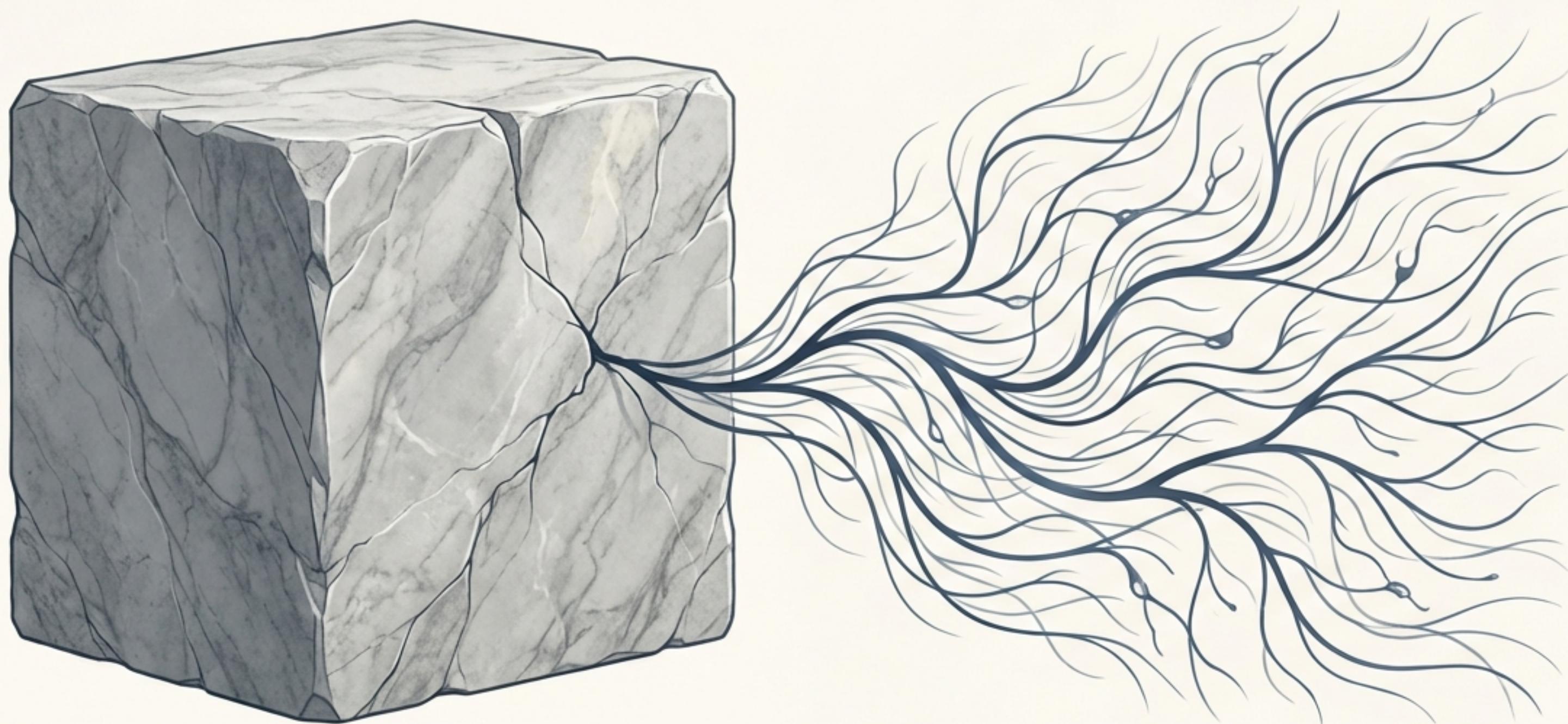


The End of the Report

Reimagining Analyst Research in the AI Era



From static documents to interactive, evidence-backed intelligence.

The Inevitable Shift: A Summary



The Problem

Traditional research is inefficient, impersonal, and existentially threatened by Generative AI. The one-size-fits-all PDF report is failing as clients demand tailored, on-demand answers.



The Vision

The future is a living knowledge base—queryable, verifiable, and personalised. Insight is delivered as a service via APIs and AI assistants, backed by a semantic graph of evidence.



The Imperative

First-movers are already capturing the market with AI-native platforms. For incumbents, adaptation is no longer optional; it is a matter of survival and relevance.

