Forrester Unveils Forrester Decisions, A New Research Portfolio To Help Firms Achieve Business Outcomes Faster

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With 15 new research services, Forrester will help firms sustain and accelerate the pace of business and digital transformation post-pandemic

CAMBRIDGE, Mass., May 3, 2021 /PRNewswire/ -- Forrester (Nasdaq: FORR) today announced Forrester Decisions, a new customer-obsessed research product portfolio designed for leaders and their teams to shorten the distance between bold vision and superior business impact. To celebrate the milestone, Forrester CEO and Chairman George F. Colony is ringing the Nasdaq opening bell virtually and announcing the launch at Forrester's B2B Summit North America, the must-attend event for B2B marketing, sales, and product leaders.

The pandemic has driven massive changes in consumer behaviors, experiences, work, technology, and business resilience, forcing firms to adapt their business strategies and accelerate the need for customer-obsessed strategies. According to Forrester, customer-obsessed organizations — those that put customers at the center of their leadership, strategy, and operations — grow revenue, profits, and employee engagement and retain customers at more than twice the rate of other firms.

To successfully navigate these changes, leaders require insights, best practices, and guidance steeped in customer obsession and focused on the priorities they are tackling today, such as innovating with technology, designing experiences that drive loyalty, and earning brand devotion.

"Today's post-pandemic world is requiring leaders to make bold decisions, chart new paths, and execute quickly," said George F. Colony. "But they shouldn't have to go it alone. For over 35 years, global leaders have relied on Forrester to see around corners and understand what's next. Now, with Forrester Decisions, we will help them anticipate those market-changing trends *and* tackle today's priorities. This new research portfolio is transformational in how we work with and guide our clients and accelerate their growth."

Forrester Decisions will help executives, functional leaders, and their teams — across technology, marketing, customer experience (CX), sales, and product management — plan and pursue their most pressing initiatives for driving growth in a post-pandemic world.

Additionally, these new services combine Forrester's proven track record of providing objective, visionary thought leadership with industry-leading frameworks, models, and methodologies gained through the company's acquisition of SiriusDecisions. Every Forrester Decisions service is built to address business priorities specific to a functional discipline, empowering leaders and their teams to move quickly, de-risk decisions, and save time and money through:

- **Bold vision research.** Stay ahead of changing customer and market dynamics, plan for the future, and set strategy with research such as customer insights, trends and predictions, forecasts, and technology and service provider landscapes.
- **Curated tools and frameworks.** Conquer priorities and deliver on strategies with proven models, toolkits, and plug-and-play templates. Examples include the Forrester B2B Revenue Waterfall, to prioritize buyer engagement and maximize deal conversions; the CX Management Maturity Model, to plot maturity on the journey to CX transformation; and the Future Fit Technology Strategy Model, to build adaptive, creative, and resilient enterprises.
- **Hands-on guidance.** Accelerate progress and de-risk decisions with a curated and tailored experience that includes dedicated best-practice guidance sessions from Forrester experts.

The new portfolio will also offer an enhanced digital platform, with tools for team members to collaborate within their function and across the organization, as well as new data and certification course content.

Availability:

Forrester Decisions services will be available in August 2021.

Resources:

- Learn about Forrester Decisions.
- Read Forrester CEO George Colony's blog post on the announcement of Forrester Decisions.

About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We help leaders across technology, marketing, customer experience, product, and sales functions use customer obsession to accelerate growth. Through Forrester's proprietary research, consulting, and events, leaders from around the globe are empowered to be bold at work — to navigate change and put their customers at the center of their leadership, strategy, and operations. Our unique insights are grounded in annual surveys of more than 675,000 consumers, business leaders, and technology leaders worldwide; rigorous and objective research methodologies, including Forrester Wave™ evaluations; over 52 million real-time feedback votes; and the shared wisdom of our clients. To learn more, visit Forrester.com.

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements include, but are not limited to, the availability and capabilities of the Forrester Decisions service. These statements are based on Forrester's current plans and expectations and involve risks and uncertainties that could cause actual future activities and results of operations to be materially different from those set forth in the forward-looking statements. Important factors that could cause actual future activities and results to differ include, among others, the impact of health epidemics, including COVID-19, on Forrester's business; Forrester's ability to retain and enrich memberships for its research products and services; technology spending; Forrester's ability to respond to business and economic conditions and market trends; the risks and challenges inherent in international business activities; the exit of the United Kingdom from the European Union; Forrester's ability to offer new products and services; Forrester's dependence on key personnel; Forrester's ability to attract and retain professional staff; Forrester's ability to anticipate and respond to market trends; Forrester's ability to successfully integrate businesses that it acquires; the impact of Forrester's outstanding debt obligations; the possibility of network disruptions and security breaches; competition and industry consolidation; any failure to enforce and protect Forrester's intellectual property rights; privacy laws; possible variations in Forrester's quarterly operating results; taxation risks; concentration of ownership of Forrester; and any weakness in Forrester's system of internal controls. Forrester undertakes no obligation to update publicly any forward-looking statements, whether as a result of new information, future events, or otherwise. For further information, please refer to Forrester's reports and filings with the Securities and Exchange Commission.

Contact:
Shweta Agarwal
sagarwal@forrester.com

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