

The Forrester Wave™: Critical Event Management Platforms, Q4 2023

The 10 Providers That Matter Most And How They
Stack

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Summary

In our 23-criterion evaluation of critical event management (CEM) platforms, we identified the 10 most significant ones and researched, analyzed, and scored them. This report shows how each solution measures up and helps security and risk professionals select the right one for their needs.

Additional resources are available in the [online version](#) of this report.

CEM Platforms Enable Business Resiliency

Organizations face a steady stream of physical risks from crime, severe weather, environmental catastrophes, geopolitical upheaval, and everyday accidents. These events not only disrupt business operations but potentially endanger the environment, jeopardize employee and customer safety, and threaten to interrupt critical public services. Complex business processes, global supply chains, and a distributed workforce exacerbate an already stressful incident response situation. CEM platforms help organizations minimize the impact before, during, and after a crisis. Contextual threat intelligence allows responders to plan and adjust their approach in real time. Robust communication capabilities give organizations multiple ways to reach their audience with timely information. Detailed incident task management components facilitate incident response plans including full-scale disaster recovery procedures to keep the business running in adverse situations. Special features designed to protect travelers and lone workers provide added safety measures. These elements are integrated into a single platform to decrease administrative burden, automate response efforts, and ensure business resiliency.

As a result of these trends, security and risk professionals should look for CEM platforms that:

- **Simplify communication and response activities.** In emergencies, accuracy and speed are crucial to keep employees and customers safe and ensure business resiliency. CEM platforms that provide rich communication templates and workflow builders enable responders to pre-stage messages and tasks. Look for CEM platforms that automate tasks like sending a multilanguage text message plus a popup dialog window on laptops to initiate a conference bridge when a weather alert threatens an office facility. A broad integration portfolio reduces gaps by linking visitor management, badge access, and intercom systems to ensure everyone in a building receives timely notifications. A mobile application that replicates the web interface functionality allows responders to manage incidents when away from conventional system access. Give preference to CEM platforms that reduce the opportunity for human error during stressful situations.
- **Solve multiple use cases in an integrated manner.** Mass communication is the most common use case, but a comprehensive CEM platform allows organizations to consolidate and optimize business resiliency and human safety efforts. Transform manual checklists into incident management tasks to enable automatic assignment and tracking. Responding to a cyber ransomware attack involves many of the same elements as transitioning data center operations to a secondary

location after a fire, so reuse distribution lists, communication templates, and status report forms. Integrated travel risk management allows security operation center personnel to monitor threats and respond to emergencies from the same interface whether executives are located at headquarters or traveling internationally. Prioritize CEM platforms that can provide value beyond just crisis management with capabilities such as communicating with call center shift operators for managing schedule coverage.

- **Facilitate proactive, intelligence-based efforts.** Leading CEM platforms help organizations develop practical communication and response plans tailored to their industry, region, capabilities, needs, and threat profile. CEM platforms that provide historical risk intelligence and analysis give organizations the ability to learn from past events, experiment with different approaches, and make better-informed decisions. Look for CEM platforms that make it easy to preview communications, identify bottlenecks, and conduct exercises. Responders require rich visualization features that allow them to quickly identify facilities and communicate with employees that may be located in harm's way. CEM platforms must provide detailed reports like identifying who has not responded to a notification and may need further assistance or showing that a critical recovery task has not been completed by the target deadline.

Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It's an assessment of the top vendors in the market; it doesn't represent the entire vendor landscape. You'll find more information about this market in our reports on critical event management and physical security.

We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt criteria weightings using the Excel-based vendor comparison tool (see Figures 1 and 2). Click the link at the beginning of this report on Forrester.com to download the tool.

Figure 1

Forrester Wave™: Critical Event Management Platforms, Q4 2023

THE FORRESTER WAVE™

Critical Event Management Platforms

Q4 2023



*A gray bubble or open dot indicates a nonparticipating vendor.

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Figure 2

Forrester Wave™: Critical Event Management Platforms Scorecard, Q4 2023

	Forrester's weighting	AlertMedia	BlackBerry	Datamin*	Everbridge	F24
Current offering	50%	3.30	2.87	1.94	4.40	2.68
Physical event management and response	15%	1.00	3.00	1.00	5.00	5.00
Employee mass communication	15%	5.00	3.00	1.00	5.00	3.00
Physical threat intelligence	10%	5.00	3.00	5.00	5.00	1.00
Travel risk management	6%	3.00	3.00	3.00	5.00	1.00
Cyber event and incident response	6%	1.00	3.00	3.00	3.00	1.00
Extended CEM use cases	10%	2.40	1.70	1.00	4.40	3.00
API integration	5%	3.00	5.00	3.00	3.00	1.00
Orchestration and automation	5%	3.00	1.00	1.00	5.00	3.00
Reporting and analytics	8%	3.00	3.00	1.00	5.00	3.00
Mobile application	10%	5.00	3.00	1.00	3.00	3.00
Data security and administrative controls	3%	3.00	3.00	3.00	3.00	3.00
Platform and software security	3%	3.00	3.00	3.00	3.00	3.00
Service catalog offerings	4%	5.00	3.00	3.00	5.00	1.00
Strategy	50%	3.70	1.60	2.10	4.70	1.70
Vision	15%	3.00	1.00	1.00	5.00	3.00
Innovation	15%	3.00	3.00	3.00	5.00	1.00
Roadmap	15%	5.00	3.00	1.00	3.00	1.00
Partner ecosystem	20%	3.00	1.00	3.00	5.00	1.00
Adoption	15%	3.00	1.00	1.00	5.00	1.00
Community	20%	5.00	1.00	3.00	5.00	3.00
Market presence	0%	2.50	2.00	3.00	4.50	3.00
Revenue	50%	2.00	3.00	4.00	5.00	3.00
Number of customers	50%	3.00	1.00	2.00	4.00	3.00

All scores are based on a scale of 0 (weak) to 5 (strong).

