, building on its Eavesdropping AI™ model. The company continues to integrate AI across its platforms, aiming to counter AI-powered cyber threats and provide enhanced security insights.

	Strengths	**Challenges**
	• Ease of use	• Market awareness
	• Content Security	
	• Document generation	
	• eSignature	
	• Secure Email	
	• Integrations	
	• Payments	
	• Analytics	

Microsoft

Microsoft, based in Redmond, Washington, offers the Microsoft SharePoint Content Platform as a core component of its Microsoft 365 Cloud offering. This platform is seeing increased demand due to continuous innovation, especially with the integration of Microsoft Copilot and its deep ties into Microsoft Teams. SharePoint also serves as an integral part of Microsoft's Employee Experience platform, Microsoft Viva. Many enterprises leverage SharePoint as their primary content repository, and its broad partner ecosystem contributes to its ongoing success.

Microsoft has continued to develop its AI capabilities with Microsoft Copilot. In September 2024, Microsoft 365 Copilot was integrated into SharePoint to assist users with content summarization, creation, and organization within SharePoint. In May 2025, Microsoft announced further advancements for Microsoft 365 Copilot, including Copilot Tuning for enterprise-specific fine-tuning of AI models and Multi-Agent Orchestration to manage multiple AI agents for complex workflows.

Microsoft Syntex is a Document AI offering that can index, read, and comprehend documents. Its capabilities include content assembly and processing, contract management accelerators, annotations, and extended language support. Additional features, such as e-signature, backup and archiving, and repository-as-a-service, have been added.

Microsoft also offers on-premise editions of SharePoint, including SharePoint Server 2013, 2016, 2019, and Subscription Edition. SharePoint is integrated within Microsoft Teams and Microsoft Viva for workplace usage.

Microsoft continues to offer SharePoint Workflow Manager (SWM), which is compatible with SharePoint Server 2013, 2016, 2019, and Subscription Edition. In September 2024, Microsoft announced SharePoint Embedded would be available across its 365 applications, providing an API for SharePoint to enhance developer flexibility. In May 2025, Microsoft announced new capabilities in Microsoft Copilot Studio, including enhanced maker controls and multi-agent orchestration, which allows developers to build AI solutions that leverage various AI models and services.

Microsoft has expanded SharePoint use cases and facilitated the use of content stored in SharePoint with other Microsoft applications. Microsoft continues to position itself in enterprise content with its focus on AI and SharePoint development.

Strengths	Challenges
• SharePoint install base	• External video support
• Content AI focus	
• Brand recognition	
• Microsoft 365 momentum	
• Intelligence delivered by Microsoft Graph	
• Partner ecosystem	

OpenText

OpenText, based in Waterloo, Ontario, and led by CEO Mark Barrenechea, focuses on content and information management with an emphasis on content automation and AI. Savinay Berry was appointed as EVP & Chief Product Officer in December 2024. OpenText offers a comprehensive suite of cloud offerings, including the OpenText Content Cloud, Business Network Cloud, OpenText Experience Cloud, Cybersecurity Cloud, Analytics Cloud, DevOps Cloud, and IT Operations Cloud. In 2024, OpenText acquired managed detection and response provider Pillr to enhance its cybersecurity portfolio.

OpenText maintains a portfolio of content management offerings, including OpenText Core Content, Extended ECM, Documentum, and customer experience assets such as Exstream and Media Management. In May 2024, OpenText divested its Application and Modernization business to Rocket Software for $2.275 billion. The company offers various brands focused on high-volume Customer Communications Management (CCM).

OpenText continues to focus on OpenText Aviator, its full AI product family that leverages Generative AI. For content, OpenText Content Aviator, OpenText Aviator Search, and OpenText Experience Aviator are designed to accelerate content production. Other OpenText Aviator offerings span DevOps, IT Operations, Cybersecurity, and Business Network. The platform prioritizes flexibility, supporting various AI models based on task requirements, and emphasizes security and privacy through sandbox environments for experimentation.

