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**SECURITIES AND EXCHANGE COMMISSION**  
**WASHINGTON, D.C. 20549**

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**FORM 8-K**

**CURRENT REPORT**  
**PURSUANT TO SECTION 13 OR 15(D) OF**  
**THE SECURITIES EXCHANGE ACT OF 1934**

**Date of Report (Date of Earliest Event Reported): June 16, 2009**

**FORRESTER RESEARCH, INC.**

(Exact name of registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction  
of incorporation)

**000-21433**  
(Commission File Number)

**04-2797789**  
(I.R.S. Employer  
Identification Number)

**400 Technology Square**  
**Cambridge, Massachusetts 02139**  
(Address of principal executive offices, including zip code)

**(617) 613-6000**  
(Registrant's telephone number, including area code)

N/A

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(Former Name or Former Address, if Changes since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
-

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### ITEM 7.01 REGULATION FD DISCLOSURE.

Incorporated by reference into this Current Report on Form 8-K is the briefing presentation used by certain executive officers of the Registrant on June 16, 2009, attached hereto as Exhibit 99.1.

This information is being furnished and shall not be deemed to be “filed” for the purposes of Section 18 of, or otherwise regarded as filed under, the Securities Exchange Act of 1934, as amended. The information contained in this report shall not be incorporated by reference into any filing of Forrester Research, Inc. with the Securities and Exchange Commission, whether made before or after the date hereof, regardless of any general incorporation language in any such filings.

Forrester believes that pro forma financial results provide investors with consistent and comparable information to aid in the understanding of Forrester’s ongoing business. Forrester uses pro forma financial information to manage its business, including use of pro forma financial results as the basis for setting targets for various compensation programs. Our pro forma presentation excludes the following, as well as their related tax effects:

Amortization of intangibles—we exclude the effect of the amortization of intangibles from our pro forma results in order to more consistently present our ongoing results of operations.

Impairments of and gains related to non-marketable securities and gains from sales of marketable securities—we have consistently excluded both one-time gains and one-time write-offs related to our investments in non-marketable securities and sales of marketable securities from our pro forma results in order to keep quarter-over-quarter and year-over-year comparisons consistent.

Non-cash stock-based compensation expense—we exclude the stock-based compensation impact of SFAS 123R from our pro forma results in order to keep quarter-over-quarter and year-over-year comparisons consistent.

Expenses related to the Company’s stock option investigation and the restatement of the Company’s historical financial statements are also not included in our pro forma results in order to keep quarter-over-quarter and year-over-year comparisons consistent.

Reorganization costs associated with the Company’s reduction in force announced in February 2009 are not included in our pro forma results in order to keep quarter-over-quarter and year-over-year comparisons consistent.

However, these measures should be considered in addition to, not as a substitute for, or superior to, operating income or other measures of financial performance prepared in accordance

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with generally accepted accounting principles as more fully discussed in our financial statements and filings with the Securities and Exchange Commission.

This Form 8-K, including the exhibits hereto, contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements include, but are not limited to, Forrester's financial and operating targets for the quarterly periods of 2009 and full-year 2009. These statements are based on Forrester's current plans and expectations and involve risks and uncertainties that could cause actual future activities and results of operations to be materially different from those set forth in the forward-looking statements. Important factors that could cause actual future activities and results to differ include, among others, Forrester's ability to respond to business and economic conditions, particularly in light of the continuing global economic downturn, technology spending, market trends, competition, industry consolidation, the ability to attract and retain professional staff, possible variations in Forrester's quarterly operating results, any cost savings related to reductions in force and associated actions, risks associated with Forrester's ability to offer new products and services, and Forrester's dependence on renewals of its membership-based research services and on key personnel. Forrester undertakes no obligation to update publicly any forward-looking statements, whether as a result of new information, future events, or otherwise. For further information, please refer to Forrester's reports and filings with the Securities and Exchange Commission.

### Item 9.01 Financial Statements and Exhibits

#### (c) Exhibits

Exhibit 99.1 Briefing presentation used by certain executive officers of the registrant on June 16, 2009.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

FORRESTER RESEARCH, INC.

By /s/ Michael A. Doyle

Name: Michael A. Doyle

Title: Chief Financial Officer and Treasurer

Date: June 16, 2009

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Exhibit Index

<u>Exhibit</u>	<u>Description</u>	<u>Page</u>
99.1	Briefing presentation used by certain executive officers of the registrant on June 16, 2009.	

Making Leaders Successful Every Day

FORRESTER®



# Agenda

- |                      |   |
|----------------------|---|
| <b>9:00 – 9:05</b>   | <b>Welcome</b><br>Mike Doyle<br>Chief Financial Officer           |
| <b>9:05 – 9:35</b>   | <b>Forrester Overview and Strategy</b><br>George F. Colony<br>CEO |
| <b>9:35 – 10:00</b>  | <b>Financials</b><br>Mike Doyle<br>Chief Financial Officer        |
| <b>10:00 – 10:30</b> | <b>Forrester Operating Strategy</b><br>Charles Rutstein<br>COO    |
| <b>10:30 – 10:45</b> | <b>Break</b>  |
-

# Agenda

- |                      |   |
|----------------------|---|
| <b>10:45 – 11:10</b> | <b>M&amp;S Client Group</b><br>Dennis van Lingen<br>Managing Director |
| <b>11:10 – 11:35</b> | <b>IT Client Group</b><br>Julie Meringer<br>Managing Director         |
| <b>11:35 – 12:00</b> | <b>Tech Industry Client Group</b><br>Mark Nemec<br>Managing Director  |
| <b>12:00 – 12:30</b> | <b>Panel Discussion and Q&amp;A (CEO, COO, CFO, MD's)</b>             |
| <b>12:30 – 2:00</b>  | <b>Lunch and Q&amp;A with the Forrester Executive Team</b>            |
-

## Safe Harbor

This presentation may contain projections or other forward-looking statements regarding future events or the future financial performance of the Company. These projections or statements are only predictions. Actual events or results may differ materially from those in the projections or other forward-looking statements. Please see the Company's Annual Report to shareholders and its filings with the SEC, including its recent filings on Forms 10-K and 10-Q, for a discussion of important risk factors that could cause actual events or results to differ materially from those in the projections or forward-looking statements.

# Forrester Strategy And Overview

**George F. Colony**  
CEO  
Forrester Research

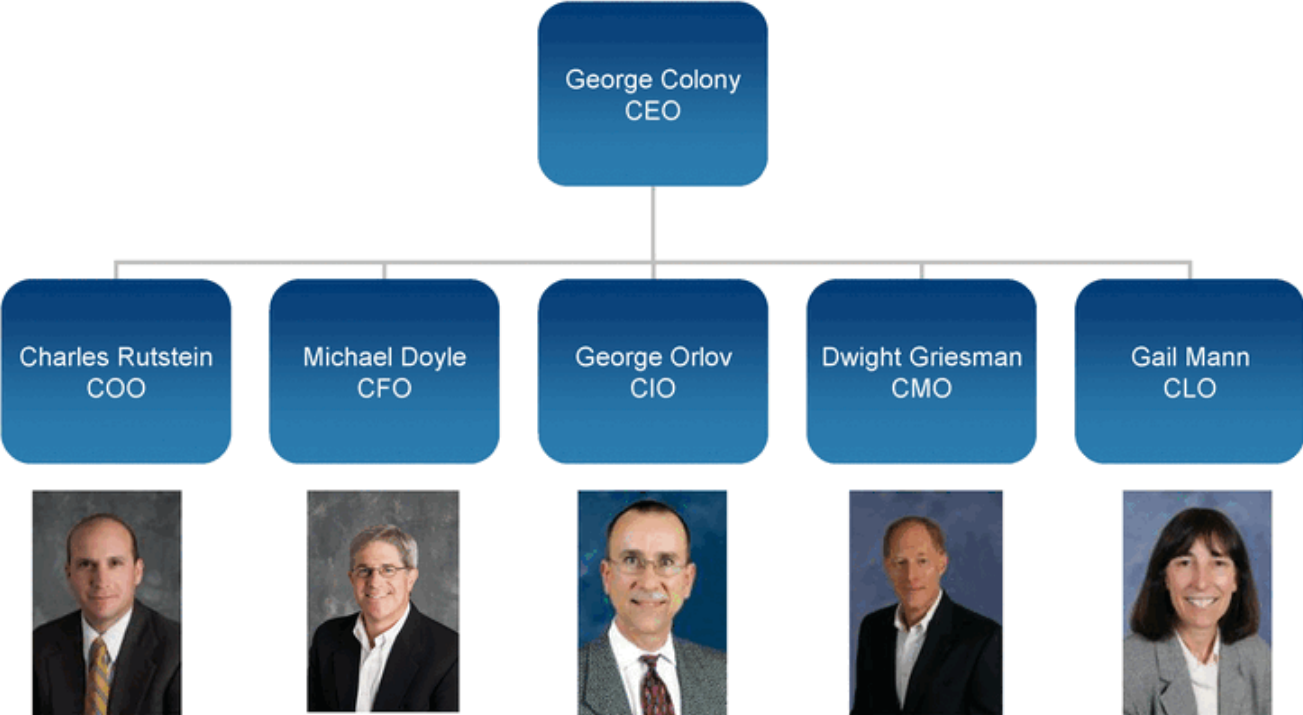
June 16, 2009

The Forrester logo, which consists of the word "FORRESTER" in a white, sans-serif font inside a dark green oval.

