



Hot Vendors in Content Management, Collaboration and Authoring, 2012

Summary: *Enterprises are looking for easy-to-deploy alternatives to traditional enterprise content management systems for creating and collaborating on content. Here we introduce six particularly interesting vendors.*

In every market, there are always vendors with compelling offerings, products or both who are not yet on the enterprise radar. Perhaps because they are new or just small, they don't yet have market awareness. Aragon Research is constantly looking for vendors that can provide our clients with helpful solutions.

Content Management

In authoring and content management, the more things change the less they stay the same. Cloud content management is emerging and growing fast. New ways of authoring are also emerging, as are extensions to legacy offerings, particularly those that add to and extend the capabilities of Microsoft Office.

Today users want more than just to store content in the cloud and access it from anywhere. First, whatever they do, they want to do from their mobile devices, no matter where they are or what else they are doing. They also need quick, easy and transparent ways to connect to anyone they want to share the content with, whether inside or outside their enterprises, with access and authentication set up so that teams can be flexible and respond to the real world in real time.

The rise of tablets and the demand to share content have led to the growth of file sharing and cloud content management. We examine this trend in Research Note 2012-12, "Cloud Content Management in a Tablet Era."

Topics: Content Management, Collaboration

Issues: What are the technologies and architectures that enterprises should leverage for collaboration? What trends are impacting content and how it is managed?

Hot Vendors

- AppFusions
- Box
- Huddle
- KnowledgeTree
- Litera
- Mindjet

Analysis

This research note is not intended to be a complete list of vendors in the markets being discussed. It does highlight vendors that have interesting, cutting-edge products, services or technologies. See footnote on page 1 for warranty disclaimer.

For 2012, we selected these hot vendors in the content management, collaboration and authoring:

- AppFusions
- Box
- Huddle
- KnowledgeTree
- Litera
- Mindjet

AppFusions

AppFusions was founded as a provider of connectors for the Atlassian Jira environment that includes Box, Dropbox and Google Docs. They have emerged to become a quality provider of content connectors for social software platforms such as Jive Software and IBM Connections.

What makes AppFusions hot is the fact that they offer quality connectors at a reasonable price. We expect that AppFusions will continue to expand their connector line more broadly in both content management and social software arenas, both of which need more interoperability.

Company: AppFusions
Products: Multiple
Website: www.appfusions.com

Box

Box isn't a new name, but their innovative approach to cloud content management and their focus on the enterprise are what make them hot. Enterprises are using Box as their primary way to securely manage content both for PC users and increasingly for tablet deployments, where Box continues to innovate with its approach to managing content across mobile apps.

The challenge for content management and mobile apps is that sometimes the content can get lost. Box is adding the ability to seamlessly manage content and the critical content

Company: Box
Products: Box, Box Enterprise
Website: www.box.com/

apps. We have talked to a number of enterprises that have deployed Box and it is making a difference.

Huddle

Huddle offers an easy-to-use workplace collaboration solution centered on providing users with the right content at the right time, via its intelligent recommendation technology. Huddle offers a collaborative feature set that includes discussions, mobile support and tasks, and this positions them as more than just a file sharing vendor.

What makes Huddle hot is that their cloud workplace solution is robust enough that they are now replacing Microsoft SharePoint with their platform and saving enterprises money at the same time.

KnowledgeTree

KnowledgeTree is an emerging cloud content management provider based in Raleigh, North Carolina. What makes them hot is that they offer many of the structured and social capabilities that larger ECM providers do, but without the need for heavy customization in the areas of workflow and approvals that are tied to a specific document-centric business process.

KnowledgeTree lets users collaborate on documents in the cloud and in Microsoft Office with enterprise social tools, analytics, and dashboards. With solid support for tablets and mobile, some major name brands adopting KnowledgeTree, and some value-based pricing, we see more growth for them in the future.

Litera

Most professional services firms are saddled with a hodge-podge of add-ons to enable Microsoft Office to provide document risk reduction – and productivity – capabilities. Litéra offers one of the most robust document toolsets we have seen. Its patented technology allows users to author collaboratively; to compare changes in Word (and other) documents quickly and in a sophisticated way (it finds the stuff that you might miss with standard “track change” options); and to clean metadata from attachments even on mobile devices.

Company: Huddle

Product: Huddle

Website: www.huddle.com/

Company: KnowledgeTree

Products: KnowledgeTree for Companies, KnowledgeTree for Enterprise

Website: www.knowledgetree.com

Company: Litéra

Products: Litéra IDS, Change-Pro, Metadact

Website: www.litera.com/

Some major law firms have switched to Litéra in just the past 8 months, and we expect more to do so as its capabilities are better understood. The bottom line is that attorneys, patent attorneys, contract managers, researchers, and financial analysts will complete more document processes in less time with less risk once Litéra is enabled.

Mindjet

Mindjet has been known for MindManager, its information mapping and brainstorming software, which is gaining traction around the world. Typically, when knowledge workers see Mindjet for the first time, their reaction is “why haven’t I been using this for years?”

What makes Mindjet hot is that they have made it much easier to brainstorm, collaborate and execute on plans across a team of people and across multiple systems (cloud, iOS and Android). We expect that extending their functionality to work natively inside Microsoft SharePoint will give Mindjet additional traction.

Company: Mindjet

Products: MindManager, Connect, Connect SP

Website: www.mindjet.com

Aragon Advisory

- Enterprises need a strategy for managing content on mobile devices and in the Cloud.
- Evaluate vendors who offer more than just file sharing; user requirements will quickly outstrip that basic feature set.
- Carefully evaluate the security capabilities of any prospective solution.

Bottom Line

There are so many sophisticated ways to manage content now that there’s no excuse not to be using one. New content management providers are gaining traction by meeting the needs of the business buyer and the new mobile workforce. Enterprises should look at these and other providers and put together a short list that can offer their workers a range of options.