With a focus on the OpenText Cloud, OpenText introduced Project Titanium X, now available with Cloud Editions 25.2 (CE 25.2), bringing new capabilities to customers. Titanium X delivers AI agents across development, IT operations, security, content, and customer communication functions, with features such as behavioral threat detection and conversational supply chain analytics. It is designed for operation across AWS, Azure, Google Cloud, and on-premise environments, with built-in compliance and 99.99% availability. In June 2024, OpenText achieved "fully authorized" status by the Federal Risk and Authorization Management Program (FedRAMP) for its Cloud for Government solution in the United States, which includes OpenText Extended ECM and OpenText AppWorks 2

OpenText continues its partnership with Google, offering its Solution Extensions for SAP applications in Google Cloud zones globally. In January 2023, OpenText completed its acquisition of Microfocus for $6 billion. OpenText is positioned for the future with its strategic acquisitions, cloud-centric approach, and continued advancements in AI and automation across its diverse product portfolio.

Strengths	**Challenges**
• Brand recognition	• Reconciling number of product offerings
• Install base	
• Growing focus on AI	
• Workflow and integration with business applications	
• Content analytics	
• Records management and compliance	

Contenders

IBM

IBM, led by CEO Arvind Krishna, supports existing customers with IBM FileNet and Content Manager offerings, while also focusing on Cloud initiatives. IBM continues to offer IBM Cloud Pak for Business Automation.

IBM FileNet Content Manager continues to offer on-premise deployments and, with IBM Cloud Pak for Business Automation, provides the ability to modernize existing FileNet deployments with workflow and AI while shifting to a containerized environment. New features for FileNet include a DocuSign plug-in, a bring-your-own search capability supporting Elastic Search or Open Search, and a framework for content validation and malware scanning. IBM has announced annual release cycles for FileNet Content Manager, with standard fix support for three years per release.

IBM also offers IBM Content Services, an AWS Service powered by IBM, which provides a full SaaS ECP offering for cloud content migration. Beyond IBM Content Services, IBM's enterprise content offerings include IBM FileNet, IBM Content Foundation, IBM Datacap, IBM Content Classification, and IBM Enterprise Records. IBM maintains strong records management features for compliance-related enterprises.

IBM's watsonx.ai product provides a studio for enterprise users to manage AI models through their lifecycle, from training to deployment. It features generative AI capabilities for content automation across various content modalities, including social media and production-ready code. IBM continues its investment in AI, with Watson Explorer as its content analytics offering, supporting documents, voice, and video. The company also focuses on AI, content, and knowledge with Watson Discovery, Watson Orchestrate, and Watson Knowledge Catalog. In May 2025, IBM announced new hybrid technologies to scale enterprise AI, including tools for building and deploying AI agents with enterprise data and the new Agent Catalog in watsonx Orchestrate to simplify access to over 150 agents and pre-built tools.

Historically, IBM's strengths include servicing large enterprises, particularly in Financial Services and Government. IBM has several industry solutions for ECM that complement its installed base. Current use cases span sales, case management, customer service, and support. With its continued support for modernizing FileNet offerings and its expanding AI focus, IBM is positioned for enterprises looking to modernize legacy deployments while maintaining data residency control.

Strengths	Challenges
• Extensive security options	• Balancing multiple content management offerings
• Content analytics	
• AI expertise	
• Support for on-premise and cloud	
• Install base	

Laserfiche

Laserfiche, based in Long Beach, California, and led by CEO Karl Chan, provides an Enterprise Content Platform (ECP) designed to optimize content-centric operations. Its flagship offering, Laserfiche Cloud, delivers a suite of capabilities that extend beyond traditional document management to encompass advanced imaging, document capture, and business process automation solutions, positioning it as a tool for digital transformation. Beyond its core content and image capture offerings, Laserfiche also provides electronic forms and records management, holding a DOD 5015.2 certification.

Laserfiche continues to advance its AI capabilities. In April 2024, Laserfiche announced new document summarization capabilities. This augments its existing intelligent capture and search functionalities for audio and video files stored in the Laserfiche Cloud. The platform enables users to search its document cloud and extract insights from unstructured data. Its document understanding toolkit captures document sentiment and facilitates process automation for enhanced team collaboration. Documents can be analyzed through its proprietary generative AI system, which adapts to how organizations manage information, streamlining the delivery of key documents and knowledge. In November 2024, Laserfiche unveiled new AI features, including AI-powered smart decision-making and content generation, along with integrations to allow customers to leverage their preferred large language models (LLMs). This expansion is part of Laserfiche AI, a framework for next-generation ECM tools.