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# Organization



# Agenda

- **Forrester summary and investment highlights**
- Roles and market opportunity
- Buildup to breakthrough
- M&A
- Economic outlook

## Forrester summary

- Independent research company
- Founded in 1983, IPO 1996; secondary in 2000
- 23.6 million shares outstanding
- 993 employees in 26 global locations as of 03.31.09
- Strong balance sheet: \$270 million in cash and securities as of 03.31.09; no debt
- 2,585 client companies as of 03.31.09, including 18% of the world's \$1 billion-plus companies.

## Investment highlights

- Attractive business model
- Recurring revenue model
- Demonstrated track record of accelerating revenue growth, expanding margins
- Healthy cash flow
- Strong balance sheet with over \$11/share in cash and securities
- Large, global, market opportunity:
  - » 25,000 companies
- Primarily an organic growth story



## Agenda

- Forrester summary and investment highlights
- **Roles and market opportunity**
- Buildup to breakthrough
- M&A
- Economic outlook

# Forrester is role based



## What it means to be role based

- Research teams dedicated to roles
- Research portfolios for each role
- Role-specific channels — e.g., dedicated Web sites and blogs

## Advantages of roles

- Higher relevancy
- Deeper client relationships
- Differentiation from competitors
  
- Resulting in:
  - » Stronger renewal rates
  - » Higher new business win rates

## Addressable market for Forrester's roles

- 4 million executives
  - \$9 billion
- » To date, we are less than 5% penetrated.

## Agenda

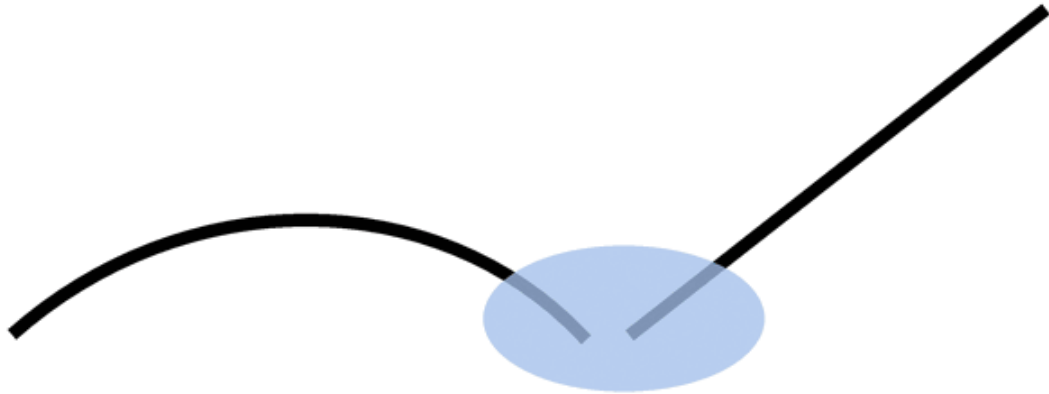
- Forrester summary and investment highlights
- Roles and market opportunity
- **Buildup to breakthrough**
- M&A
- Economic outlook

## We are now navigating from buildup to breakthrough

- Moving to a new stage of role based . . .



Getting to breakthrough is where our destiny lies . . .



Making the turn from the buildup stage to breakthrough will lead to the next stage of change and innovation.



## Breakthrough means innovation for . . .

- The research process . . . to continually increase relevance
- Compensation . . . to drive productivity
- Organization . . . to align more sharply to the roles
- Products . . . to bring more value to the roles
- Sales process and structure . . . to increase roles per client and drive enrichment
- Content delivery . . . to build communities of clients.

## Agenda

- Forrester summary and investment highlights
- Roles and market opportunity
- Buildup to breakthrough
- **M&A**
- Economic outlook

## Acquisition history

- Four acquisitions prior to 2008 — three very successful
- Largest was Giga in 2003 for \$60 million
- Acquired Jupiter Research in 2008 for \$23 million.

## Acquisition criteria

- Roles — looking for more content for existing roles or new roles
  - Gaps — filling a geographical or product need
  - Cultural fit
  - High Q
  - Growth and margin
- 
- The economic downturn is creating a number of buying opportunities.
  - Note: We are highly selective.

## Acquisition integration

- A proven track record successfully integrating acquisitions
- We are organizationally prepared for acquisitions
- Changes to RoleView™ enable the company to better monetize acquisitions.

## Agenda

- Forrester summary and investment highlights
- Roles and market opportunity
- Buildup to breakthrough
- M&A
- **Economic outlook**

## Forrester's economic forecast

- Worldwide tech spending in US dollars for 2009: -10.5%
- Worldwide tech spending in US dollars for 2010: +4%
- Tech will lead the world out of the recession in 2010 and 2011.

## Thank you

George F. Colony  
+1.617.613.5715  
gcolony@forrester.com  
www.forrester.com



# Financial Overview

**Michael Doyle**

CFO

Forrester Research

June 16, 2009

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## Financial overview

- **Growth drivers**
- Forrester's five-year performance
- 2009 year to date and guidance
- 2010 and beyond

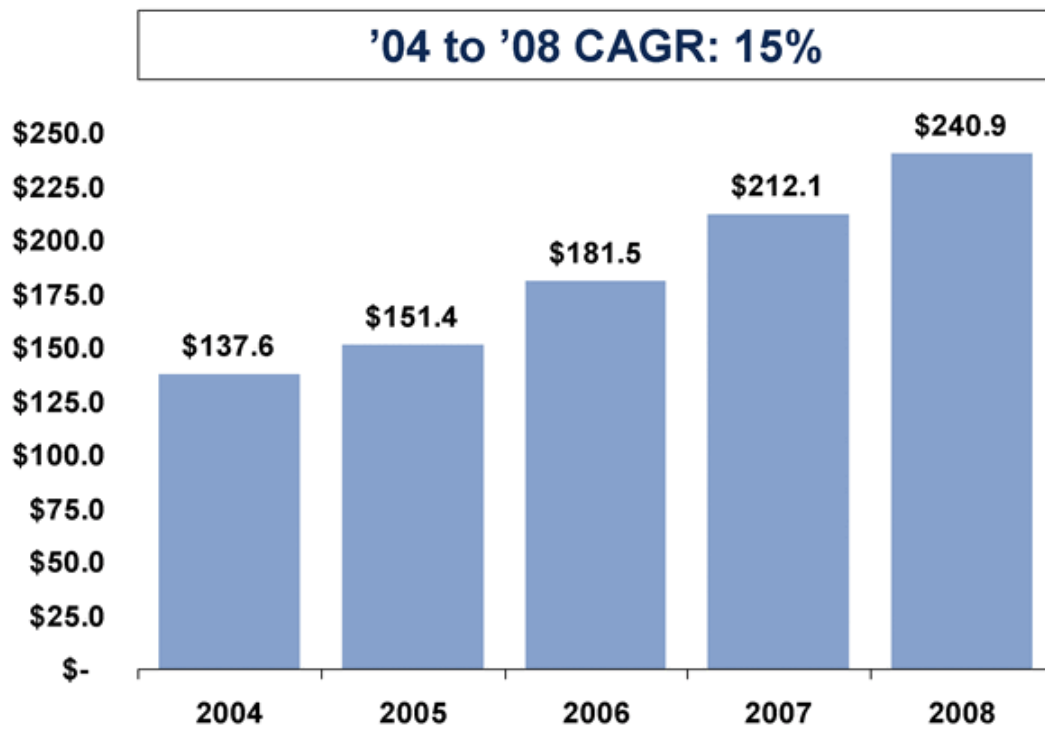
## Growth drivers

- Technology continues to change at a rapid rate.
- Large market:
  - » 4 million executives in the roles we service
  - » \$9 billion dollars of market opportunity
- Consolidation of major players
- Barriers to entry
- Attractive business model

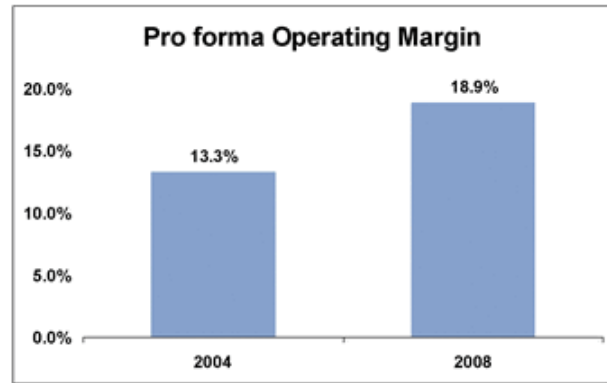
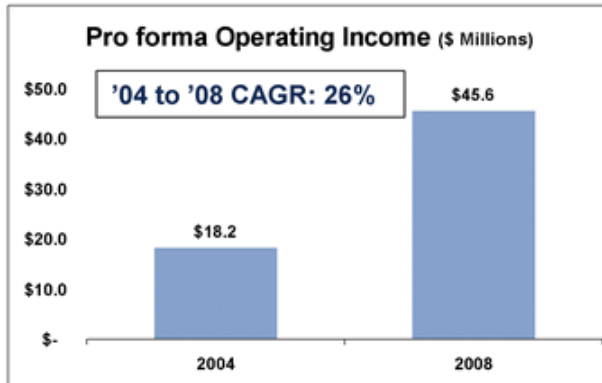
## Financial overview