The One-Size-Fits-None Report

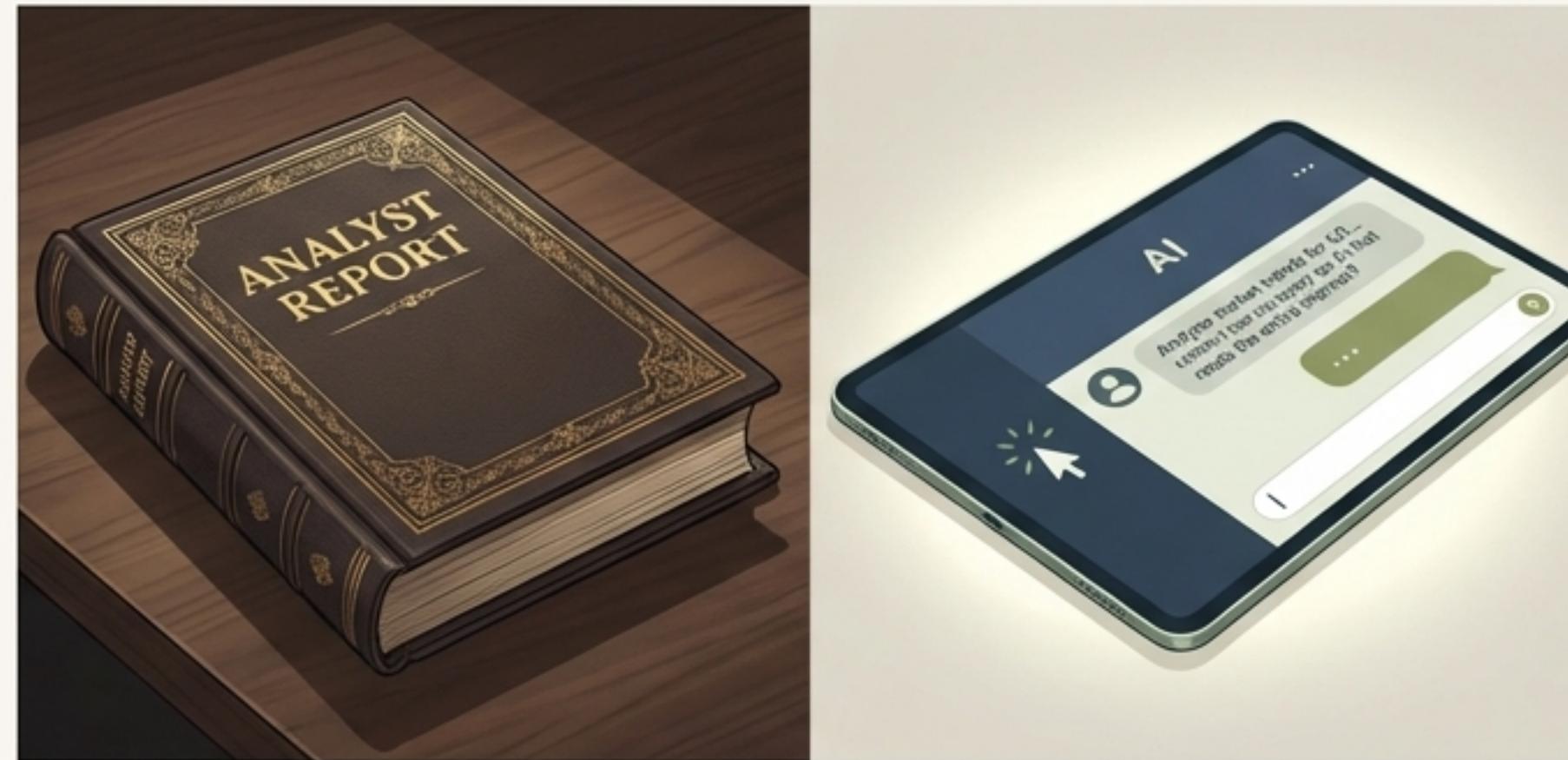
Static & Inefficient: "Security teams or executives must sift through dense reports to extract the few **relevant insights** they need, an inefficient process."

Impersonal & Context-Agnostic: "Every reader gets the same the text, figures, and recommendations, even though each organisation's needs differ."

"Ironically, the effort required to consume and apply these reports can outweigh their value, leading many customers to under-utilise the research they pay for."



Why Pay for a Report When an AI Reads the Internet?