Laserfiche partners with a network of resellers, including Ricoh, ImageNet, ThinkDox, and Gestech. Laserfiche has been expanding its integration capabilities through strategic partnerships. It continues to partner with Boomi and Salesforce MuleSoft to leverage their respective iPaaS connectors. In March 2025, Laserfiche announced a partnership with Carahsoft Technology Corp., making its solutions available to the public sector via Carahsoft's contracts.

Laserfiche supports deployment to on-premises data centers, IaaS virtual private clouds, or SaaS environments, offering scalable deployment options for government, education, healthcare, manufacturing, and financial services sectors. With its increasing focus on Content AI, Laserfiche is positioned to meet evolving enterprise content management needs.

Strengths	**Challenges**
• Content management	• Awareness outside of North America
• Electronic forms	
• Growing focus on AI	
• Rich content support	
• Vertical solutions focus	
• Local government install base	

Newgen

Newgen, headquartered in India with its U.S. office in Virginia, is led by CEO Virender Jeet. It offers the NewgenONE Enterprise Content Platform (ECP), which focuses on contextual content services, low-code process automation, and omnichannel customer engagement. Newgen's product portfolio includes the OmniDocs ECM suite, iBPS BPM suite, and OmniOMS CCM suite. For content AI, Newgen provides its Intelligent Document Classifier, which automatically classifies documents based on structure and content.

Newgen continues to expand its AI offerings. In May 2024, it launched LumYn, an AI-based hyper-personalization platform for the banking sector, leveraging generative AI to provide insights and facilitate targeted upsells. NewgenONE Marvin, its generative AI suite, automates knowledge work across enterprises with features like content retrieval and automated document metadata filling. Newgen is accelerating its AI-first strategy with AI agents like LumYn, Harper, and Marvin.

In July 2024, Newgen released NewgenONE OmniScan 7.0, an enhanced document scanning solution for high-volume environments. Powered by NewgenONE Marvin, it offers advanced scanning, automated document classification, and streamlined data extraction. Newgen also provides Intelligent IDXtract for identity document processing and Sentiment Mining for categorizing customer interactions.

Newgen has a strong presence in banking and financial services, offering solutions like account opening. It also serves the insurance, government, and healthcare sectors. In October 2024, Newgen partnered with Bank Midwest to enhance its digital banking capabilities, specifically for small business lending.

Newgen offerings can be deployed on Amazon AWS and Microsoft Azure, as well as other public and private cloud environments. OmniDocs includes DOD 5015.2 certified records management. Newgen's focus on contextual content services, low-code process automation, and advanced AI positions it for continued relevance in the digital transformation market.

Strengths	Challenges
• Content management	• Market awareness
• Growing focus on AI	
• Mobile app support	
• CCM/doc generation	
• BPM	
• Strength in financial services	

Oracle

Oracle WebCenter Content, based in Austin, Texas, is part of Oracle and led by CEO Safra Catz. The primary product is Oracle WebCenter Content, which provides enterprise content management capabilities. Oracle has not announced new funding within the last year. Oracle WebCenter Content offers document management, digital asset management, and records management. Oracle WebCenter Content replaces its legacy offering, Oracle Content Management, which had been on the market for many years.

Oracle WebCenter Content continues to develop its offerings. In March 2024, Oracle announced enhancements to its Oracle Cloud Infrastructure Generative AI service, which integrates various foundation models. This service allows for model selection based on specific use cases and includes fine-tuning capabilities to tailor models to user requirements.

Product announcements in 2024 for Oracle WebCenter Content included updates to its content capture capabilities, which are part of its document management suite. Oracle WebCenter Content targets industries including financial services and healthcare. It is used in applications such as accounts payable and life sciences.

Oracle WebCenter Content provides integrations that support enterprise content needs. In 2024, Oracle focused on leveraging its cloud infrastructure to facilitate content analytics and omnichannel customer experiences. Oracle WebCenter Content is positioned to address both internal and external content demands through its integrated architecture.