- Growth drivers
- **Forrester's five-year performance**
- 2009 year to date and guidance
- 2010 and beyond

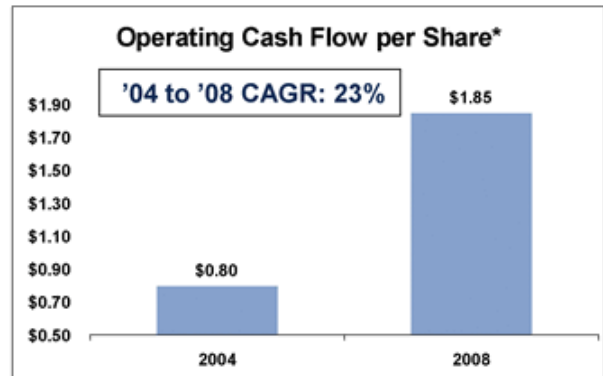
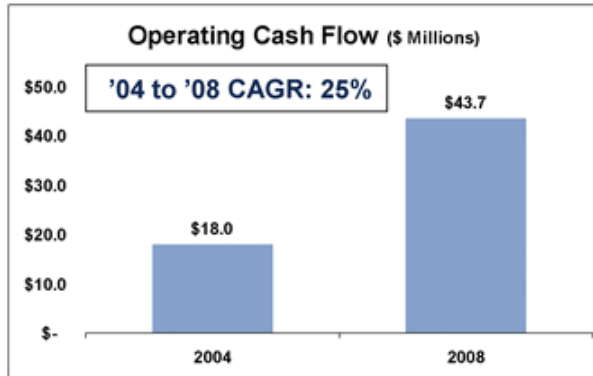
## Historical revenue growth (\$ millions)



## Pro forma operating income and margin



# Operating cash flow



\*Share = diluted weighted average share outstanding

## Our strong financial performance has resulted in a healthy balance sheet

(\$ Millions)	12/31/2004	12/31/2008
Cash and securities	\$ 127.4	\$ 213.4
Accts receivable	39.2	64.2
Prepays and other current	20.6	33.2
<b>Total current assets</b>	<b>187.3</b>	<b>310.9</b>
Long-term investment	-	46.5
Fixed assets	6.4	6.8
Goodwill, intangibles, and other	106.4	90.8
<b>Total assets</b>	<b>\$ 300.1</b>	<b>\$ 455.0</b>
<b>Current liabilities</b>	<b>\$ 32.5</b>	<b>\$ 31.1</b>
Deferred revenue	72.4	113.8
Non-current liabilities	6.6	6.6
Equity	188.6	303.5
<b>Total liabilities and equity</b>	<b>\$ 300.1</b>	<b>\$ 455.0</b>



## Financial overview

- Growth drivers
- Forrester's five-year performance
- **2009 year to date and guidance**
- 2010 and beyond

## 2009 performance and guidance

- 2008 continued positive financial trends of the past years — accelerating revenue growth, expanding margins.
- 2009 will be challenging as a result of the global economic downturn:
  - » 2009 performance will deviate from historical performance levels.
  - » We have taken actions to right-size our business while still positioning ourselves for continued growth beyond 2009.
  - » A strong balance sheet will allow us to be opportunistic.
- We expect to return to our historical performance levels as the global economy rebounds:
  - » Soft, *deferred revenue* in 2009 will result in soft *revenue* in 2010.
  - » Strong year-over-year *deferred revenue* growth in 2010 will result in strong *revenue* growth in 2011.

## First-quarter 2009 results

(\$ Millions)	Q1 2008 actual	Q1 2009 actual	Growth	Guidance
Revenue	\$ 55.0	\$ 56.4	3%	\$52M to \$56M
Pro forma operating income	\$ 8.1	\$ 9.2	14%	
Pro forma operating margin	14.6%	16.3%	11%	10% to 13%
Pro forma net income	\$ 6.2	\$ 6.3	2%	
Pro forma EPS	\$ 0.26	\$ 0.27	4%	\$0.15 to \$0.19

## 2009 outlook

- Revenues of \$215 million to \$235 million
- Pro forma operating margin of 15% to 17%
- Pro forma earnings per share of \$0.88 to \$1.11
- Operating cash flow between \$20 million to \$30 million

## Financial overview

- Growth drivers
- Forrester's five-year performance
- 2009 year to date and guidance
- **2010 and beyond**

## Summary

- Despite the global economic downturn Forrester has a . . .
  - » Clear long-term growth path and strategy.
  - » Attractive business model
  - » Large market opportunity.
  
- Forrester is well positioned financially to be opportunistic in a difficult economic environment:
  - » We continue to provide our customers full-service support — we did not cut muscle from the organization.
  - » M&A
  - » Continue repurchasing Forrester shares

## Thank you

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www.forrester.com

## Appendix: GAAP to pro forma reconciliation

- Forrester believes that pro forma financial results provide investors with consistent and comparable information to aid in the understanding of Forrester's ongoing business. Our pro forma presentation excludes reorganization costs, amortization of intangible assets, stock-based compensation, net gains or impairments from marketable and non-marketable investments, costs associated with the stock option investigation, and restatement of our historical financial statements, as well as their related tax effects. The pro forma data does not purport to be prepared in accordance with Accounting Principles Generally Accepted in the United States.



## Appendix: GAAP to pro forma reconciliation

(\$ Millions)	2004	2008
GAAP income from continuing operations	\$ 4.3	\$ 38.0
Realized gain on securities and non-marketable investments	\$ -	\$ 1.5
Other income, net	\$ 4.2	\$ 5.4
Pre-tax income from continuing operations	\$ 8.5	\$ 44.8
Income tax provision	\$ 2.9	\$ 15.6
Net income from continuing operations	\$ 5.7	\$ 29.2
Loss from discontinued operations, net of taxes	\$ (0.8)	\$ -
GAAP net income	\$ 4.9	\$ 29.2
GAAP diluted EPS	\$ 0.22	\$ 1.24
<b>Pro forma data</b>		
GAAP income from continuing operations	\$ 4.3	\$ 38.0
Amortization of intangible assets	\$ 6.5	\$ 1.4
Non-cash, stock-based compensation	\$ 0.6	\$ 5.4
Reorganization expenses	\$ 8.4	\$ -
Stock option investigation expense and other related items	\$ (1.6)	\$ 0.9
Pro forma income from operations	\$ 18.2	\$ 45.6
Other income, net	\$ 4.2	\$ 5.4
Proforma income tax provision	\$ 7.9	\$ 19.9
Pro forma net income	\$ 14.6	\$ 31.1
Pro forma diluted EPS	\$ 0.65	\$ 1.32

Please note: numbers may not foot due to rounding

## Appendix: GAAP to pro forma reconciliation

(\$ Millions)	Q1 2008	Q1 2009
GAAP income from operations	\$ 6.5	\$ 3.2
Realized gain on securities and non-marketable investments	\$ 0.5	\$ -
Other income, net	\$ 2.1	\$ 1.3
Pre-tax income from operations	\$ 9.1	\$ 4.5
Income tax provision	\$ 4.1	\$ 1.8
GAAP net income	<b>\$ 5.0</b>	<b>\$ 2.6</b>
GAAP diluted EPS	<b>\$ 0.21</b>	<b>\$ 0.11</b>
<b>Pro forma data</b>		
GAAP income from operations	\$ 6.5	\$ 3.2
Amortization of intangible assets	\$ 0.2	\$ 0.7
Non-cash, stock-based compensation	\$ 1.4	\$ 2.2
Reorganization expenses	\$ -	\$ 3.1
Stock option investigation expense and other related items	\$ (0.1)	\$ -
Pro forma income from operations	<b>\$ 8.1</b>	<b>\$ 9.2</b>
Other income, net	\$ 2.1	\$ 1.3
Pro forma income tax provision	\$ 3.9	\$ 4.2
Pro forma net income	<b>\$ 6.2</b>	<b>\$ 6.3</b>
Pro forma diluted EPS	<b>\$ 0.26</b>	<b>\$ 0.27</b>

Please note: numbers may not foot due to rounding

# Forrester's Operations

**Charles Rutstein**  
COO  
Forrester Research

June 16, 2009

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FORRESTER

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## Agenda

- **Forrester's product portfolio**
- Forrester's operating structure
- Innovation in the recession
- Value 360

# Products

## Proprietary sources

- 8,350 vendor briefings per year
- 19,000 client inquiries per year
- 275,000 consumer surveys
- 14,000 large company surveys



## Products

### Research services

Research Boards Data
----------------------------

### Advisory and other

Consulting Events
----------------------

## Research services: 64% of 2008 revenues

- Research: 40% of total revenue
- Boards: 19% of total revenue
- Data: 5% of total revenue

## Research

- Marketing & Strategy RoleView™



- IT RoleView



- Technology Industry RoleView



- A RoleView seat includes:
  - » Access to more than 12,000 research units.
  - » Daily conference calls.
  - » Attendance at a Forrester Event.
  - » Unlimited Analyst Inquiry.

