



## John R. Rymer

Vice President, Principal Analyst Serving **APPLICATION DEVELOPMENT & DELIVERY PROFESSIONALS**

John serves Application Development & Delivery (AD&D) Professionals. He leads Forrester's AD&D coverage of cloud platforms, including Microsoft Windows Azure, Amazon Web Services, and Salesforce's platform. John is a leading expert on enterprise middleware. Included in his coverage are the Java application servers from IBM, Red Hat JBoss, and Oracle, as well as Microsoft's .NET platform and SharePoint. John is the lead analyst on Forrester's application development strategy, sourcing, and structure playbook. He is an authority on the enterprise strategies of IBM, Microsoft, and Oracle and contributes to Forrester's coverage of low-code application platforms and business rules platforms.

### PREVIOUS WORK EXPERIENCE

John came to Forrester through its acquisition of Giga Information Group and has a combined total of six years with the company. He has worked as an industry analyst for more than 20 years, starting in 1989. John's industry experience includes a stint as vice president of product marketing for IONA Technologies, where he gained firsthand experience in creating and executing market strategies.

Before joining IONA, John was principal consultant and founder of Upstream Consulting, a vendor strategy consulting group within Fleishman-Hillard International Communications, and vice president at Patricia Seybold Group.

### EDUCATION

John graduated from Ohio University with a B.S. in journalism.

### RESEARCH COVERAGE

Adobe Systems, Application Development, Application Development Processes & Tools, Application Infrastructure Technologies, Application Server Platforms, Architecture & Technology Strategy, Business Rules, Cognizant Technology Solutions, Development Platforms, Google, IBM, Microsoft

### JOHN R. RYMER'S RESEARCH

#### **REPORT: Azure App Service Helps Developers Move Smoothly From Web Apps To Modern Apps**

June 3, 2015 | John R. Rymer, Jeffrey S. Hammond, Randy Heffner

Microsoft's new Azure App Service combines three formerly separate development platforms — Azure Websites, Mobile Services, and BizTalk Services — and adds a fourth, creating four li...

#### **REPORT: Case Study: Fidelity's Journey To A Common Platform For Global Scale And Efficiency**

May 29, 2015 | John R. Rymer, Phil Murphy

A vital strategy for application development and delivery (AD&D) in customer-obsessed enterprises: Standardize and industrialize platforms and software-delivery processes. Fidelity Investments' ...

#### **REPORT: Reforming AD&D Organizations For Customer Obsession: The Three Models**

May 22, 2015 | John R. Rymer

Intense demands for software to win, serve, and retain customers are driving new ways of organizing application development and delivery (AD&D) groups. Yesterday's shared-service AD&D organizati...

#### **REPORT: The Next App Platforms Will Bridge Corporate, Consumer, Commerce, And Connected Devices**

May 14, 2015 | John R. Rymer

To help their firms win, serve, and retain customers, application development and delivery (AD&D) professionals are creating apps spanning consumer tech, commerce platforms, and connected device...

#### **REPORT: SharePoint's Future: Engagement Workplaces For Customer Operations**

May 7, 2015 | John R. Rymer

It's time for enterprise customers to narrow their expectations of SharePoint; some should reduce SharePoint's role in their application strategies. Once a server suite addressing six major work...