Strengths	**Challenges**
• ECM capabilities	• Balancing the breadth of the Oracle portfolio
• Content Capture	
• Records management	
• DAM and video support	
• Cloud focus	

Innovators

AODocs

AODocs, based in Atlanta, Georgia, and led by CEO Stéphane Donzé, has been increasingly focused on Artificial Intelligence within its low-code Content Services Platform. The company offers Product, Document control, AI Process Automation, AI Assistant, Policies & Procedures, Legacy Replacement, Quality Management, Content Assembly, and Record Management and Retention. It integrates with Google AI and features Enterprise Content Platform (ECP) capabilities, including records management, and is integrated with Google Workspace and Google Drive.

AODocs continues to enhance its offerings with a focus on Artificial Intelligence. In early 2024, AODocs announced its AI Assistant, designed to improve document management through generative AI. This assistant interacts with users to identify errors, manage document processes, and support knowledge worker productivity. It can dynamically generate answers based on user content, tag documents, and prioritize content relevant to business requirements. AODocs also introduced 3D viewing capabilities in February 2024.

Release 66, launched in February 2025, represents the initial phase of a web application revamp for AODocs. This release features a modernized visual design with updated colors, buttons, and contrast for a consistent user experience. It also provides early access to rebuilt views and a redesigned library homepage, which are faster-loading and include new capabilities such as inline editing of properties. While the focus of Release 66 is on visual and performance improvements, it lays the groundwork for further AI integration in future phases.

AODocs targets various industries, including life sciences, government, healthcare, manufacturing, and retail.

The provider offers integrations with both Google and Microsoft. It continues to offer integration with Microsoft 365 Groups. The platform's low-code capabilities enable non-programmers to develop workflows and automation, including the creation of formulas within documents. AODocs is positioned to adapt to evolving content management requirements.

Strengths	**Challenges**
• Cloud offering	• Market awareness
• Growing set of integrations	
• AI	
• Microsoft 365 Integration	
• 21 CFR Part 11 support	
• Industry solution expertise	

KnowledgeLake

KnowledgeLake, headquartered in St. Louis and led by CEO Ron Cameron, is expanding its offerings in AI-driven automation. The company recently promoted Russell Malz to Chief Revenue Officer. KnowledgeLake's portfolio includes enterprise content management (ECM), intelligent document processing, workflow automation, and robotic process automation (RPA). It remains a provider of document capture solutions for Microsoft SharePoint and offers cloud-first support, including for the Microsoft Azure Government Cloud.

KnowledgeLake has introduced new AI capabilities to its product set. In early 2025, the company unveiled Synthetic Labor, a new offering designed to facilitate business automation through "digital labor" or intelligent agents. Additionally, KnowledgeLake has enhanced its Intuitive AI™ offering, which automates document classification and data extraction without requiring extensive training. The company's StreamLine product line utilizes AI to simplify content management and business process automation, including the integration of an AI assistant for customer experience portals. Its workflow engine and Pro-Forms capabilities are designed to streamline workflow management and form delivery. KnowledgeLake's Intuitive AI system also leverages generative AI to interpret documents in real-time, contributing to enterprise content understanding. In late 2024, KnowledgeLake partnered with OMG Services to apply AI to mailroom operations.

KnowledgeLake provides AI-based image processing for inbound transactional content, extracting and processing unstructured data from forms and other documents. This capability, combined with its proprietary robotic process automation (RPA), is designed to automate the entire content lifecycle, from document capture to workflow to storage and archival.

KnowledgeLake maintains a cloud-first approach and offers support for document capture in the Microsoft Azure Government Cloud. The company has also established a partnership with Carahsoft to focus on enterprise automation within the education, government, and healthcare sectors.

KnowledgeLake offers migration services to the cloud for enterprises and supports migrating from various on-premise providers to the KnowledgeLake Cloud. Beyond Microsoft, KnowledgeLake integrates with Amazon AWS and Box. The company concentrates its efforts on Financial Services (including banks, credit unions, and wealth management), government, higher education, manufacturing, and supply chain industries. KnowledgeLake is positioned to address evolving automation requirements across these sectors.

<table>
<tr><td align="center">**Strengths**</td><td align="center">**Challenges**</td></tr>
<tr><td>

- Cloud native
- Intuitive AI and Workflow in the platform
- Document Capture
- AI-based Extraction
- Proprietary RPA
- Microsoft compatibility
- Integrations
- Focus in Financial Services and Government

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- Market awareness outside of the Microsoft environment

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Aragon Advisory

- Enterprises need to look at enterprise content as a strategic asset and as such, should conduct a strategic and tactical review of their various ECP providers. Exit plans need to be evaluated for those that do not pass the review process.