## Why three RoleView products?

- Sharpened relevance for individual roles
- Product flexibility: Clients pay for just what they need
- Price to the market by customer segment
- Sets the stage for further acquisitions
- Increased sales and research specialization



## Forrester Leadership Boards

- Launched in 2002
- +/- \$36,000 per Forrester Leadership Boards seat
- 15 boards
- 1,554 members at the end of Q1, 2009

## Data

- Surveys consumers' attitudes toward and adoption of technology
- Covers 70% of the world's GDP
- Second longest-running proprietary survey on this topic in the US

## Advisory Services and other: 36% of 2008 revenues

- Consulting: 31% of total revenue
- Events: 5% of total revenue

## Consulting

- 50% are one- and two-day projects
- 50% are larger, multiweek projects
- A “nobody on the beach” model

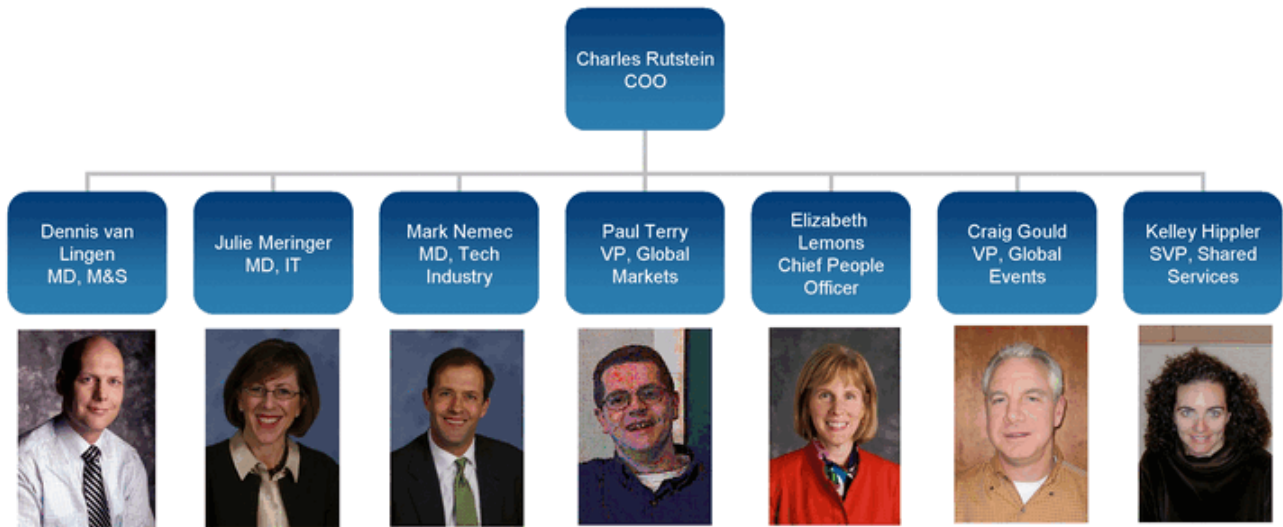
## Events

- 14 Events worldwide in 2009
- Approx. \$1,995 per seat
- 300 to 1,500 attendees per Event

## Agenda

- Forrester's product portfolio
- **Forrester's operating structure**
- Innovation in the recession
- Value 360

# Forrester's operating structure



## How we operate the business

- Operate globally
  - » Standardized processes, technologies, metrics
  - » Well-defined strategy; not simply flag planting
- Data driven
  - » Quantitatively sophisticated
  - » Numbers override gut instinct.
- Outside in
  - » Customer insight drives innovation.
  - » Customer feedback is our scorecard.
- Compensation
  - » Performance driven
  - » Focused on tangible, measurable results



## Three operational imperatives

- Completing the build-out of role based (“R”)
- Growing our sales platform
- Increasing the quotient of syndicated business (“Q”)

## Syndication (Q)

- Product P&L analysis revealed that syndicated products:
  - » Are our most profitable.
  - » Often have other attractive elements, like renewability.
- . . . leading us to make changes in sales compensation:
  - » We now reward salespeople disproportionately for syndicated, renewable bookings.
- . . . resulting in:
  - » A change in our syndicated revenue from 62% in 2007 to 64% in 2008 to a projected 66% in 2009
- . . . and a corresponding growth in operating margin

## Agenda

- Forrester's product portfolio
- Forrester's operating structure
- **Innovation in the recession**
- Value 360

## A recession is a great time to plant seeds

- In 2001-2002, we launched an innovation initiative called MTS.
- From that initiative sprung:
  - » Project Consulting.
  - » Forrester Leadership Boards.
- In 2009, we will similarly plant new seeds — focused around “white space.”

## The opportunity within the role

- Consider the daily diary of a CMO.
- Forrester helps with many issues:
  - » Understanding online consumer behavior
  - » Defining a world-class customer experience
  - » Aligning with exec peers
- But not with many others:
  - » Benchmarking compensation
  - » Managing media buys
  - » Etc. . . .



Melissa Laken  
MARKETING LEADERSHIP PROFESSIONAL

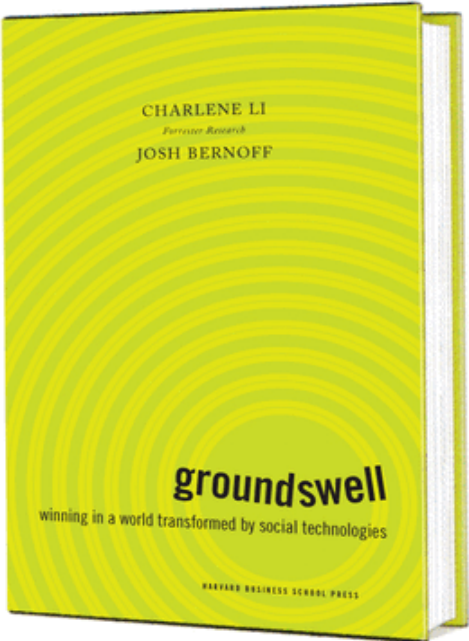
## Our innovation program: the White Space Challenge

- Forrester is tapping into the wisdom of its crowd.
- The White Space Challenge:
  - » Designed to generate ideas for new Forrester offerings
  - » Focus on syndication (Q), white space, and fast growth
- Currently assessing more than 130 ideas generated
- Domains of interest include:
  - » Benchmarking
  - » Professional development
  - » Community

## Agenda

- Forrester's product portfolio
- Forrester's operating structure
- Innovation in the recession
- **Value 360**

# Social media is changing the world





## Consumers who regularly use the Web for the following activities:

	Gen Y (18-27)	Gen X (28-41)
Use Web-based email	73%	65%
<b>Use instant messaging</b>	<b>56%</b>	<b>33%</b>
Send photos by email	41%	40%
<b>Use social networking sites</b>	<b>42%</b>	<b>17%</b>
Play online games alone	39%	31%
Download music	36%	22%
Purchase products	36%	45%
Use personal portal/content sites	32%	29%
<b>Watch peer-generated video on a video-sharing site</b>	<b>28%</b>	<b>19%</b>
<b>Read blogs</b>	<b>27%</b>	<b>15%</b>
audio	24%	21%
Watch Internet video/streaming video	23%	23%

## Value 360: how social relates to our business

- In the beginning, Forrester provided only our perspective: perhaps 90 degrees of value.
- FLB taught us that customers need more — the perspective of:
  - » Their peers
  - » Other experts
  - » Competitors
  - » Etc.
- We're now fixated on delivering 360 degrees of value.

# Examples of Forrester's embrace of social media

The screenshot shows the Forrester website interface in a Microsoft Internet Explorer browser. The browser's address bar displays <http://www.forrester.com/ib/inf>. The page title is "Forrester Interactive Marketing Professional" with the tagline "MAKING LEADERS SUCCESSFUL EVERY DAY". The navigation menu includes links for Home, Search, Favorites, History, Mail, Print, Discuss, Research, and Windows M... The main content area is divided into several sections:

- Browse Topics:** A sidebar on the left with categories like Acquisition Marketing, Brand Strategy, Brand Tactics, Email Marketing, Emerging Marketing Channels, Interactive Marketing, Marketing Automation, Marketing Measurement, Marketing Organization & Culture, Marketing Planning, and Marketing Service Providers.
- Featured Success Imperative:** A central section titled "Find technology or services partners" with a sub-header "Social technology foundations underpin interactive campaigns and lower marketing costs. Today, Interactive Marketing professionals must knit together backend-based technology and service providers to support their interactive marketing efforts. See all related".
- Forrester Discussions:** A section titled "Forrester Discussions Beta For Interactive Marketing Professionals" with a sub-header "Connect with your peers, share best practices, and get answers to your most pressing issues on the Forrester Discussions board. What your peers are talking about now: Social Media, Social Media... But How To Monitor?".
- Featured Workshops:** A section titled "Online Communities And Social Networks" with a sub-header "Social networks like Facebook, MySpace, and Bebo continue to entice consumers... as a result marketers also join, to the Workshop you will learn to dig around these networks, appropriate for your needs." Below this, a "Client Choice Winner" section is highlighted with a red box, titled "Read The Winning Research" and mentioning "Clients have elected Best Research Devoting's Social Media Playbook to One, winner of our January Client Choice poll."

# Examples of Forrester's embrace of social media

The screenshot shows the Forrester website interface. The browser title is "Forrester Interactive Marketing Professional - Microsoft Internet Explorer". The address bar shows "http://www.forrester.com/". The page header includes the Forrester logo and the title "Interactive Marketing Professional". A navigation menu is visible below the header. On the left side, there is a "Browse Topics" sidebar with a "Most Popular" section highlighted by a red box. This section lists several articles, including "The Future Of The Social Web" and "Reaching Mass Through Social Media". A blue callout box with the text "Most popular research, voted by clients" points to this sidebar. The main content area features a "Featured Success Imperative" section, a "Find technology or services partners" section, and several research articles under the heading "Featured Research".

