



Forrester Honors Recipients Of Its 2024 Technology Awards For North America

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First Student, Best Buy, and Scotiabank recognized for aligning their technology strategies to drive business growth

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Aug. 19, 2024-- Forrester (Nasdaq: FORR) today announced that [First Student](#) and [Best Buy](#) are the 2024 winners of its [Technology Strategy Impact](#) Award for North America and that [Scotiabank](#) is the North American winner of its [Enterprise Architecture \(EA\)](#) Award. These awards, which will be presented at [Technology & Innovation Summit North America](#), recognize these organizations for aligning their [technology strategies](#) to accelerate business outcomes and improve customer experience.

"Forrester's Technology Award recipients successfully demonstrate a commitment to leveraging modern technology capabilities to drive both internal and external value," said Sharyn Leaver, chief research officer at Forrester. "In helping their organizations increase revenue, improve customer experience, and manage risk through alignment, trust, and adaptivity, these companies are enabling sustainable, long-term growth amid continual change. We look forward to celebrating this year's Technology Award winners at Technology & Innovation Summit North America."

Information about Forrester's 2024 Technology Strategy Impact Award winners and finalist:

- **First Student** (winner), a leading school transportation solutions provider, has created a digital-based special needs transportation service, FirstAlt, which provides end-to-end ride visibility to build trust between IT and the broader enterprise. In addition to First Student's IT organization aligning its strategy and operations with the provider's broader business goals, the provider continues to invest in technology to raise customer service levels and promote environmental benefits.
- **Best Buy** (winner), the largest specialty consumer electronics retailer in North America, is using AI to create better and more human experiences for customers and employees from start to finish. The company's digital tools and AI-powered features are delivering more personalized and seamless experiences for customers and, at the same time, allowing employees to focus on more important work to drive better, more efficient outcomes.
- Telecommunications provider [Verizon](#) is the finalist for Forrester's 2024 Technology Strategy Impact Award for North America.

Information about Forrester's 2024 Enterprise Architecture Award winner and finalists, presented in partnership with [The Open Group](#):

- **Scotiabank** (winner), a global banking institution, used Forrester's outcomes-driven EA model to increase revenue, improve the client and employee experience, and reduce cost and risk. Scotiabank's EA practice plays an integral role in the Bank's current cloud transformation program, while also leading its enterprise modernization and agility efforts.
- Mortgage financing provider [Fannie Mae](#) and large regional bank [SouthState Bank](#) are finalists for Forrester's 2024 Enterprise Architecture Award for North America.

Forrester Technology Award recipients will share their success stories at Technology & Innovation Summit North America, taking place in Austin, Texas, and digitally, September 9–12, 2024. This is a premier event for chief information, technology, data, analytics, and AI officers and their respective leadership teams to learn best practices and tools to achieve [high-performance IT](#), [embrace AI](#), and deliver business outcomes rapidly.

Resources:

- [Explore](#) previous Forrester Technology Award winners.
- [Register](#) to attend Forrester's 2024 Technology & Innovation Summit North America.

About Forrester

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