



## **Forrester Research Wins “Business Technology Research & Consulting” Award**

February 4, 2015

NEW DELHI--(BUSINESS WIRE)--Feb. 3, 2015-- Over half of global new project purchases in 2015 or \$380 billion will be for Business Technology goods and services, according to Forrester's recent survey, a clear indictment that business technology is rising in priority. Against this backdrop, [Forrester Research, Inc.](http://forrester.com) (Nasdaq:FORR) was awarded the “Business Technology Research & Consulting” Award at the 3<sup>rd</sup> annual edition of CIO CHOICE. The prestigious CIO CHOICE Awards in India rank the brands that are recognized by technology vendors, determined through an independent CIO voting survey from across the country on product performance, customer satisfaction and continued customer service. This is the second consecutive year that Forrester Research has garnered the award.

“Technology has tipped the balance in favor of the customer and CIOs can no longer solely concentrate their technology management efforts on traditional IT,” says Mukesh Jain, Director at Forrester Research. “Successful companies must refocus their technology efforts on business technology – technology, systems and processes to win, serve and retain customers. We’re honored that Indian CIOs recognize the value that Forrester provides in leading change in the realm of business technology.”

The CIO CHOICE Awards is organized by the Centre of Recognition & Excellence. All vendors must be successfully nominated by CIOs prior to becoming eligible to participate in the CIO survey conducted by the Centre of Recognition and Excellence as part of the Awards selection process. The Centre collected more than 2,000 votes from CIOs for the 2015 awards and Forrester Research took home the only recognition for “Business Technology Research & Consulting” at the CIO CHOICE 2015 Red Carpet event, which had more than 400 attendees including 100 CIOs from pan-India in attendance.

To learn more about how Forrester can help you drive the business technology agenda in the age of the customer, visit: <https://solutions.forrester.com/age-of-the-customer>

### **About Forrester Research**

Forrester Research is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester's unique insights are grounded in annual surveys of more than 500,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients. Through proprietary research, data, custom consulting, exclusive executive peer groups, and events, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations. For more information, visit [forrester.com](http://forrester.com).

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### **Forrester Research**

Deborah Ng, +65 6426 7016  
Public Relations, Asia Pacific  
[dng@forrester.com](mailto:dng@forrester.com)