



## Forrester Continues To Use AI To Transform How Research And Advisory Insights Are Delivered To Clients

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*Embeds generative AI capabilities through Forrester AI, enabling clients to access trusted insights directly within their daily tools and workflows*

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Mar. 12, 2026-- [Forrester](#) (Nasdaq: FORR) today announced that [Forrester AI](#) (formerly Izola), its generative AI tool, is now certified for Microsoft Teams and available as an app in [Microsoft Marketplace](#). The Forrester AI Teams app is free for current Forrester clients and provides a new channel for access to its proprietary research, data, and frameworks not available through any public AI models. As a result, Forrester's clients can make smarter, more informed, and data-driven decisions, drawn from relevant Forrester research in their own work environment. With no constraints on the number of questions asked or responses generated, Forrester AI is the only app that delivers integrated research and advice across business and technology leaders, eliminating silos and enabling better decision-making.

As the leading research and advisory firm harnessing the power of AI, this initiative marks another step forward in expanding Forrester's AI capabilities. Last year, the company launched [Forrester AI Access](#), a self-service AI offering that equips clients with trusted insights and advice, enabling them to validate ideas, align on best practices, and make smarter decisions faster. Forrester AI Access extended the reach of Forrester's research portfolio, making proprietary data, guidance, and best practice research available to more stakeholders across organizations. Prior to that, Forrester introduced [Forrester AI](#), now an integral part of Forrester's client experience, with rapid growth in both user adoption and prompt activity. Client adoption of Forrester AI continues to grow rapidly, with overall usage up 55% year over year and prompt volume growing by 65%.

"For years, Forrester has actively covered AI in its research to help clients navigate its opportunities, risks, and real-world applications to move beyond the hype to real business impact — longer than anyone in our industry," said Carrie Johnson, chief product officer at Forrester. "Since first introducing generative AI functionality for our clients in 2023, we have worked side by side with them to ensure that they can access our trusted research and guidance when, where, and how they need them. What leaders need today is judgment they can trust to make confident business decisions so they can move faster, reduce costs, and lower risk. While public LLMs can generate information, only a firm like Forrester can deliver trusted human expertise backed by research and data."

The Forrester AI Teams app is available to all active [Forrester Decisions](#), [Forrester Market Insights](#), and [Forrester AI Access](#) license holders. Unlike public large language models, Forrester does not use prompts entered into the app and the responses they generate to train its models, meaning that clients can access trusted insights with confidence while maintaining full confidentiality and control of their data.

### Resources:

- Learn more about [Forrester AI](#) and [Forrester AI Access](#) to make smarter, more informed decisions faster.
- [Read](#) how Forrester is reinventing research for the AI era.
- If you're a Forrester client, download the Forrester AI app from [Microsoft Marketplace](#).

### About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We empower leaders in technology, customer experience, digital, marketing, sales, and product functions to be bold at work and accelerate growth through customer obsession. Our unique research and continuous guidance model helps executives and their teams achieve their initiatives and outcomes faster and with confidence. To learn more, visit [Forrester.com](#).

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