

How Forrester Can Help

We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Our clients rely on Forrester's guidance to succeed as customers, markets, and technologies change.

Through proprietary research, data, custom consulting, exclusive executive peer groups, and events, the Forrester experience has a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations.

Forrester Research

Highly objective and rigorous, Forrester's research is the foundation of all our offerings and provides you with insights and frameworks that help you drive growth. Our research is written to 13 core roles:

Marketing & Strategy Professionals: Chief Marketing Officer, B2B Marketing, B2C Marketing, Customer Experience, Customer Insights, eBusiness & Channel Strategy, and Analyst Relations, helping them to:



Get smart about your changing customer.



Improve customer experiences and your brand.



Establish strategies to market, sell, and engage with your customers.



Take risk and costs out of important technology decisions.



Shape your relationship with IT and partners.

Technology Management Professionals: Chief Information Officer, Application Development & Delivery, Enterprise Architecture, Infrastructure & Operations, Security & Risk, and Sourcing & Vendor Management, helping them to:



Get smart about your changing customer.



Save time identifying and anticipating business needs.



Adopt proven customer experience practices and techniques.



Scale Agile and DevOps to deliver solutions faster.



Take the risk out of important technology decisions.

Forrester's age of the customer research, insights, tools, and frameworks position you to fully understand and effectively implement the operational changes and programs necessary to drive growth in a highly competitive landscape that requires firms to become customer obsessed.

	RESEARCH ALIGNED TO YOUR INITIATIVES	EXPERTS TO HELP YOU APPLY INSIGHTS	CLIENT EXPERIENCE
What's included <ul style="list-style-type: none"> • All research • All webinars • All analysts for inquiries • All analysts for document reviews • Event ticket 	Future-proof your strategy with: Predictions. Trends. Forecasts. Big ideas. Decide on an approach with: Playbooks. Assessments. Business cases. Best practices. Evaluate vendors effectively with: TechRadar™ reports. Landscapes. Breakout vendors. Forrester Wave™ reports.	Research inquiries: A dedicated research specialist answers a client question regarding a report. Analyst inquiries: 30-minute 1:1 session with an expert to address your questions on our research. Document review: Analysts provide reviews of documents of up to 20 pages. Webinars: Regular 60-minute interactive online sessions with a 15-minute Q&A. Events: Forum ticket to attend one two-day Forrester Forum.	Digital experience. Personalized research alerts, the iPad® Reader app, and Forrester Insights for the iPhone® allow you to tailor your experience to the way you work. Your account team. A dedicated account manager helps you apply insights and frameworks to your key initiatives, and your client relations specialist answers any research-related questions and connects you to the right analysts. Additional research sharing options.

Written Research, Tools, And Frameworks

Forrester's unique insights and extensive body of research are grounded in annual surveys of more than 675,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients.

FUTURE- PROOF YOUR STRATEGY

Prediction reports help you examine the forces that will impact your business in the next one to five years so that you can optimize your strategies and lead change in the age of the customer.

Trends reports allow you to understand market shifts and anticipate the short- and long-term implications for you and your customers.

Quick Take reports analyze the effects of a specific market event, such as an IPO or a major product announcement, so that you can take the right steps at the right time.

Big Idea reports identify the major changes that affect many roles, industries, and geographies.

DECIDE ON AN APPROACH

Playbooks. 60+ playbooks based on best practices help you execute complex marketing and technology programs and deliver on your initiatives faster, minimizing risk and accelerating success via a proven, step-by-step approach.

Assessments. Identify your gaps and receive practical advice on how to close them.

Business Cases. Justify spend and investment for your initiatives.

Best Practices. Apply learnings from your peers to successfully tackle your challenges.

Application Development Strategy, Structure, And Sourcing Playbook			
APPLICATION DEVELOPMENT & DELIVERY PROFESSIONALS			
Executive Overview: The Age Of The Customer Changes Everything For AD&D Leaders			
DISCOVER	PLAN	ACT	OPTIMIZE
Vision: Accelerating App Development And Delivery To Formula 1 Speeds	Assessment: Map The Gaps In Your BT Apps	Organization: Reforming AD&D Organizations For Customer Obsession: The Three Models	Performance Management: Manage The Performance Of Your Apps Portfolio
Landscape: How Customer Obsession Is Remaking The AD&D Landscape	Strategic Plan: Enable A Customer-Centric BT Agenda With These Four Application Strategies	Processes: Link Application Processes To Business Processes	Benchmarks: Manage The Performance Of Your Apps Portfolio
Business Case: Transform Application Delivery To Improve Business Agility	Road Map: Planning The Approach To Structuring App Dev	Tools And Technology: Customer Obsession Will Remake AD&D Tools And Supporting Technologies	Continuous Improvement: Improving Application Capabilities

