



Forrester Launches Forrester AI Agent For Microsoft 365 Copilot To Deliver Research-Driven Insights Into Leaders' Workflows

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The agent empowers leaders with secure access to actionable research within their everyday tools

PHOENIX & CAMBRIDGE, Mass.--(BUSINESS WIRE)--Apr. 28, 2026-- [Forrester](#) (Nasdaq: FORR) today launched the [Forrester AI](#) (formerly Izola) agent for Microsoft 365 Copilot, enabling clients to securely access trusted Forrester research and guidance directly within their daily workflows at no additional cost for existing license holders. This announcement follows Forrester's recent [Microsoft Teams integration](#), continuing to redefine how clients engage with research and advisory firms.

In today's fast-moving, AI-powered environment, leaders need more than information — they need reliable, actionable insights that they can apply with confidence. Today's launch, showcased at [Forrester's B2B Summit North America](#), brings Forrester's proprietary insights, frameworks, and trusted analyst expertise directly into Copilot, allowing leaders to apply research-driven advice in real time and within the flow of their work.

"We have entered a new era of work where AI is embedded into every workflow and every decision," said Carrie Johnson, chief product officer at Forrester. "From launching Forrester AI to scaling it with AI Access to delivering it inside applications like Microsoft Teams, we have focused on bringing trusted, research-driven insights to where work happens. By launching the Forrester AI agent for Microsoft 365 Copilot, we are accelerating this strategy, embedding Forrester AI deeper into daily workflows so our clients can turn our advice and insights into faster, better decisions. With a clear strategy and more than three years of consistent execution and learning, we are continuing to innovate and expand the value we deliver to our clients."

As Forrester continues to execute its strategy, clients can expect additional integration with the public large language models (LLMs) and productivity platforms they use every day. Through Forrester's Model Context Protocol (MCP) connector, clients can securely integrate trusted Forrester research into their proprietary systems, extending the reach and impact of Forrester AI across more environments and applications.

Forrester has led the way in reinventing research delivery for the AI era. As a pioneer in adopting AI, Forrester's strategy of embedding insights in client workflows has driven a series of industry-leading innovations and capabilities that are reshaping research and advisory, transforming how clients get value from Forrester.

Available today:

[Forrester AI](#) is an integral part of Forrester's client experience. All active [Forrester Decisions](#), [Forrester Market Insights](#), and [Forrester AI Access](#) license holders can currently use the tool to:

- Engage conversationally with Forrester's proprietary research, tools, and frameworks to make smarter, data-driven decisions.
- Get unique insights backed by Forrester's rigorous research, deep analyst expertise, and human accountability, with the option to verify information and explore original analysis by viewing the source research.
- Access analyst contributors, follow their updates, and schedule inquiry and guidance sessions, all within the Forrester AI experience.
- Break down silos by consuming research and advice across business and technology functions for better decision-making.
- Boost productivity by creating C-level summaries and high-impact communications in real time.
- Interact with Forrester research and advice in more than 200 languages, enabling global access to insights.
- Connect to Forrester AI directly through [Microsoft Teams or Copilot](#) on desktop or mobile to increase efficiency.

Resources:

- Explore [Forrester AI integrations](#) to see how Forrester data, insights and tools are embedded into your workflows.
- If you're a Forrester client, download the Forrester AI app for Copilot and Teams from the [Microsoft Marketplace](#).
- Learn more about [Forrester AI](#) and [Forrester AI Access](#) to make smarter, more informed decisions faster.

About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We empower leaders in technology, customer experience, digital, marketing, revenue, and product functions to make confident decisions in an AI-driven world and accelerate growth through customer obsession. Our unique research and continuous guidance model helps executives and their teams achieve their initiatives and outcomes faster and with confidence. To learn more, visit [Forrester.com](#).

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