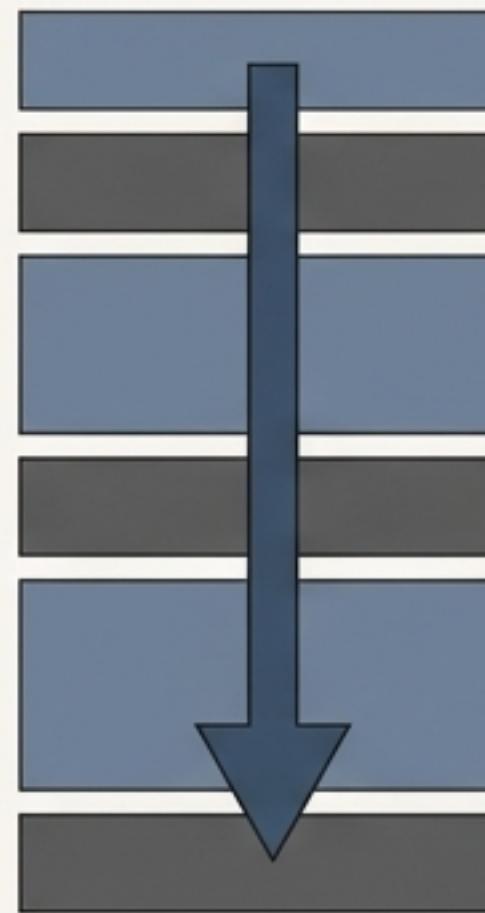
AI's Speed & Convenience vs. Analyst Research's Trust & Depth

“Why wait weeks for a report or pay for a subscription,
when I can query an AI that reads the entire internet?”

“Information is everywhere – but intelligence you can trust is not...
(clients) want speed, but not at the expense of trust.” – CEO, IDC

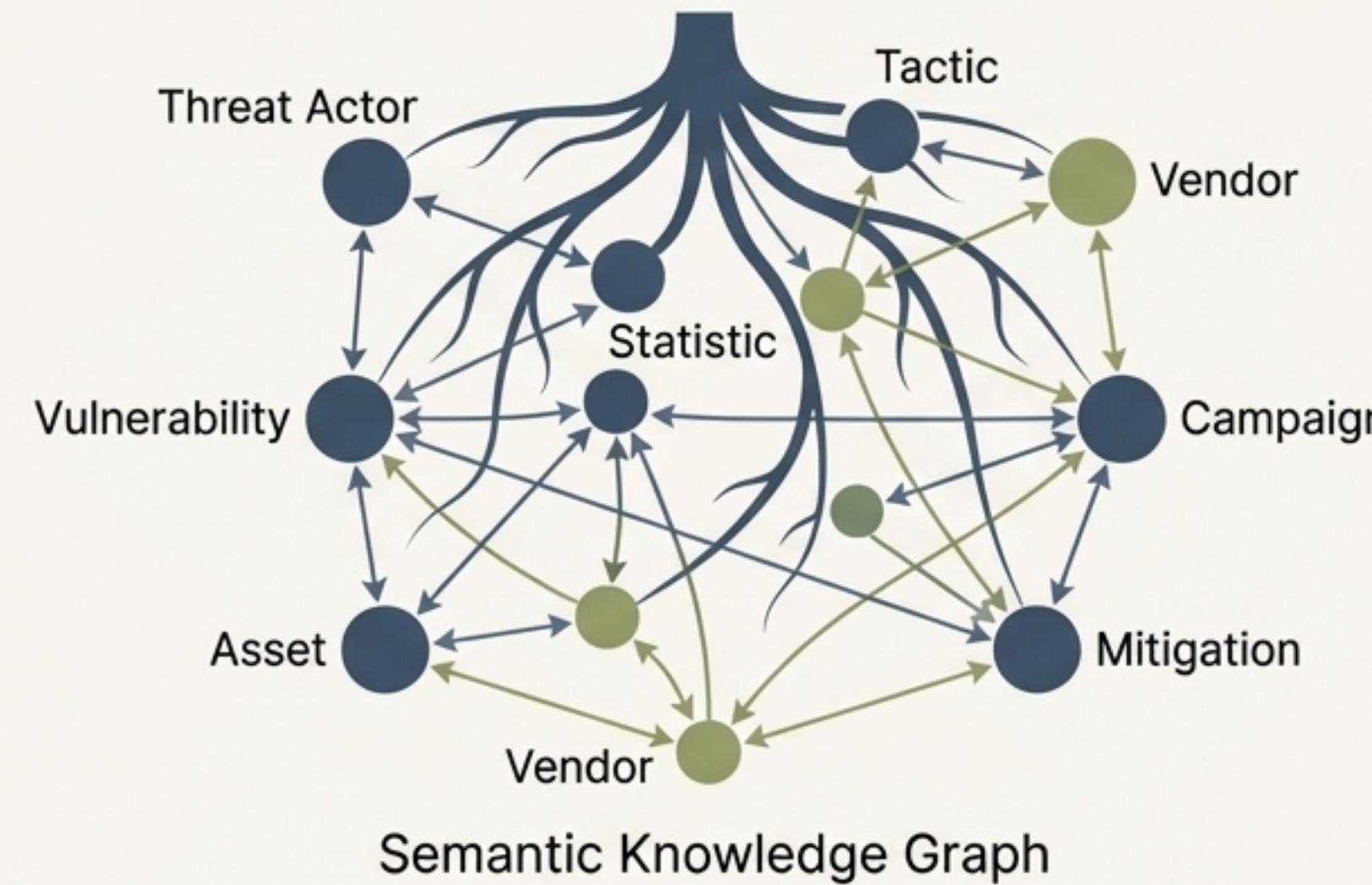
From Static Pages to a Semantic Web of Insight