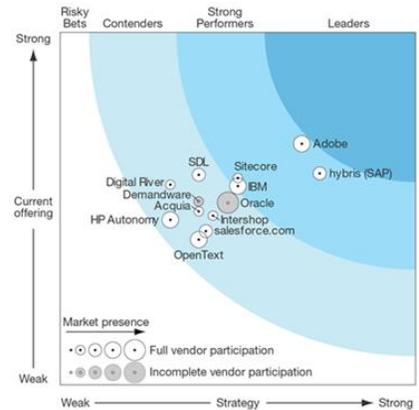
EVALUATE VENDORS EFFECTIVELY

TechRadar™ reports assess more than 480 technology categories and plot them in a given technology space according to their ecosystem maturity, business value-add, and future trajectory.

Vendor Landscape reports orient technology buyers to the business benefits, key capabilities, and provider offerings within a specific category of technology or services.

Breakout Vendor reports introduce you to emerging technologies and the vendors behind them that can help you break out from your competition and drive growth.

Forrester Wave™ is our transparent and objective evaluation of providers in a software, hardware, or services market. It evaluates their market positions across Current Offering, Strategy, and Market Presence. Forrester Wave reports and spreadsheets expose the criteria we use to grade the providers' offerings and how we score and weight those criteria.



NEW TERMS IN 2018

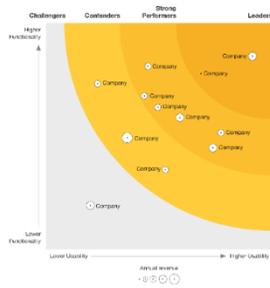
Industry Waves. Benchmark the functionality and usability of your digital customer-facing touchpoints, such as websites and apps, against those of peers and competitors in your industry to identify shortcomings and prioritize investments.

The Forrester Tech Tide™ reports assess over 480 technology categories to help you understand what emerging and established technologies to invest in for maximum business impact, providing you an easy-to-understand overview of what to watch, purchase, or divest from to inform your short- and long-term technology road map.

New Tech reports provide insight into emerging technologies and the vendors behind them, including business benefits and key capabilities of their offerings or services, as well as a quick overview of their projected viability.

The New Forrester Wave™ is our latest evaluation methodology for emerging technology that can help you drive innovation, scoring offerings based on the providers' current strategies and offerings. An easy-to-understand graphic, transparent criteria, and detailed analysis of strengths and risks help you minimize the risk of your investments, create a shortlist of most-suitable new technology offerings and services, and justify budgets and resources.

Now Tech reports explain, and segment established technology market players and offer insight into business benefits and capabilities of the offerings or services, helping you get a quick understanding of what key capabilities define and shape a category of technologies or services, identify the relevant vendors and their functionality, and segment vendors and offerings for deeper evaluation.



Analyst Engagement

Get objective insights from our analysts across marketing, business, and technology.

Analyst inquiry. Schedule 30-minute, one-on-one sessions with an analyst to address research questions, or opt to receive written email replies from the analyst.

Document review. Upon request, analysts can provide reviews of documents of up to 20 pages and share their findings in an analyst inquiry call.

Webinars. Join regular interactive online sessions including 15-minute Q&A sessions with the analyst.

Events. Attend a one- or two-day Forrester Forum to learn about the latest thinking from analysts and industry speakers.

Client Experience

All research clients, regardless of access level, benefit from Forrester's renowned client services, ensuring you get the most from your Forrester relationship.

Research inquiry. Submit questions on research and receive a response from your dedicated customer success specialist within one day.

Digital Experience. Forrester continuously invests in and optimizes its digital client experience, ensuring you get the insight you need, when and where you need it.

- › **Forrester's mobile-friendly website (www.forrester.com).** This is the central place for you to stay informed. Using your personal login, you can access your services; find and read research based on your role, industry, or interests; register for upcoming webinars and access on-demand webinars; submit research inquiries; schedule analyst inquiries; and manage your account and personal preferences.
- › **Forrester Insights For iPhone® and iPad®.** For an even more personalized experience, download our Insights app. Through the app, you can quickly find figures and charts relevant to your current initiative, read reports or playbooks online and offline, or easily share excerpts and report links.
- › **Personalized research alerts.** Set up email alerts for upcoming research and webinars based on your role, industry, or interests.
- › **Forrester Podcast.** Forrester's new podcast gives voice to our most powerful and provocative ideas in a weekly broadcast, available to stream or download.

