

FORRESTER®

Appendix:

**A Deeper Dive Into
Research Services**

Exclusive research

DELIVERABLE

CLIENT NEED

HOW THIS DELIVERABLE HELPS CLIENTS

Playbooks

Advance my team and company's major initiatives using a proven framework.

The Forrester Playbook is Forrester's framework to help you deliver on your top initiatives using our four-phase, step-by-step approach -- discover, plan, act, and optimize. This life-cycle approach will guide you to better business decisions throughout your initiatives and, ultimately, to better business outcomes. Each Playbook includes an Executive Overview plus 12 additional reports spanning the four phases.

Forrester Wave

Evaluate and select a technology or services provider with objective analysis.

The Forrester Wave is Forrester's transparent and objective methodology to help you evaluate vendors in a software, hardware, or services market. The Forrester Wave evaluates vendor market positions across three dimensions: Current Offering, Strategy, and Market Presence. Use the Forrester Wave Excel spreadsheet to easily compare products and develop shortlists according to your own requirements.

Forrester TechRadar

Develop a technology road map using objective analysis and perspectives.

Forrester's TechRadar is Forrester's methodology to describe and plot a technology or process according to its ecosystem maturity, business value-add adjusted for uncertainty, and future trajectory. Embed Forrester's TechRadar analysis in your planning process to make better-informed technology and process decisions.

Forrester Total Economic Impact™ (TEI)

Evaluate the benefits and risks of a technology or strategy using objective analysis and perspectives.

The Forrester Total Economic Impact (TEI) is Forrester's methodology to analyze costs and benefits; it also incorporates an evaluation of business flexibility and associated risk. Use the TEI methodology to determine the financial impact of your most strategic investments.

Vendor Landscapes

Put structure and clarity around dynamic and complex markets.

A Vendor Landscape report helps you orient yourself in a category of products or services about which you seek to make selection decisions -- describing It describes the business benefits, evolution, and segmentation of vendor offerings.

Exclusive research (cont.)

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Market overview	Get smart on emerging categories of technologies and their players with objective analysis and perspective.	The market overview is Forrester's methodology to help you segment vendors and their capabilities in a software, hardware, or services market. Market overviews provide you with an overview of the vendors and their capabilities – but unlike the Forrester Wave, market overviews do not evaluate the strengths or weaknesses of their current offering, strategy, or market presence.
Assessments and tools	Assess the current and desired maturity of major initiatives using an objective assessment methodology.	Forrester assessments and related tools allow you to compare your current and desired state maturity and gaps across the people, process, and technology of your most important initiatives, such as those outlined in Forrester's Playbooks. Forrester assessments are often a combination of reports and downloadable Excel tools, making it easy for you to incorporate insights from your team.
Trends and predictions	Stay current on marketing and technology trends and predictions with objective analysis and perspectives.	Forrester's trends and predictions research gives you insight into how a technology, marketing, or strategy category will unfold – and what you should do about it. Forrester's trends and predictions are based on a combination of interviews, surveys, and advisory and consulting engagements with end users and technology vendors, service providers, and agencies.
Quick Takes	Determine how to react to significant market events with objective analysis and perspectives.	A Forrester Quick Take is a short research document that analyzes a significant market event, such as an acquisition, a product announcement, or an IPO. Quick Takes give you a concise version of who did what and why – and what it means to you and what you should do about it.

Top-line data and forecasts

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ForecastView data	Support my major planning decisions with market sizing, historical trends, and projections.	Forrester's forecast team focuses on interactive marketing, consumer technology, eCommerce, and mobile. Forrester's ForecastView is a premium data product that completes 35 to 40 forecasts per year across global geographies.
Consumer Technographics® data	Support my major marketing, strategy, and customer experience decisions with consumer data.	Many research reports include Forrester's Consumer Technographics data to provide you with quantitative, qualitative, and behavioral insights into consumer adoption of digital devices, channels, and services worldwide. Forrester's Consumer Technographics is a premium data product capturing 400,000+ complete responses across 40+ surveys per year in North America, Europe, Latin America, and Asia Pacific.
Business Technographics® data	Support my major business technology decisions with data on business and technology decision-makers and information workers.	Many research reports include Forrester's Business Technographics data to provide you with insight on the priorities, investments, and customer journeys of business and technology management leaders and the workforce across the globe. Forrester's Business Technographics is a premium data product capturing 60,000+ completed responses across seven surveys across the Americas, Europe, and Asia.
Consumer Experience Index data	Benchmark my customer experience against peers and learn how others deliver excellent customer experiences.	Forrester's Customer Experience Index is an annual benchmark of customer experience quality among large brands in the US, Europe, and China to help you compare your company's customer experience to peers and learn from leaders. Forrester's methodology captures the fundamentals of a great experience: effectiveness, ease, and emotion.

Expert engagement

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Research Inquiry	Save me time by finding me research and insight relevant to my initiatives.	Use Research Inquiry to save you time when searching for relevant research to your key initiatives. Using our simple online form on Forrester.com, send a brief description of your research goal to your dedicated research specialist, who will then find relevant research on your behalf.
Analyst Inquiry	Speak to a Forrester analyst to make your research relevant to my context.	Use Analyst Inquiry to put our research into your own context by speaking to a Forrester analyst. Using our simple online form and self-scheduling tool on Forrester.com, schedule a 30-minute one-on-one phone session with an analyst or choose to receive their response via email.
Document review	Get Forrester analyst insight on my RFPs, contracts, and strategy documents.	Use document reviews to receive feedback on your business technology-related RFPs, contracts, and strategy documents.
Webinars	Attend an interactive presentation on Forrester's latest research.	Forrester Webinars are developed and led by our analysts, who focus on the key trends and technologies that affect your business. These interactive presentations keep you current, help validate your thinking, and are followed by an open forum for questions and discussion.
Events	Participate in a live experience to learn about Forrester's latest research, speak to analysts, and network with my peers.	Forrester Events provide an opportunity to meet with an analyst in person. These one-on-one meetings combine research-based insights with a discussion of your firm's current challenges. Attend an Event to learn from our latest research; leave with ideas and inspiration for your own initiatives.