# Examples of Forrester's embrace of social media

The screenshot shows the Forrester Interactive Marketing Professional website. A large blue box with white text is overlaid on the page, reading "Workshops on understanding social media". Below this, a red box highlights a section titled "Featured Workshops". The first workshop listed is "Online Communities And Social Networks" by David Forrester, dated June 14, 2009. The description states: "Social networks like Facebook, MySpace, and LinkedIn continue to attract consumers... as a result marketers also join, for the Workshop you will learn to understand when to build an online community or join a social network, build frameworks and scenarios to create a strategy around these networks, develop a strong understanding around online community best practices, and select the right vendor for your company, if appropriate for your needs. Learn more and register." The second workshop is "Crafting A Successful Mobile Strategy: The POST methodology" by David Forrester, dated June 15, 2009. The description states: "This Workshop helps professionals understand why Mobile Technologies is such an important first step in designing any mobile strategy. We talk about the kinds of objectives that are possible with mobile, how to develop a strategy, and which technologies you can use to implement the plan. Learn more and register." Below the featured workshops is a "Client Choice Winner" section titled "Find The Winning Research" by David Forrester, dated June 15, 2009. The description states: "Clients have spent \$440 million on Forrester's Social Media Practice in Q1, winner of our January Client Choice poll. 'The recession has put more pressure on interactive marketers to deliver measurable results. While many marketing budgets are being slashed, more than 50% of interactive marketers say they will increase their spending on social marketing, why? These interactive tools can quickly get marketing messages out...' Read more >

# Examples of Forrester's embrace of social media

The screenshot shows the Forrester Interactive Marketing Professional website. The page features a navigation bar with links for Home, Search, Favorites, History, Mail, Print, Discuss, and Research. A search bar is located in the top right corner. The main content area is divided into several sections:

- Browse Topics:** A list of topics including Acquisition Marketing, Brand Strategy, Brand Tactics, Brand Marketing, Emerging Marketing Channels, Interactive Marketing, Marketing Automation, Marketing Measurement, Marketing Organizations & Culture, Marketing Planning, and Marketing Service Providers.
- Featured Success Imperative:** A section titled "Find technology or services partners" with a sub-section for "Downloadable Infocollaborative".
- Forrester Discussions:** A section titled "Forrester Discussions Beta For Interactive Marketing Professionals" with a sub-section for "Social Media, Social Media ... But How Do We Measure?". This section is highlighted with a red box.
- Featured Workshops:** A section titled "Online Communities And Social Networks" with a sub-section for "Crafting A Successful Mobile Strategy: The POST methodology".
- Client Choice Winner:** A section titled "Read The Winning Research" with a sub-section for "Clients Have Adopted Lead Generation's Social Media Practice As One, Winner of our January Client Choice poll".

A blue box with the text "Online community" is overlaid on the page, pointing to the "Forrester Discussions" section.

## Forrester is leading in social media

- *Groundswell* has sold more than 65,000 copies.
- We practice what we preach:
  - » We have 15 role-specific blogs, with more than 15,000 feeds.
  - » More than 17,000 followers on Twitter; nearly 3,000 on Facebook
  - » Widespread use of internal social collaboration tools

## Ready for the future . . .

- In the coming years, we will use social to improve:
  - » How we sell.
  - » How we conduct research.
  - » How we deliver research.
  - » How clients consume research.
  - » Our competitive position.
  - » . . . and much, much more.



## Summary

- Our product portfolio and organizational structure set us up for continued success.
- We're innovating around the "white space" — helping to make our clients successful every day.
- Social will change some fundamentals of our business — and we're leading our industry.

## Thank you

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# Forrester Investors Day: Marketing & Strategy Client Group

**Dennis van Lingen**  
Managing Director

June 16, 2009

FORRESTER

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# Agenda

- Overview of the M&S client group
- The roles we serve
- How we are different
- The opportunity

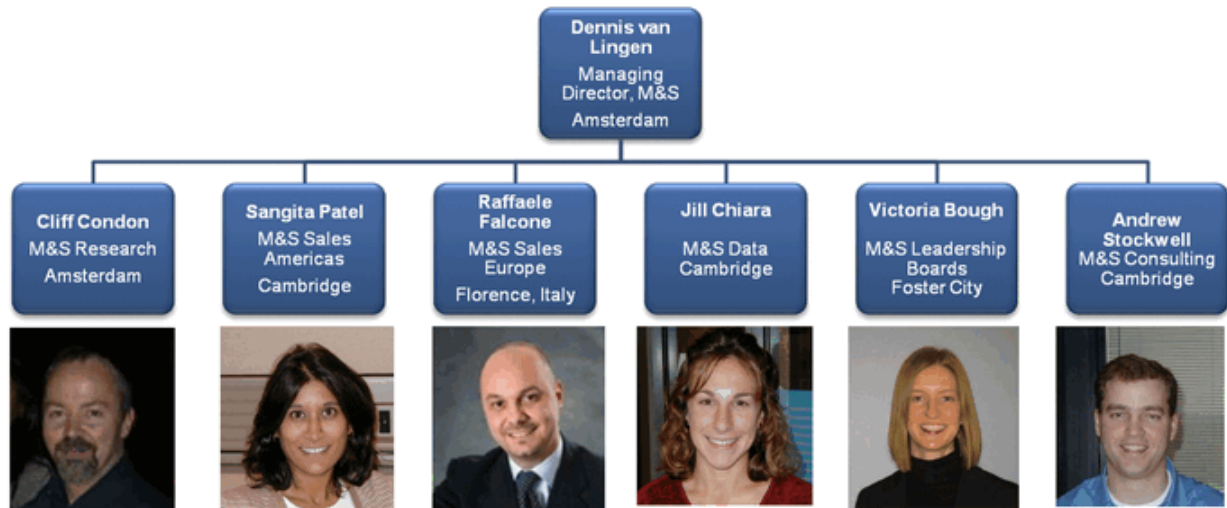
## M&S client group by the numbers (2008)

- Revenue: \$58.8m
- % of Forrester revenue: 24%
- Employee count: 243

## M&S organization augmented by Jupiter acquisition

- Acquired Jupiter Research 8/1/08
- Integration completed 1/17/09, 22 week cycle
  - One integrated organization, one research team, one sales team, one brand, one web site, all internal systems migrated
- Added breath and depth to all 7 M&S Roles, 43 research staff
- Enriched our Technographics® consumer data product
- New syndicated product: ForecastView (roll-out in Q2)
- A stronger management bench
- Added a major client hub in New York

# The M&S Client Group Management Team



# Agenda

- Overview of the M&S client group
- The roles we serve
- How we are different
- The opportunity



# The 7 roles we serve



Marketing  
Leadership  
Professional

Consumer  
Product  
Strategy  
Professional

Interactive  
Marketing  
Professional

Customer  
Experience  
Professional

eBusiness &  
Channel Strategy  
Professional

Customer  
Intelligence  
Professional

Consumer  
Market  
Research  
Professional



# The roles' map to marketing's key functions



# Agenda

- Overview of the M&S client group
- The roles we serve
- How we are different
- The opportunity

## In marketing & strategy, what makes us uniquely valuable to clients?

- **Data-driven insight** to help understand the impact of changing consumer behavior
- **Forward-looking research and analysis** to guide decisions and actions
- **Objective advice** on which tools and technologies will best allow customer connections
- **Best practices** that drive marketing and cross-channel strategies

# Deep consumer insight

Forrester's Consumer Technographics® provides:

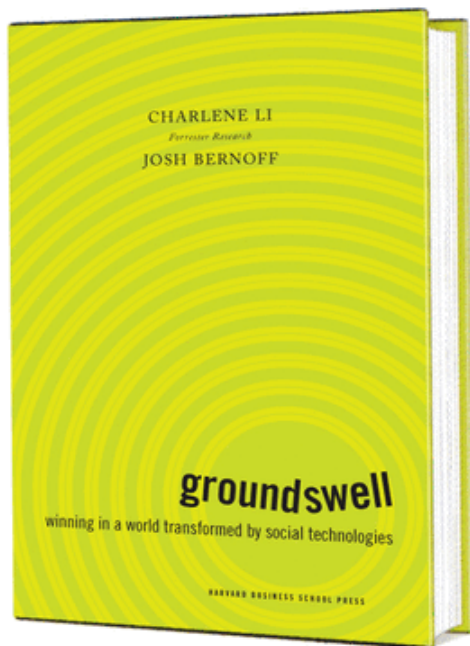
- Global consumer insights, tracking how consumers adopt and use technology and how technology and the Internet are changing the way that consumers:
  1. Shop, bank, learn, get services, and consume media
  2. Spend time, interact, communicate, and entertain themselves
  3. Are motivated by technology-driven attitudes and values
  4. Own and relate to more than 500 consumer brands and media

# Consumer Technographics® - analyzing the impact of technology on consumers



**2008: 275,000 completed responses to 38 surveys in 15 countries**  
**2009: Expansion to Latin America (2 countries)**

# Providing thought-leadership in social technologies



- 65,000 books sold
- **Advertising Age** "Books You Should Have Read In 2008"
- **BusinessWeek** "Best Innovation & Design Books Of 2008"
- **Fortune's** "Three Best Web Books Of 2008"
- **Forbes** "Books To Get Rich By"
- **Strategy + Business magazine's** "Best Books In 2008"
- **BusinessWeek** bestseller list - #14
- **Amazon.com's** Best Business And Investing Books 2008
- **2008 CRM magazine Market Awards:** Josh Bernoff and Charlene Li named Influential Leaders