The Old Way



Linear Document

The New Paradigm



Semantic Knowledge Graph

Instead of a linear document, research is broken down into a web of interconnected facts, entities, and relationships. This curated structure, or ontology, is a **competitive moat**.

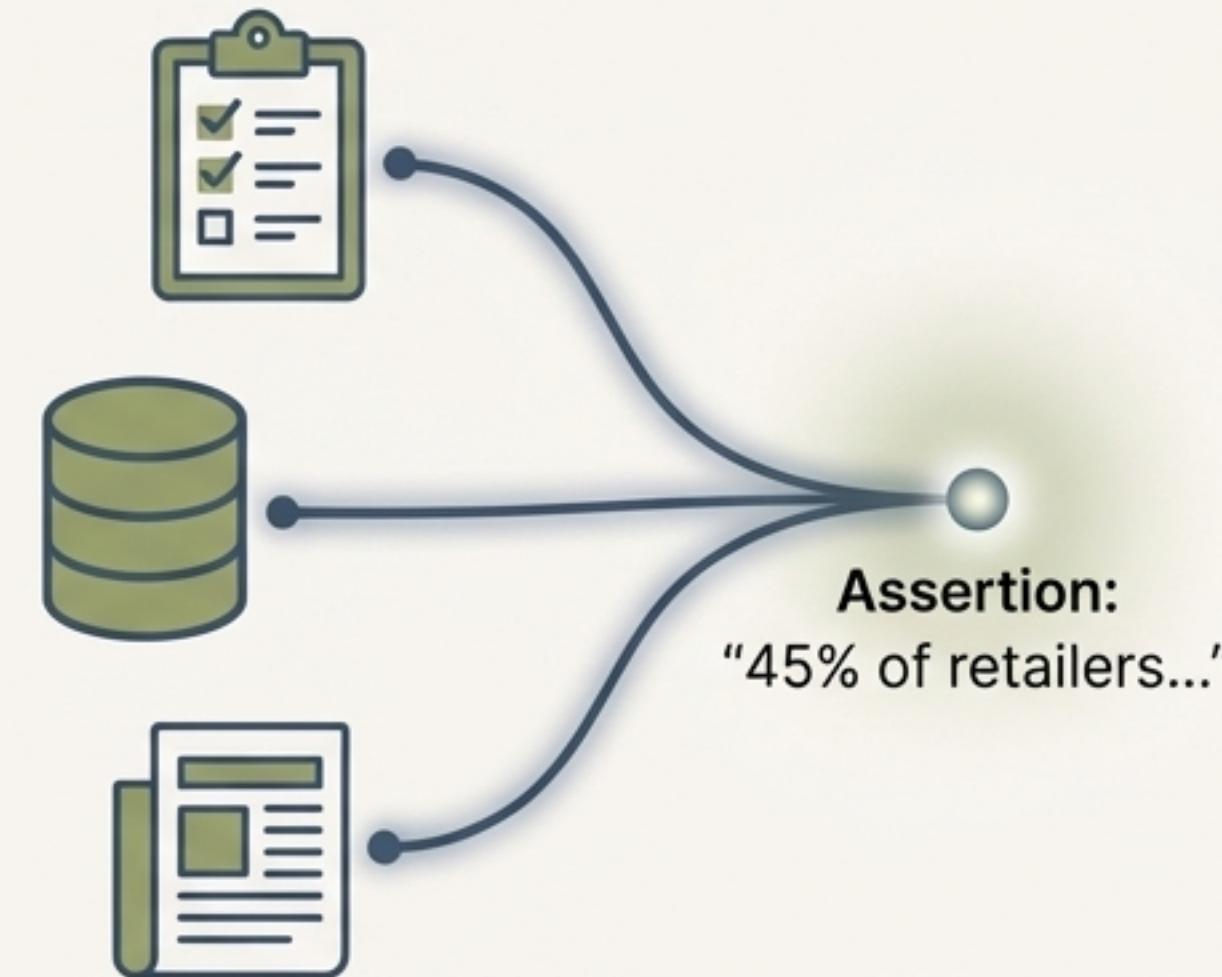
A user can navigate from a statistic about *ransomware attacks in retail* to the *underlying threat groups involved*, then to *techniques used*, and further to *vendors providing defences*—all via linked nodes.

