

Fall 2020

Forrester Research

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FORRESTER RESEARCH

Rachel Farris

Company History

- Founded in 1983 by George “Forrester” Colony
- Based out of Cambridge, MA
- Originally titled “Computing Strategy” and later renamed to “Forrester Research”
- Company originally gained fame due to Colony’s accurate predictions about future computers in the 90s and early 2000s
- Has become one of the largest research firms, continually making the top 75 on Forbes’ “200 best small companies” list

Product/Research Services Offered

- Research
 - Brand, customer, and technology insights
 - Market trends, predictions, and forecasts
 - Playbooks, assessments, and technology selection tools
- Analytics
 - Customer Experience Index
 - Consumer Technographics
 - Business Technographics
- Consulting
 - Webinars and speeches
 - Workshops to align stakeholders on a project
 - In-depth projects
- Forrester Connect
 - Executive Programs
 - Leadership Boards
- Certification Programs

Locations: 18 global offices

- North America
 - Cambridge, MA- headquarters
 - Austin, TX
 - New York, NY
 - Toronto, Canada
- Europe
 - Amsterdam, Netherlands
 - Frankfurt, Germany
 - London, United Kingdom
 - Paris, France
- Asia Pacific
 - Beijing, China
 - New Delhi, India
 - Singapore, Singapore
 - Sydney, Australia
- Partnership with SiriusDecisions
- SiriusDecisions offers
 - Functional best practices
 - Benchmark data
 - Operational framework
- Headquartered in Wilton, CT
 - Has locations across 4 countries including: Singapore, Austin, San Francisco, and Toronto

Client Portfolio

Shell Gas Stations

Port Authority of New York
and New Jersey

Groupe Bernard Hayot in
France

Frankfurt Airport in
Germany

Love's Travel stations
across the U.S.

State of the Company:

2020 Earnings Reports

First Quarter 2020

- Revenues 106.3 million
 - 100.6 million first quart 2019
- “Despite growing year on year, we expect the near-term macroeconomic pressures of the global pandemic will reduce revenue and operating profit throughout 2020. As a result, we have implemented cost-reduction measures and adjusted our full-year guidance.”
- – George Colony, CEO

Second Quarter 2020

- Revenues 113.5 million
 - 128.2 million second quarter 2019
- “As a result of a stronger than expected performance in the second quarter in our research, consulting, and events businesses, combined with successful implementation of cost-reduction measures, we are raising our 2020 year-end guidance.”
- –Michael Doyle, CFO

Latest Initiatives

- In 2018 Forrester paid \$245 million to acquire SiriusDecisions
 - Led to greater involvement within partnership
 - More locations
- New touchless consumer experience (FeedbackNow)
 - Shows initiative and adaptability in wake of pandemic
 - Customer feedback goes straight to the company for real-time feedback
 - More than 500 global organizations are already involved with this program

- **Current Executives:**

- George F. Colony –Founder, chairman, CEO
- Michael Doyle- Chief Financial Officer
- Kelly Hippler- Chief Sales Officer
- Carrie Johnson- Chief Research Officer
- Shirley Macbeth- Chief Marketing Officer
- Steven Peltzman- Chief Business Technology Officer

Career Opportunities

(<https://glassdoor.com>)

- Forrester has an average of 4.4/5 star rating as an employer
- Voted by employees as a 2020 best place to work
- Contracts Administrator
 - Bachelor's degree in Business Administration or related
 - 1-2 years experience in sales, contracts, or finance
 - \$28k - \$51k annual salary
- Customer Success Coordinator
 - Minimum of Bachelor's of Arts or Sciences
 - Includes data entry, maintaining client relationships, and managing account information
 - \$31K - \$80k annual salary
- Associate Consultant
 - Bachelor's of Arts or Sciences with good academic standing
 - Includes project facilitating, support survey research and design, and managing third-party providers
 - \$41k - \$74k annual salary

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