



## Forrester's Generative AI Tool, Izola, Now Available To All Forrester Decisions Clients

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*Izola empowers Forrester's clients to make progress on their top initiatives faster, with trusted answers based on relevant research and insights*

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Apr. 3, 2024-- [Forrester](#) (Nasdaq: FORR) today announced the availability of its [generative AI](#) tool, [Izola](#), for all [Forrester Decisions](#) clients. As genAI fundamentally reshapes the way individuals interact with information, Izola is designed to help Forrester's clients accelerate progress on their top initiatives through a rapid synthesis of Forrester's research, data, and insights.

Forrester [launched Izola](#) in October 2023, becoming one of the first major research firms to bring a genAI offering directly to its clients. Since then, Forrester has been working side by side with clients to continue to refine and innovate the tool. To date, more than 400 Forrester clients have beta tested and worked with Izola. Clients who have already used Izola say that it has helped them start new projects, validate ideas and direction, and lay the groundwork for new strategies. Based on positive feedback received from clients, Izola is now fully integrated into Forrester's digital client experience platform, featuring both an upgraded interface as well as enhanced answer quality and accuracy.

"Just as genAI keeps evolving, Izola will, too," said Carrie Johnson, chief product officer at Forrester. "Along with speed and self-service, Izola offers dependability and trust by answering questions based on Forrester's rigorous research and data. Our clients should think of Izola as a shortcut and starting point for tackling their most pressing business problems. Forrester Decisions clients will benefit from Izola by rapidly accessing trusted answers, insights, and data to guide a new plan or strategy. I am proud of our teams who custom-built this tool and excited to offer Izola access to our Forrester Decisions clients."

Izola access will be expanded to [Forrester Market Insights](#) clients in the coming months.

### Resources:

- [Read more](#) about Izola and its newest features for Forrester Decisions clients.
- [Explore](#) Forrester's latest genAI insights and guidance for business and tech leaders.

### 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; more than 100 million real-time feedback votes; and the shared wisdom of our clients. To learn more, visit [Forrester.com](#).

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