

Forrester At A Glance

Forrester is one of the most influential research and advisory firms in the world.

It helps business and technology leaders use customer obsession to accelerate growth. Through Forrester's proprietary research, consulting, and events, leaders from around the globe are empowered to be bold at work — to navigate change and put their customers at the center of their leadership, strategy, and operations.

Revenue: \$480.8 million for 2023

Founded: 1983

Founder: George F. Colony

Exchange/ticker: Nasdaq/FORR

Number of global employees: 1,700+

Functions served: Forrester's portfolio of research services addresses the functional needs of the following disciplines.

TECHNOLOGY

CX

DIGITAL

MARKETING

SALES

PRODUCT

Global presence across Asia Pacific, Europe, and North America

**FORRESTER ANALYSTS AND CONSULTANTS SERVE
CLIENTS IN OVER 100 COUNTRIES**

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Customer obsession is the foundation of Forrester’s strategy and research.

From accelerating digital transformation to pivoting to entirely new business models, Forrester helps firms center everything they do around their customers. Those customer-obsessed firms grow faster and are more profitable. Forrester helps clients shorten the distance between a bold vision and superior execution with a proven path to growth.

Forrester offers clients a selection of products, services, and engagement opportunities, which fall into three main categories:

Research: For more than 40 years, Forrester’s research has been the North Star for business and technology leaders to see what’s now and what’s next. Forrester’s research-based insights, models, and frameworks, along with hands-on guidance, help those leaders execute on their most pressing priorities.

Consulting: Forrester provides independent and objective research-based consulting to help leaders deliver key outcomes. Fueled by Forrester’s customer-obsessed research, the firm’s seasoned consultants partner with leaders to execute their specific priorities using a unique engagement model that ensures lasting impact.

Events: Through immersive events, Forrester brings its research to life. These experiences offer inspirational content from industry innovators, deep-dive sessions on the most pressing topics, and high-caliber networking with peers. Aligned with Forrester’s research product portfolio and go-to-market offerings, Forrester’s flagship events include:

- B2B Summits
- CX Summits
- Technology & Innovation Summits
- Security & Risk Summit

62% of the Fortune 100 are Forrester’s clients

Forrester’s clients span multiple industries

Top industries include:

- Business services
- Communication
- Consumer
- Financial services
- Government
- Healthcare
- High-tech
- Manufacturing
- Utilities

Corporate responsibility/environmental, social, and governance (ESG): Forrester firmly believes in the inclusion of environmental, social, and governance criteria in its business and investment decisions — for the long-lasting benefits of its clients, partners, stakeholders, and society.