Every Claim, Verifiable. Every Insight, Traceable.

“Tomorrow’s analyst report shouldn’t just assert a fact or recommendation – it should show its work.”

“In a world flooded with AI-generated text of uncertain accuracy, being able to trace claims to validated sources is a distinguishing feature.”

— Forrester



“Our insights are as good as our sources – judge for yourself.”
— The new provider promise

Your Personal Research Analyst, Powered by AI

For Machines

```
GET /stats?sector=retail&year=2025  
Host: api.researchfirm.com  
Authorization: Bearer <token>
```

Direct API access allows clients to programmatically pull structured data (market sizes, risk metrics, survey results) into their own dashboards, workflows, and analytics tools.

For Humans

What are the top threats for the financial industry right now?

- Increased nation-state attacks on SWIFT infrastructure. [\[view source\]](#)
- Sophisticated phishing campaigns targeting wealth managers. [\[view source\]](#)
- Exploits targeting legacy mainframe systems. [\[view source\]](#)

An AI assistant acts as a friendly front-end, providing personalised answers in plain English, with every **claim citing the original, vetted research**.

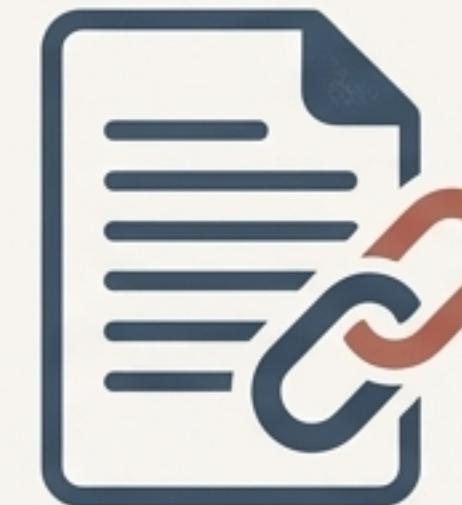
The Blueprint: Building the Engine of Trust



Semantic Knowledge Graph & Ontologies

Content is stored as an interconnected graph under a well-defined ontology.

Example: Recorded Future's Intelligence Graph links over 13 billion entities.



Evidence & Provenance Linking

Every factual claim links to its vetted source, allowing verification.

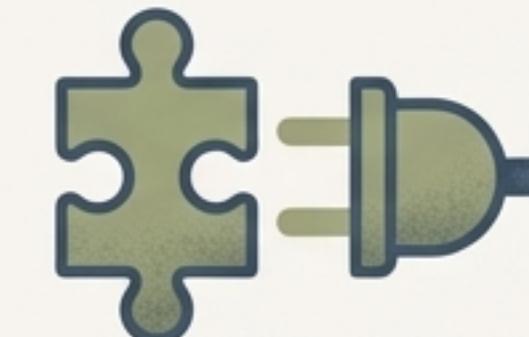
Example: Forrester's AI provides traceable links back to validated, original sources.