- Enterprises should evaluate current providers for their AI capabilities, including robust content assistants and a roadmap for Agentic Agents.

- With Content AI, modernization of Content management repositories should be considered a major priority for IT, Finance, and business units.

Bottom Line

The intelligent Enterprise Content Management (ECM) market is evolving, offering businesses unprecedented access to information for faster operations, increased sales, and improved compliance. Once viewed as a non-strategic IT function, modern ECM, powered by AI, is now essential. By leveraging AI to understand existing content and automate processes, organizations can transform their enterprise content into a strategic advantage, overcoming previous challenges in accessing critical document and media information for a fast-paced future. Enterprises need to act now to harness this transformative power.

Aragon Research Globe Overview

The Aragon Research Globe graphically represents our analysis of a specific market and its component vendors. We provide a rigorous analysis of each vendor using three dimensions that enable comparative evaluation of the participants in a given market.

The Aragon Research Globe looks beyond size and market share, which often dominate this type of analysis, and instead uses those as comparative factors in evaluating providers' product-oriented capabilities. Positioning in the Aragon Research Globe will reflect how to complete a provider's future strategy is relative to their performance in fulfilling that strategy in the market.

A further differentiating factor is the global market reach of each vendor. This allows all vendors with similar strategy and performance to be compared regardless of their size and market share. It will improve the recognition of providers with a comprehensive strategy and strong performance but limited or targeted global penetration, which will be compared more directly to others with similar perspectives.

Dimensions of Analysis

The following parameters are tracked in this analysis:

Strategy reflects the degree to which a vendor has the market understanding and strategic intent that are at the forefront of market direction. That includes providing the capabilities that customers want in the current offering and recognizing where the market is headed. The strategy evaluation includes:

- Product

- Product strategy

- Market understanding and how well product roadmaps reflect that understanding

- Marketing

- Management team, including time in the job and understanding of the market

Performance represents a vendor's effectiveness in executing its defined strategy. This includes selling and supporting the defined product offering or service. The performance evaluation includes:

- **Awareness**: Market awareness of the firm and its product

- **Customer experience**: Feedback on the product, installs, upgrades, and overall satisfaction

- **Viability**: Financial viability of the provider as measured by financial statements

- **Pricing and Packaging**: Is the offering priced and packaged competitively?

- **Product**: The mix of features tied to the frequency and quality of releases and updates

- **R&D**: Investment in research and development as evidenced by overall architecture

Reach is a measure of the global capability that a vendor can deliver. Reach can have one of three values: *national*, *international,* or *global*. Being able to offer products and services in one of the following three regions is the third dimension of the Globe analysis:

- **Americas** (North America and Latin America)

- **EMEA** (Europe, Middle East, and Africa)

- **APAC** (Asia Pacific: including but not limited to Australia, China, India, Japan, Korea, Russia, Singapore, etc.)

The market reach evaluation includes:

- Sales and support offices worldwide

- Time zone and location of support centers

- Support for languages

- References in respective hemispheres

- Data center locations

The Four Corners of the Globe

The Aragon Research Globe is segmented into four sectors, representing high and low on both the strategy and performance dimensions. When the analysis is complete, each vendor will be in one of four groups: *leaders*, *contenders*, *innovators,* or *specialists*. We define these as follows:

- **Leaders** have comprehensive strategies that align with industry direction and market demand and perform effectively against those strategies.

- **Contenders** have strong performance, but with more limited or less complete strategies. Their performance positions them well to challenge for leadership by expanding their strategic focus.

- **Innovators** have strong strategic understanding and objectives but have yet to perform effectively across all elements of their strategy.

- **Specialists** fulfill their strategy well but have a narrower or more targeted emphasis with regard to overall industry and user expectations. Specialists may excel in a certain market or vertical application.

Inclusion Criteria

The inclusion criteria for this Aragon Research Globe are:

- *Revenue:* A minimum of $4 million in primary revenue for enterprise content platform software, or $8 million in a related market (ECM, cloud content management, portal, or collaboration).

- *Shipping product:* Product must be announced and available.

- *Customer references:* Vendor must produce a minimum of three customer references in each region that the vendor is a participant.