Forrester Transforms Access To Research-Based Insights With New Generative AI Tool, Izola

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Designed to answer open-ended questions, Izola synthesizes Forrester’s research to enable clients to move faster on their top initiatives

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Oct. 18, 2023-- Forrester (Nasdaq: FORR) today announced Izola, a new generative AI tool that allows users to query Forrester’s wealth of research and get a clear, synthesized answer via a simple chat interface. Currently available to a select group of Forrester clients, Izola will be made available to all Forrester Decisions and Forrester Market Insights clients in upcoming weeks. According to Forrester, 72% of global AI decision-makers believe that productivity is one of the greatest potential benefits of generative AI for their organizations — and Izola is designed to help clients improve productivity while accelerating outcomes.

“This is another golden age for research,” said Carrie Johnson, chief product officer, Forrester. “The way to avoid coherent nonsense in genAI output is through rigorous data and analysis going in. That’s exactly what Forrester does: rigorous data collection and analysis. Along with speed and self-service, Izola offers dependability and trust since the answers are based on vetted research. Forrester accelerated the development of this tool to seize the AI moment and help our clients discover insights quickly. We view this as a co-creation moment with our clients and have already received much positive feedback.”

One of many generative AI initiatives underway at Forrester, Izola was developed in-house using open-source technologies. When a client submits a question, Izola quickly scans hundreds of thousands of pages of Forrester research and blogs. Then the tool generates a synthesized answer in everyday common language in the form of a paragraph, bullet points, or sequential steps. Links to the source reports and blog posts appear below the summarized answer, giving clients the option to go deeper. Izola enables clients to get a jumpstart on their top priorities and have more informed conversations with Forrester experts who apply and contextualize Forrester insights to their business-critical initiatives.

Forrester continues to produce compelling research to help clients gain value from predictive and generative AI. These insights help business and technology leaders separate hype from reality — and understand how they can leverage AI to augment business practices in ways that were previously impossible.

Resources:

- Read more about Izola and how the tool is accelerating Forrester’s genAI future.

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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