Structured, Machine-Readable Content

Research outputs are available as JSON, CSV, or via database query, not just PDFs.

Example: IDC is enhancing APIs to provide direct data access for integration.



Open APIs & Integration Endpoints

Documented APIs allow clients to query the knowledge base and build on top of it.

Example: Recorded Future's API powers integrations into other security products.

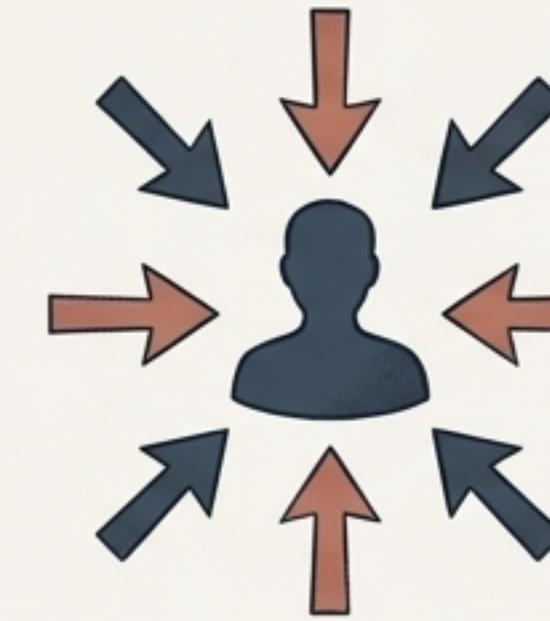
The Blueprint: Delivering the Personalised Experience



AI-Powered Query Interface

A natural language assistant for conversational queries and on-demand summaries.

Example: Forrester's Izola lets clients ask any question with no query limits.



Personalised & Contextual Outputs

Responses are tailored to the user's role, industry, or specific scenario.

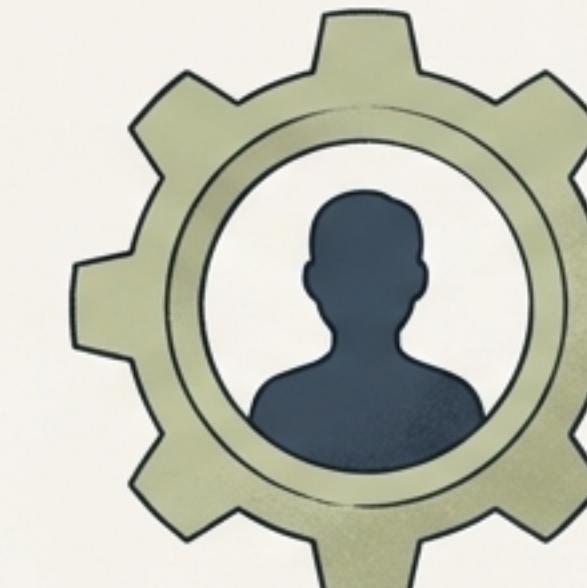
Example: Frost & Sullivan's AI coach helps tailor strategies for a client's specific growth questions.



Real-Time or Frequent Updates

The knowledge graph is continuously updated, ensuring intelligence is always current.

Example: Recorded Future's system ingests data in real-time from over a million sources.



Analyst Validation & Human-in-the-Loop

Human experts curate the data, validate outputs, and ensure rigour.

**“AI-fueled,
human-driven,”**
as described by IDC.

The First Movers Redefining the Market

FORRESTER®

The Front-Runner

Launched Izola, an AI research assistant, in 2023, “*years ahead of industry peers.*”



“Provides “presentation-ready insights... with traceable links back to validated, original sources providing credibility, context, and confidence.”

IDC

The Comprehensive Vision

Announced a new AI intelligence platform to make its 11.5+ billion data points “*conversational, contextual, and workflow-ready.*”



A dual approach of a **chat interface** plus “*enhanced APIs and AI usage rights*” for direct customer integration.

