# Forrester Unveils New Integration With Slack at Its Technology & Innovation Forum East

November 4, 2026

*Continues to expand the reach of Forrester AI across the platforms where enterprises work*

NEW YORK--(BUSINESS WIRE)--Nov. 4, 2026-- Forrester (Nasdaq: FORR) debuts its Forrester AI app for Slack at its Technology & Innovation Forum East today. The only research and advisory firm to support a Slack integration, Forrester has purpose-built the app to combine Slack's collaborative experience with the core capabilities of Forrester AI.

Clients can now add Forrester AI directly into a Slack channel, thread, or direct message, bringing trusted advice into conversations with colleagues and teams. Once a Forrester license holder adds Forrester AI to a conversation, the app can use recent conversation history to provide a more contextual response. As a result, everyone in the conversation can view the Forrester AI response, extending the reach of Forrester's trusted insights across teams.

The launch marks the latest expansion of Forrester's AI ecosystem to deliver trusted research and advice directly into the enterprise platforms clients use every day. In addition to Slack, Forrester AI is now available through Microsoft Teams, Microsoft 365 Copilot, and Claude, combining Forrester's proprietary research and human expertise with AI to help leaders gain fast access to objective and trusted insight within these tools.

"Throughout the year, Forrester has been executing on its commitment to embed its trusted research and insights directly into the platforms and workflows where enterprises already work," said Carrie Johnson, Forrester chief product officer. "Forrester AI combines the speed of AI, the objectivity of our proprietary research, and the judgment of our analysts to help clients address both their most consequential challenges as well as in-the-moment questions.

"The future of research is about meeting clients where they work. We have been relentless in our focus to expand that experience across major enterprise platforms including Slack, Microsoft Teams, Microsoft 365 Copilot, and Claude."

Launched in 2023 as the first generative AI experience from a major research and advisory firm, Forrester AI turns proprietary research and data into clear, trusted insights and advice.

**Key Forrester AI Capabilities And Benefits Include:**

- **Access Forrester research directly in workflows.** Clients can use the Forrester AI app to ask questions and access relevant answers grounded in Forrester research and insights, directly in the tools they use. This accessibility supports how they work, bringing trusted advice into real-time conversations and decisions taking place across their organizations.
- **Engage with Forrester insights across leading AI and workplace platforms.** Forrester AI is accessible through Slack, Microsoft Teams, Microsoft 365 Copilot, Claude, and the Forrester platform to give clients multiple places to engage with Forrester research in the technology environments they already use.
- **Move from business questions to trusted insights faster.** Forrester AI synthesizes advice across all business and technology reports and datasets, enabling clients to ask questions of Forrester research and making it faster to decide and take action with confidence.
- **Combine the speed of AI with Forrester's human expertise.** Forrester's approach uses AI to amplify the expertise, judgment, and perspective of its analysts. Clients benefit from immediate answers from proprietary research and can go deeper for their specific context with available human guidance and advisory.

Forrester license holders can install the Forrester AI app through the Slack Marketplace and securely connect their Forrester accounts to access research-backed advice and answers directly within Slack. Organizations that are not currently Forrester clients can request a demo to learn more.

**Resources:**

- Learn more about the Forrester AI app for Slack.
- 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 Slack from the Slack Marketplace.
- Learn more about Forrester AI and Forrester AI Access to get trusted advice fast.

**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. Learn more at Forrester.com.

View source version on businesswire.com: https://www.businesswire.com/news/home/20261104981941/en/

Shweta Agarwal
sagarwal@forrester.com

Source: Forrester