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:** $537.8 million for 2022  
**Exchange/ticker:** Nasdaq/FORR  
**Founded:** 1983  
**Founder:** George F. Colony  

**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
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:
- CX Forums
- B2B Summits
- Technology & Innovation Forums
- Security & Risk Forums
- Data Strategy & Insights Forums

**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.

71% of the Fortune 100 are Forrester’s clients