Different Angles of Attack: A Pioneer and an Incumbent



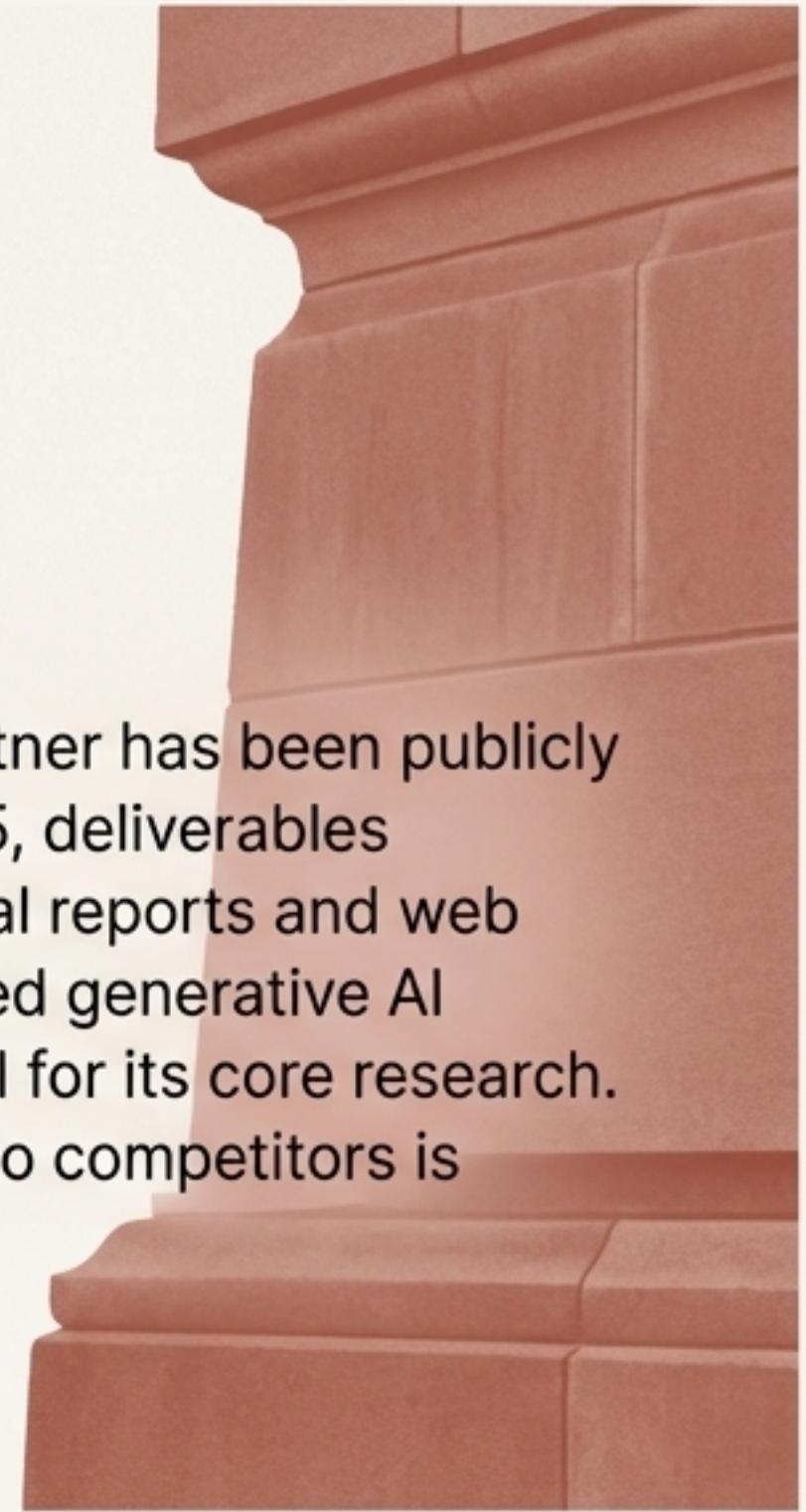
Recorded Future (The Threat Intel Pioneer)

Exemplifies the model in a specialised domain. Their Intelligence Graph, built over a decade by “*indexing, structuring, and analyzing threat data from every corner of the internet*,” is the core product, accessed via search and API, not static reports.



Gartner (The Cautious Giant)

As the market leader, Gartner has been publicly more cautious. As of 2025, deliverables are still primarily traditional reports and web articles, with no announced generative AI assistant or open data API for its core research. The pressure to respond to competitors is mounting.