# Enabling peer-to-peer connections

- 6 M&S Leadership Boards, 280 Members
- Started the Customer Experience council in Q1, 2009





# Agenda

- Overview of the M&S client group
- The roles we serve
- How we are different
- The opportunity

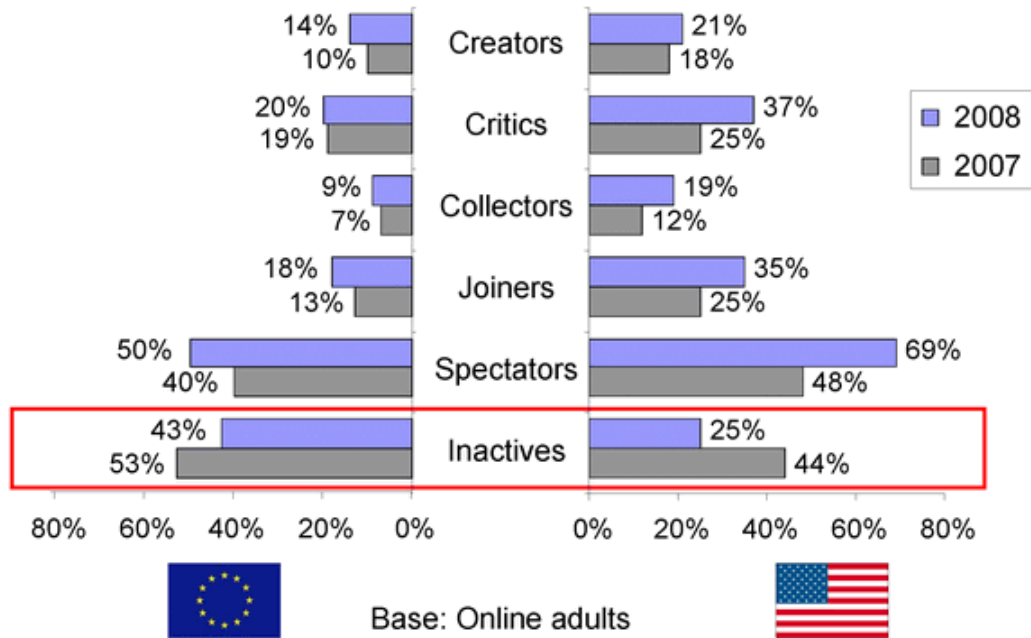
# The World Has Changed Dramatically For Marketing & Strategy Professionals

*Time*, December 25,  
2006 - January 1, 2007

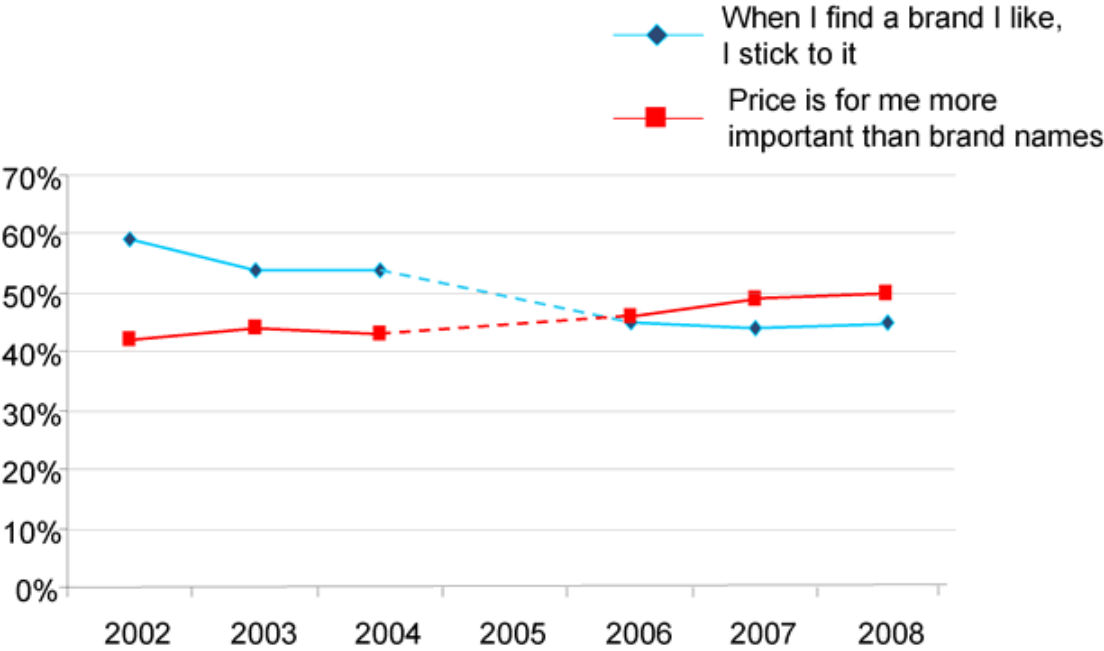


# Social content is going mainstream

## Social Technology Participation, Europe – US



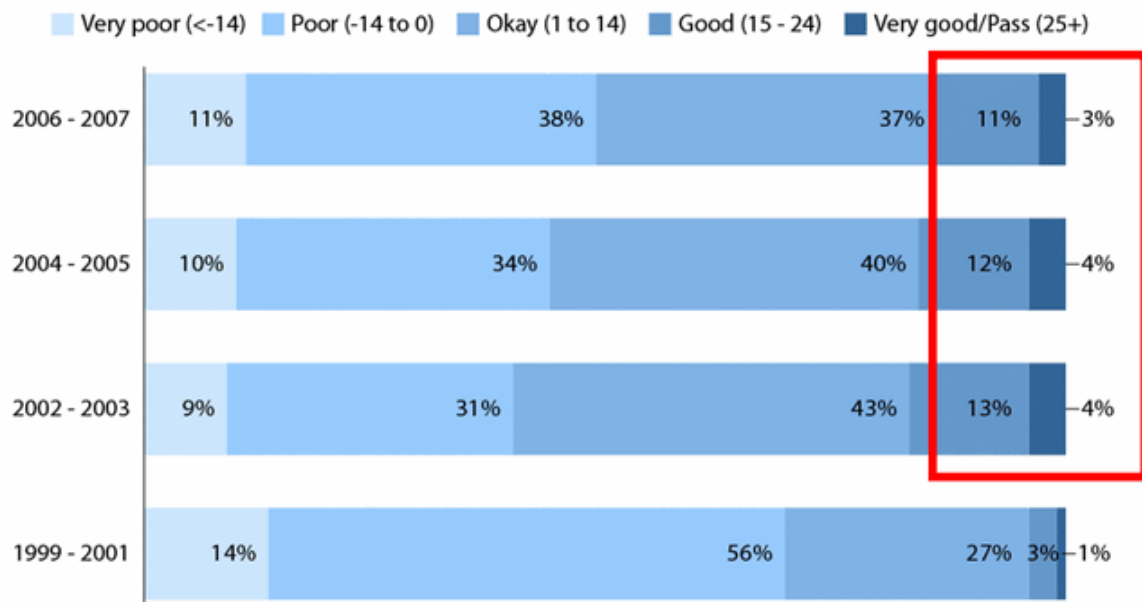
# Brand Loyalty Has Dropped



Source: Forrester's European Technographics Benchmark Survey, 2002, 2003, 2004, 2006, 2007 and 2008

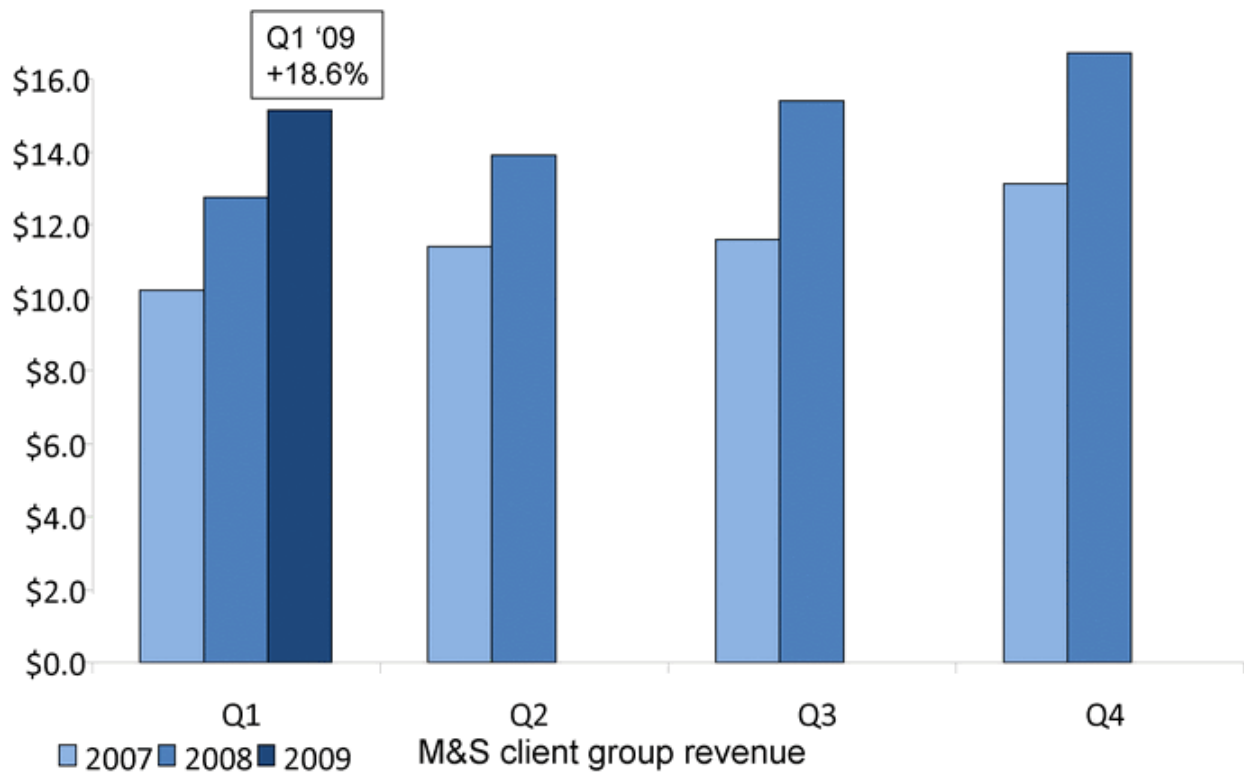
# Only 3% Provide A Compelling Experience

