



Forrester Unveils Data Insights Forum, Introduces the "Insight-Driven Enterprise"

November 28, 2017

Forrester's new event helps enterprises shift from drowning in data to flourishing in actionable insights

CAMBRIDGE, Mass., Nov. 28, 2017 /PRNewswire/ -- Forrester (NASDAQ: FORR) today announced Data Insights Forum 2018, a new event highlighting the business transformation and growth opportunities available to businesses that are able to derive insights from deep pools of data. The inaugural event takes place in Orlando on December 4-5, 2018.

The new forum will introduce the concept of the **insights-driven enterprise** and Forrester's latest research on this new breed of business. Forrester predicts insights-driven businesses will steal \$1.2 billion annually in revenue from their competition by 2020. The event is the first of its kind, focusing on the powerful integration of what have been traditionally separate datasets – customer data on the one hand, and internal performance data on the other, in support of business transformation and the ability to truly anticipate future customer needs.

Topics covered at the forum include artificial intelligence, Internet of Things and other emerging technologies – as well as guidance on how to build an insight-driven culture, what tools are needed and which analytics will help businesses succeed in the age of the customer.

Who: C-Level Executives; Senior Leaders and Directors of Technology, Business Strategy, Customer Experience, and Marketing, Data Specialists, Enterprise Architects, Data Scientists & Engineers, Leaders in Innovation and Emerging Technology

Where: Data Insights Forum 2018
JW Marriott Orlando Grande Lakes
4040 Central Florida Pkwy, Orlando, FL 32837

When: Tuesday, December 4 – Wednesday, December 5, 2018

"As many leaders come to recognize the critical role of data in next-generation digital enterprise, questions of data analytics, data governance, and data infrastructure are moving rapidly to the center of corporate strategy," said Carlton Doty, VP, Group Director at Forrester. "Attendees at Data Insights 2018 will be equipped with recommended toolsets to help them expand their existing data strategy, while also gaining actionable insight into ways to refine customer experience and operational processes to drive new business opportunities that only deep data analysis can deliver."

Resources & Additional Information:

- To learn more about the Data Insights Forum 2018, or to receive additional information on sponsorship opportunities, please visit <http://forr.com/data2018> or contact events@forrester.com.
- Members of the press interested in covering the Forum may contact press@forrester.com.
- Follow Forrester on [Twitter](#) and [LinkedIn](#) for event updates.

About Forrester

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