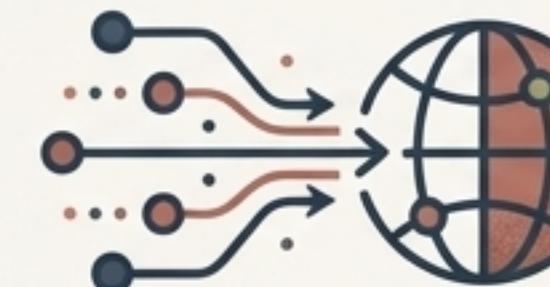


A Widening Ripple Effect Across the Industry



Frost & Sullivan

Launched the 'Frost AI Growth Coach' in 2024, an AI assistant drawing on the firm's institutional knowledge to provide on-demand strategic guidance.



S&P Global / 451 Research

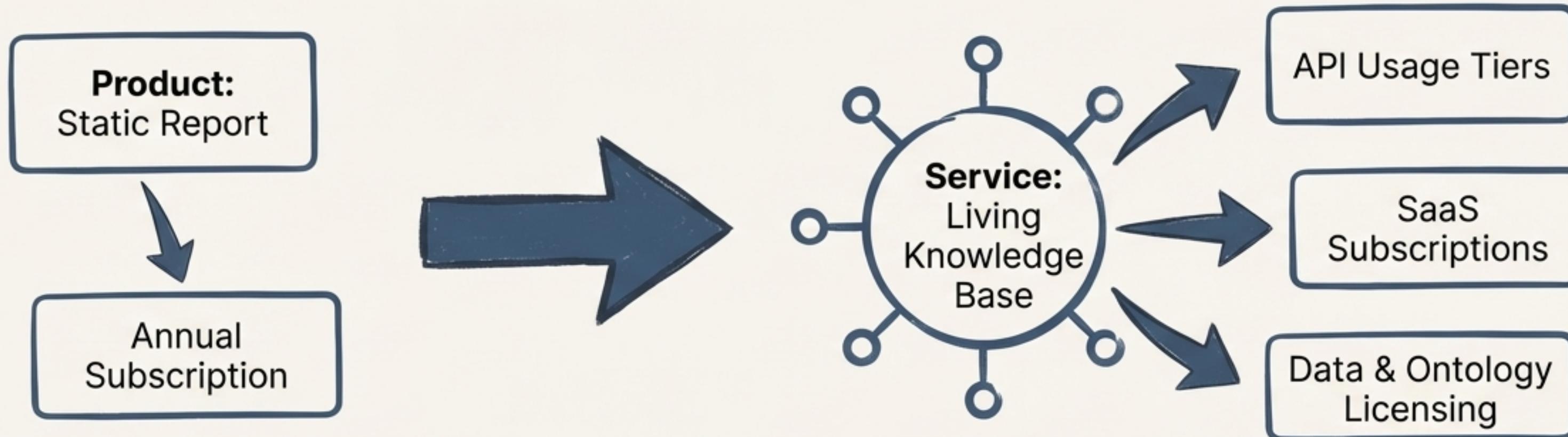
Moving toward treating research as data by integrating tech research into the broader, queryable S&P Market Intelligence platform.



Open Standards (MITRE ATT&CK)

Community-driven knowledge bases like ATT&CK prove the immense value of open, structured, machine-readable ontologies, providing a common language for the entire industry.

More Than a New Feature, A New Business Model



- **Investment:** Requires new capabilities in data infrastructure, AI development, and new roles like ontologists and data curators.
- **Value Proposition:** The core product shifts from the static report to the living, queryable knowledge base itself.
- **Revenue Models:** Opens new streams beyond subscriptions, including pay-per-query access, API usage tiers, and licensing of proprietary data and ontologies.

Insight-as-a-Service: Ubiquitous, Tailored, and Trustworthy



For Clients: Research becomes a daily, actionable tool—a virtual team member available on-demand, integrated into workflows.

For Firms: Secure future relevance by marrying deep expertise with modern delivery, offering the best of both worlds: AI-driven speed and human-backed trust.

“Those who move quickly to provide consumable, verifiable, and customizable intelligence will solidify their role in the industry’s future. Those who don’t risk seeing their PDF reports get outpaced by an AI.”

Sources

- “IDC (Genevieve Juillard), “AI-Fueled, Human-Driven: How IDC is Redefining Trusted Tech Intelligence,” Nov. 19, 2025.”
- Forrester, “Forrester AI Access” service page, 2023.”
- VKTR (Chris Ehrlich), “Frost & Sullivan Releases AI Assistant,” Sep. 27, 2024.”
- Recorded Future, “Intelligence Graph” product page, accessed 2025.”