## Web Sites: Improvement stalled after 2003



Base: 1,107 Web Site Reviews completed between 11/99 and 12/07  
(percentages may not total 100 because of rounding)

## M&S professionals increasingly turn to us for advice



# Our opportunity: 1,006m leaders, \$2.2B

<p><b>CARL ERICKSON</b> Customer Experience Professional</p>  <p><b>79,000</b> <b>\$175M</b></p>	<p><b>CLAIRE MULLEY</b> Consumer Market Research Professional</p>  <p><b>101,800</b> <b>\$181M</b></p>	<p><b>CHRISTOPHER POWELL</b> Consumer Product Strategy Professional</p>  <p><b>135,000</b> <b>\$300M</b></p>	<p><b>CHARLES IVERSON</b> Customer Intelligence Professional</p>  <p><b>200,000</b> <b>\$444M</b></p>
<p><b>ILEANA MENDEZ</b> Interactive Marketing Professional</p>  <p><b>173,000</b> <b>\$385M</b></p>	<p><b>ERIC CHANG</b> eBusiness &amp; Channel Strategy Professional</p>  <p><b>271,000</b> <b>\$600M</b></p>	<p><b>MELISSA LAKEN</b> Marketing Leadership Professional</p>  <p><b>46,000</b> <b>\$103M</b></p>	

# Our opportunity

**To be recognized as the indisputable leader  
in Marketing and Strategy research**

- Our role penetration is low: less than 3%
  - Going broader (number of roles/account)
  - Going deeper (more bookings/role)
- Competition does not have the breath & depth we offer
  - In 4 out of 10 deals we see no direct competition
  - Competition fragmented, differs by role
- Digital insights & strategy are critical to business success
  - Understanding changing consumer behavior is paramount



# Thank you

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# Forrester Investors Day: Information Technology Client Group

**Julie Meringer**

Managing Director — IT  
Forrester Research

June 16, 2009

The Forrester logo, which consists of the word "FORRESTER" in a white, sans-serif font inside a dark green oval.

FORRESTER

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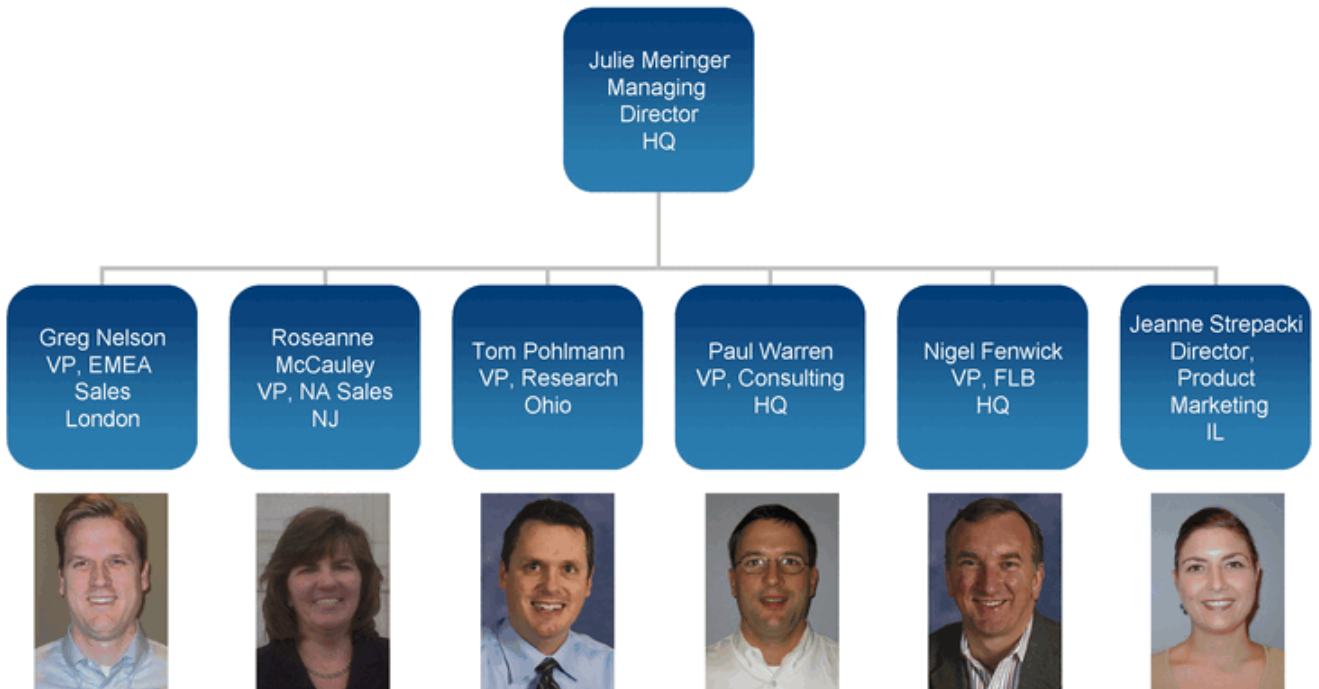
# Agenda

- **Overview of the IT client group**
- The roles we serve
- How we are different
- The opportunity

## IT client group by the numbers (2008)

- Revenue: \$99.9 million
- % of Forrester revenue: 41%
- Employee count: 308

# The IT client group management team



## Agenda

- Overview of the IT client group
- **The roles we serve**
- How we are different
- The opportunity

## The eight IT roles we serve



## Agenda

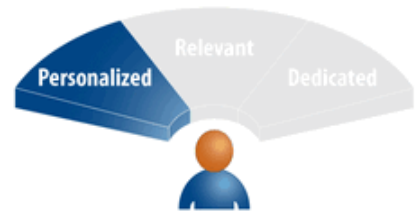
- Overview of IT client group
- The roles we serve
- **How we are different**
- The opportunity



## How we are different



## Personalized to role needs



### Personalized

#### Role based

Information access is organized according to your role's research priorities.

#### Success Imperatives

Research priorities based on feedback directly from our customers

#### Better, faster access

To help you make smarter decisions, more quickly

## How we are different: Success Imperative example



**Enterprise Architecture Professional Success Imperative:** Create a high-impact EA program built on metrics, communications, and governance.

**Personalized Consulting Services**  
Optimizing EA Program

**Relevant Research**  
“Best Practices: Improving EA Effectiveness”

**Dedicated Peer-To-Peer Meetings**  
EA Council teleconference: Defining EA Roles And Responsibilities

## Relevant and actionable



### Personalized

#### Role based

Information access is organized according to your role's research priorities.

#### Success Imperatives

Research priorities based on feedback directly from our customers

#### Better, faster access

To help you make smarter decisions, more quickly

### Relevant

#### Business Technology

Intersection of business and technology

#### Forward thinking

We make the call.

#### Transparent methodologies

Transparent and rigorous research methodologies you can put into action

## How we are different: Research methods align with role decisions



# Dedicated to role success

## Personalized

### Role based

Information access is organized according to your role's research priorities.

### Success Imperatives

Research priorities based on feedback directly from our customers

### Better, faster access

to help you make smarter decisions, more quickly

## Relevant

### Business Technology

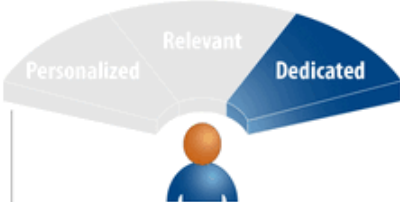
Intersection of business and technology

### Forward thinking

We make the call.

### Transparent methodologies

Transparent and rigorous research methodologies you can put into action



## Dedicated

### Customer satisfaction

Every Forrester employee is measured on customer satisfaction and retention.

### Team service

Advisors, program managers and account team aligned

### Money-back service guarantee

We earn your trust every day.

