



## Forrester Honors Recipients Of Its 2023 Technology Awards For The Americas

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*Falabella and U.S. Bank recognized for building their technology strategies around customers to fuel business growth*

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Aug. 9, 2023-- [Forrester](#) (Nasdaq: FORR) today announced that [Falabella](#) and [U.S. Bank](#) are the winners of its [Technology Strategy Impact](#) and [Enterprise Architecture](#) Awards for the Americas, respectively. These awards, which will be presented at [Technology & Innovation North America](#), recognize both organizations for executing [technology strategies](#) that enable their business to be more adaptive, creative, and resilient — accelerating business growth and driving customer outcomes.

Falabella, a pioneering physical-digital ecosystem in Latin America, has received Forrester's Technology Strategy Impact Award this year for implementing a technology strategy focused on delivering customer value across its business units, including its marketplace, multiple omnichannel retail formats, and financial services. Falabella is offering customers a seamless and integrated experience across all touchpoints through its key business platforms by using advanced analytics and digital-native techniques and tools to deliver better customer outcomes that drive business growth.

U.S. Bank, the fifth largest bank in the United States, is this year's recipient of Forrester's Enterprise Architecture Award, presented in partnership with [The Open Group](#), author of the TOGAF® standard, which was developed by The Open Group Architecture Forum. U.S. Bank is excelling at outcome-driven enterprise architecture (EA) practices to improve efficiency and drive growth. Its key initiatives include embedding controls and policies within the bank's DevOps pipeline and unifying EA with the bank's other governance efforts.

[Harvard Business School](#) is the finalist for Forrester's 2023 Technology Strategy Award for the Americas. Finalists for Forrester's 2023 Enterprise Architecture Award for the Americas include smart manufacturer [Rockwell Automation](#) and biopharmaceutical company [Takeda](#).

Forrester Technology Award recipients will share their success stories at Technology & Innovation North America, taking place in Austin, Texas, and digitally, September 10–12, 2023, a leading event for chief information officers, chief technology officers, chief digital officers, and other technology leaders to learn best practices and tools to home in on the technology strategy best suited to fuel their business growth.

"Forrester's Technology Award recipients successfully collaborate with other customer-facing functions to build technology strategies that align with their organization's business objectives," said Sharyn Leaver, chief research officer at Forrester. "In quickly reconfiguring business capabilities to meet future customer and employee demands with adaptivity, creativity, and resilience, these companies play a key role in enabling, creating, and amplifying long-term business growth. We look forward to celebrating these trailblazing organizations at Technology & Innovation North America."

### Resources:

- Learn more [here](#) and [here](#) about how this year's Technology Award winners and finalists are executing customer-driven technology strategies that fuel their business.
- [Explore](#) the changing role of technology leaders and how they can accelerate growth at their organizations.
- [Discover](#) how technology leaders can build a tech strategy and architecture to deliver on innovation.

### About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We help leaders across technology, customer experience, digital, marketing, sales, and product 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 700,000 consumers, business leaders, and technology leaders worldwide; rigorous and objective research methodologies, including Forrester Wave™ evaluations; 100 million real-time feedback votes; and the shared wisdom of our clients. To learn more, visit [Forrester.com](#).

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