

# Forrester At A Glance

Forrester is one of the most influential research and advisory firms in the world. We empower leaders in technology, customer experience, digital, marketing, sales, and product functions to be bold at work 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.

**Revenue:** \$432.5 million for 2024

**Exchange/ticker:** Nasdaq/FORR

**Founded:** 1983

**Number of global employees:** 1,500+

**Founder:** George F. Colony

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

TECHNOLOGY

CX

DATA, AI &  
ANALYTICS

DIGITAL

MARKETING

SALES

PRODUCT

**Global presence** across Asia Pacific, Europe, and North America

**FORRESTER ANALYSTS AND CONSULTANTS  
SERVE CLIENTS GLOBALLY**

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**Customer obsession is the foundation of Forrester's research.** From accelerating AI adoption 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 tackle their initiatives and deliver outcomes with a proven path to growth.

Forrester delivers value to clients in three main ways:

**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. Forrester's priority-aligned research insights and data, alongside key resources and expert guidance, help those leaders and their teams execute on their initiatives and deliver outcomes.

Our clients rely on us for top research topics, including:

- Artificial Intelligence
- B2B Marketing
- Customer Experience Management
- Information Technology Leadership
- B2C Marketing
- Security & Risk
- Employee Experience
- Digital Experience
- Business Strategy & Planning

**Consulting:** Forrester provides independent and objective research-based consulting to help leaders move faster on 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 Summits include B2B, CX, Technology & Innovation, and Security & Risk.

**61%** of the Fortune 100 are Forrester's clients

**Among the Fortune 500, we work with:**

- 4 of the top 5 banking companies
- 3 of the top 5 consumer packaged goods companies
- 6 of the top 10 hardware & computing companies
- The top 8 insurance companies
- The top 5 healthcare companies
- The top 10 life sciences companies
- 12 of the top 15 software & IT companies
- 5 of the top 7 wealth management companies
- 3 of the top 5 telecommunications companies
- The top 2 advertising & marketing agencies
- The top 3 transportation & logistics companies

**Among the Fortune Global 500, we work with:**

- 11 of the top 20 banking companies
- 3 of the top 5 consumer packaged goods companies
- 5 of the top 8 hardware & computing companies
- 10 of the top 20 insurance companies
- 6 of the top 8 healthcare companies
- 7 of the top 10 life sciences companies
- 5 of the top 6 software & IT companies
- 4 of the top 5 automotive companies