



Forrester Introduces New Forrester Decisions Service For Data, AI & Analytics Leaders

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Service enables data and tech leaders with enterprisewide responsibilities in data, AI, and analytics to create business value from data and accelerate business outcomes

AUSTIN, Texas & CAMBRIDGE, Mass.--(BUSINESS WIRE)--Sep. 10, 2024-- According to [Forrester's](#) (Nasdaq: FORR) 2025 [artificial intelligence predictions](#), nearly a third of chief information officers at large enterprises will seek chief data officers as partners to fuel AI-powered business growth in the year ahead. Additionally, 40% of regulated companies will combine their data and AI governance programs to ensure that their AI models are aligned with business goals and legal regulations. Yet only 22% of global data and analytics decision-makers identify data integrity and quality as among the top challenges in executing their vision for data-related initiatives. To empower data and technology leaders to make strategic decisions rooted in data and analytics and build the foundation to scale AI, Forrester has unveiled a new research service, [Forrester Decisions for Data, AI & Analytics](#).

Announced at Forrester's [Technology & Innovation Summit North America](#) — a leading event for technology leaders to discover how to architect a [high-performance IT strategy](#) and [amplify results with AI](#) — the new [Forrester Decisions service](#) will help chief data, AI, and analytics leaders build insights-driven competencies that effectively align their data and AI strategy.

Forrester Decisions for Data, AI & Analytics will position executives, functional leaders, and their teams to plan for and pursue their most pressing priorities, including:

- **Activating an effective data and AI strategy.**
- **Architecting modern data and AI platforms and applications.**
- **Developing governed data and AI products.**
- **Driving decisions with business intelligence and data science.**
- **Advancing through AI innovation.**
- **Building an adaptive data organization and culture.**

“For enterprise data and technology leaders to drive AI-powered innovation, they first need to build a strong data foundation with clear business objectives, institute processes for data governance, cultivate data literacy, and foster a culture of data-driven decision-making across the organization,” said Sharyn Leaver, chief research officer at Forrester. “With the launch of Forrester Decisions for Data, AI & Analytics, leaders can access essential research, tools, and frameworks to transform their data and AI initiatives into enterprise imperatives and accelerate their organization's growth.”

Through a unique **research and continuous guidance model**, Forrester combines research-based insights, tools, and frameworks with continuous guidance to help clients accelerate progress on their initiatives. Noteworthy research topics in the new Forrester Decisions for Data, AI & Analytics service include [Crucial Components For Establishing An Effective Data And AI Team](#), [The Architect's Guide To Generative AI](#), [Data Governance Is The Foundation Of Insights-Driven Business](#), [The Generative AI Advantage](#), and [Five Architecture Patterns To Enable Data And Analytic Business Outcomes](#).

Availability:

- Forrester Decisions for Data, AI & Analytics will be available October 29, 2024.

Resources:

- [Learn](#) more about Forrester Decisions for Data, AI & Analytics.
- Explore Forrester's 2025 predictions for [tech leadership](#) and [artificial intelligence](#) (client access required for both reports).
- Follow [@Forrester](#) and #ForrTech for Technology & Innovation Summit North America updates.

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