## How we are different: Leadership Boards by role

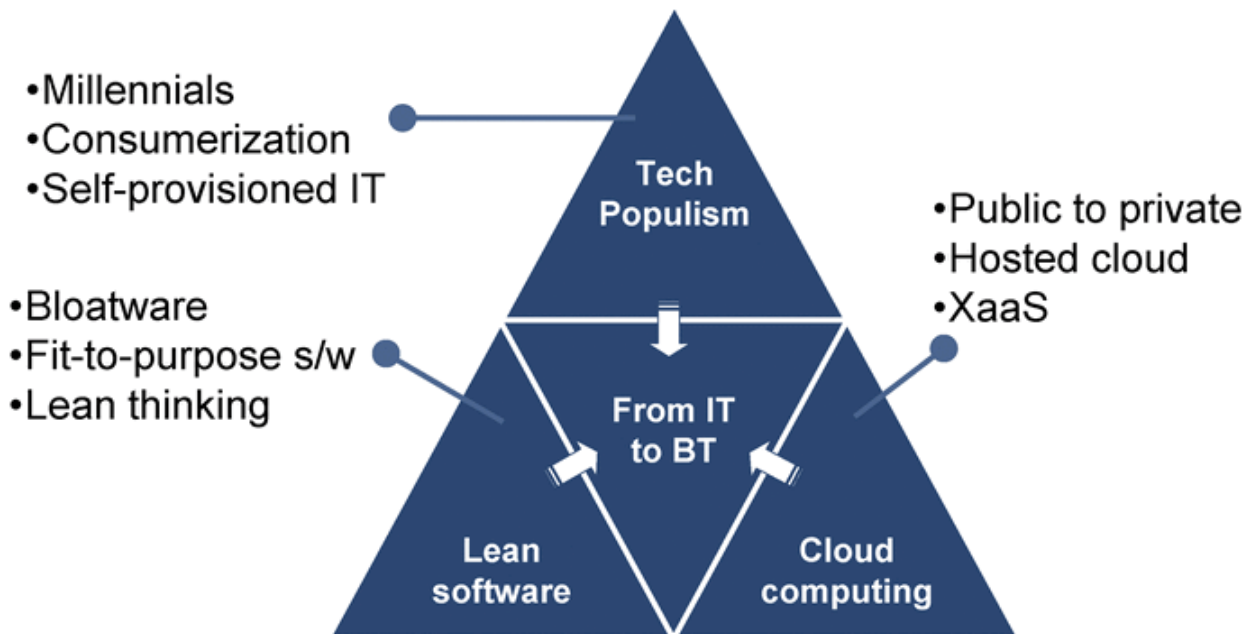


# Agenda

- Overview of the IT client group
- The roles we serve
- How we are different
- **The opportunity**



## The opportunity: IT roles face many challenges



# The opportunity: 3 million leaders, \$6.7 billion



## Thank you

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# Forrester Investors Day: Tech Industry CG

**Mark R. Nemec, Ph.D.**  
Managing Director — TI  
Forrester Research

June 16, 2009

The Forrester logo, which consists of the word "FORRESTER" in a white, sans-serif font inside a dark green oval.

FORRESTER

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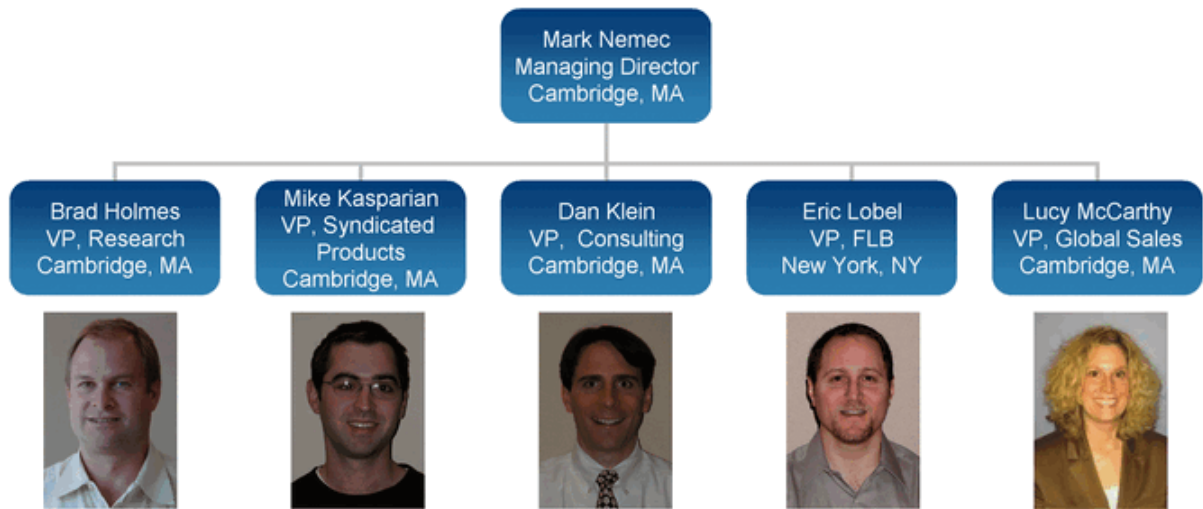
# Agenda

- **Overview of the TI client group**
- The roles we serve
- How we are different
- The opportunity

## TI client group by the numbers (2008)

- Revenue in 2008: \$69.6 million
- % of Forrester revenue: 29%
- Employee count: 208

# Tech Industry's operating structure



# Agenda

- Overview of the TI client group
- **The roles we serve**
- How we are different
- The opportunity



# Tech Industry is focused on four roles



## Agenda

- Overview of TI client group
- The roles we serve
- **How we are different**
- The opportunity

## How we are different.

Traditionally, we have helped tech vendors:

- Understand their customers.
- Size their markets.
- Assess their competition.

These represent only part of their life cycle.

## How we are different

Now, we also help specific individuals within those tech vendors:

- Take action on market insight.
- Elevate their own performance.

# How we are different: understanding the world of the Technology Product Management & Marketing professional



**Travis Martin**  
TECHNOLOGY PRODUCT MANAGEMENT &  
MARKETING PROFESSIONAL

- Shift from art to science
- Landscape more complex
- New channels and partners

## How we are different: a Success Imperative example



**Travis Martin**  
TECHNOLOGY PRODUCT MANAGEMENT &  
MARKETING PROFESSIONAL

**Tech Marketer Product Management & Marketing Professional Success Imperative:** Boost leads and productivity through an integrated marketing mix.

### Taking action

Research: “The Social Technographics® Of Business Buyers: How Technology Buyers Engage With Social Media”

Teleconference: What Tech Buyers Want To Hear From Tech Marketers

### Elevating performance

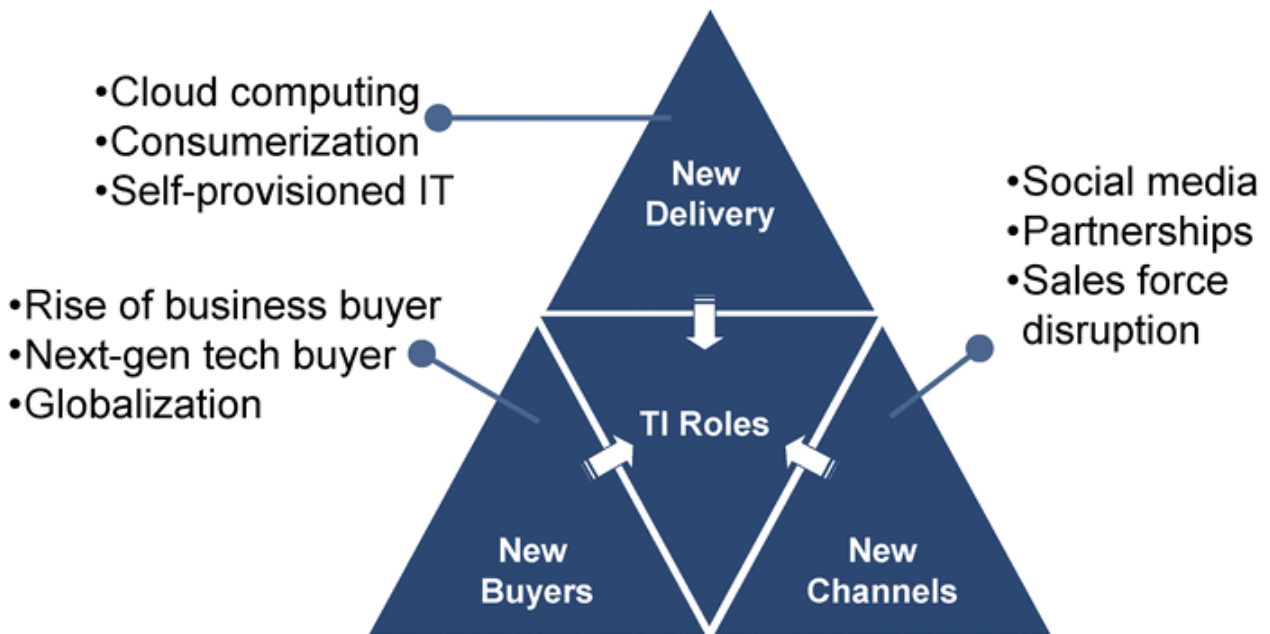
FLB: Tech Marketing Executive Council — Creating Demand For Your Category, Products, And Services

Workshop: Marketing To Roles: How To Build Your Role-Based Profiles And Messages

# Agenda

- Overview of the TI client group
- The roles we serve
- How we are different
- **The opportunity**

## Tech Industry opportunity: fueled by uncertainty





# Tech Industry current opportunity: \$538M



## Thank you

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# Panel Discussion and Q&A



Thank you