Personalization

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Access content and services via the Forrester.com website	A central place for me to access and manage my Forrester services.	The Forrester.com website is continually improved to help you find and read Forrester content, schedule Research and Analyst Inquiries, and manage your account and personal preferences. Recent improvements include simplified navigation and search, an upgraded home page that always features the newest research, and the ability to manage your account all in one place.
Access content via the Forrester iPad App	Access Forrester content anytime, anywhere.	The Forrester Reader for iPad is an easy way to read our research anytime, anywhere. You can discover new content searching our reports, playbooks, charts, and figures. Read online or offline by saving research to your reading list. Share content with your colleagues by sending excerpts, figures, and report links to colleagues.
Personalized reading lists	Save relevant research to read at a later date or remember research to refer to in the future.	Create a reading list that seamlessly synchs between the Forrester.com website and the Forrester Reader iPad app, making it simple for you to access Forrester content anytime, anywhere using the device of your choice.
Stream and download Webinars	Listen to past webinars in the office or during my travel or commute time.	Stream and download past Forrester Webinars if you were unable to attend the live event or you want to review the content presented.
Personalized research and Webinar alerts	Stay informed about the latest Forrester reports and webinars.	Create personalized research and Webinar alerts to stay current on the latest Forrester research reports and Webinar events. You can create alerts based on your role or a custom term.

Personalization (cont.)

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Courtesy Views	Read Forrester content outside my Research subscription.	Access up to 10 reports published to roles outside your Research subscription. For example, if you are a BT Research client, you can access up to 10 reports published to M&S roles.
Courtesy Inquiries	Speak to Forrester analysts outside my Research subscription.	Schedule up to four Courtesy Inquiries with analysts aligned to roles outside your Research subscription. For example, if you are a BT Research Member, you can schedule up to four 30-minute Analyst Inquiries with M&S analysts.
Planned research tool	Understand what upcoming Forrester content will support my key initiatives and those of my company.	Access Forrester's planned research tool to identify upcoming research on the trends, strategies, and technologies critical to your success. We update the list regularly because there may be changes driven by our research strategy that will help you stay current with market and technology developments.
Account management tools	Run reports on individual and companywide usage of Forrester.	Allow administrators to better understand how Forrester is used within your organization by running reports on individual and companywide usage. Administrators can run reports on document views, searches, alerts, Courtesy Views, and inactive users.

Sharing

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Click & Share	Share Forrester content with my colleagues or professional network.	Share up to four reports with up to four of your contacts using the Click & Share feature found on any report on the Forrester.com website.
Cite Forrester content externally	Build credibility with my customers by citing Forrester content.	Work with Forrester's citations team to highlight findings from our published research in your external communications. Forrester's citations request checklist can assist you in this process.
Cite Forrester content internally	Build credibility with my peers by citing Forrester content in my presentations.	Include a copy or slide of each scorecard, product comparison, spreadsheet, graphic, table, or portion of text less than a paragraph from our research in your internal presentations.
Forrester Blogs	Access Forrester's different perspectives across all roles within marketing, strategy, and technology.	Forrester Blogs offer concise and engaging insights from our published research and data available to both clients and nonclients. Comment on our blogs to start a conversation with a Forrester analyst or share a blog post with your colleagues and peers who might also be interested.
First Looks	Stay informed on the latest research and events for my role with a single newsletter.	First Look newsletters highlight Forrester's best and most recent research by role and also include brief commentary from Forrester analysts and research directors on what it means to you. First Looks are available to Forrester clients and nonclients.
Forrester's YouTube channel	Get inspired for change with short videos featuring Forrester analysts.	Forrester's YouTube channel offers Forrester's thought-leading content on customer experience, mobility, digital disruption, and big data in an engaging video format that's available to both clients and nonclients.

Service

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Dedicated account manager	One person to help me make the most of my Forrester investment, from onboarding to partnership reviews.	Every Forrester client, regardless of size, receives a dedicated Forrester account manager to support your needs throughout your Forrester journey. This extends from onboarding and ongoing questions on how Forrester can support your initiatives to partnership reviews and purchasing additional services for new users or new initiatives.
Dedicated research specialist	Save me time by finding relevant research on my key initiatives.	Every Forrester account receives a dedicated research specialist to help you schedule Analyst Inquiries and find research on your behalf via Research Inquiries. Simply submit your Analyst Inquiry or Research Inquiry using the form on Forrester.com.
Request inquiries from Forrester.com	Make it simple to schedule inquiries from Forrester.com.	Request Analyst Inquiries and Research Inquiries directly from Forrester.com by selecting the "Request An Inquiry" button located at the top of every report or using the "Request An Inquiry" button from the "Analyst" dropdown in the top navigation of Forrester.com.
Self-scheduling tool for Analyst Inquiry	Make it simple to self-schedule time to speak with Forrester analysts.	Schedule Analyst Inquiries more quickly and easily using our online Inquiry self-scheduling tool. Once the analyst has accepted, use the self-scheduling tool to select a date and time for your phone session, helping you avoid unnecessary back-and-forth email conversations.
Self-scheduling tool for Analyst One-To-Ones at Forrester Events	Make it simple to self-schedule time to speak with Forrester analysts at Events.	Schedule Analyst One-To-One meetings at Forrester Events more quickly and easily using our online self-scheduling tool, helping you avoid unnecessary back-and-forth email conversations.

Thank you

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