*Indicates a nonparticipating vendor

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	Forrester's weighting	Genasy	Motorola*	Noggin	OnSolve	Riskonnect
Current offering	50%	3.31	2.89	3.23	4.04	2.26
Physical event management and response	15%	3.00	3.00	5.00	3.00	5.00
Employee mass communication	15%	5.00	3.00	3.00	5.00	1.00
Physical threat intelligence	10%	3.00	1.00	1.00	5.00	1.00
Travel risk management	6%	3.00	3.00	1.00	3.00	1.00
Cyber event and incident response	6%	1.00	1.00	3.00	1.00	1.00
Extended CEM use cases	10%	3.10	3.70	2.90	4.40	2.20
API integration	5%	3.00	3.00	5.00	5.00	1.00
Orchestration and automation	5%	3.00	3.00	5.00	3.00	3.00
Reporting and analytics	8%	3.00	3.00	3.00	5.00	3.00
Mobile application	10%	5.00	5.00	3.00	5.00	3.00
Data security and administrative controls	3%	3.00	3.00	3.00	5.00	1.00
Platform and software security	3%	3.00	1.00	5.00	3.00	1.00
Service catalog offerings	4%	1.00	3.00	3.00	3.00	3.00
Strategy	50%	2.30	2.40	3.30	4.00	2.30
Vision	15%	3.00	3.00	5.00	5.00	1.00
Innovation	15%	3.00	1.00	5.00	3.00	3.00
Roadmap	15%	1.00	1.00	1.00	3.00	5.00
Partner ecosystem	20%	3.00	3.00	3.00	5.00	1.00
Adoption	15%	3.00	3.00	3.00	5.00	1.00
Community	20%	1.00	3.00	3.00	3.00	3.00
Market presence	0%	3.50	2.50	1.00	4.50	1.50
Revenue	50%	3.00	2.00	1.00	4.00	1.00
Number of customers	50%	4.00	3.00	1.00	5.00	2.00

All scores are based on a scale of 0 (weak) to 5 (strong).

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Vendor Offerings

Forrester evaluated the offerings listed below (see Figure 3).

Figure 3

Evaluated Vendors And Product Information

Vendor	Product evaluated	Product version evaluated
AlertMedia	Alert Media	N/A
BlackBerry	BlackBerry AtHoc	7.17
Dataminr	Pulse; First Alert	N/A
Everbridge	Everbridge Critical Event Management Platform	23.5.0.8
F24	FACT24	N/A
Genasys	Genasys Protect Platform	1.0
Motorola	Enterprise Command Center Software; Rave Mobile Safety	N/A
Noggin	Noggin Resilience	2.0
OnSolve	OnSolve Platform	10
Riskonnect	Business Continuity and Resilience	N/A

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Vendor Profiles

Our analysis uncovered the following strengths and weaknesses of individual vendors.

Leaders

- **Everbridge provides a comprehensive platform that addresses all CEM use cases.** The Everbridge CEM platform is composed of in-house developed and acquired products underpinned by over 150 patents. Everbridge's crisp and clean vision drives its ambition to be synonymous with organizational resilience. In addition to over 400 different technology partners, Everbridge maintains global industry, government, and academia relationships including services and data providers to strengthen its broad portfolio. Everbridge provides tailored customer journey roadmaps to drive customer success and enable the right adoption over time. Everbridge has a strong reputation and foothold in the industry with more than twice the revenue of the next highest competitor.

Everbridge is the most comprehensive solution solving all primary and extended CEM use cases. It even handles the convergence of physical and cyber with targeted cyber threat intelligence and auto remediation features leveraging a common workflow designer tool. Everbridge protects traveling employees and lone workers with rich features such as designated safe corridors and automatically adjusting emergency 911 calls to the proper local number. Reference customers appreciated that the Everbridge platform includes all the data and features they needed to create and maintain a robust crisis management program, but they expressed concerns that it takes longer to implement enhancements and it's an expensive investment. Everbridge is ideally suited for any national or global enterprise that needs to satisfy a broad array of CEM use cases.

- **OnSolve delivers a strong CEM solution but lacks advanced task management features.** The OnSolve Platform addresses a full spectrum of CEM use cases including risk intelligence and travel risk management. OnSolve's differentiated vision involves a three-pronged systematic approach to leveraging partners to enhance existing functionality, enrich platform capabilities, and expand reach into new markets, providing value and flexibility to customers. OnSolve has a deep understanding of its user personas, positioning it to achieve its vision of enhancing preparedness, shifting from reactive to predictive solutions, and helping customers solve complex future challenges like meaningful incident KPI calculators.

OnSolve leverages AI/ML to gather and process physical threat intelligence that is further vetted by in-house intelligence analysts. OnSolve's Risk Insights provides detailed historical analysis of events to enable better decision-making before, during, and after the crisis. OnSolve incident response capabilities are communication focused rather than traditional task focused, which requires taking a different approach to incident management. OnSolve's many communication features include customizing the message by device type and integrating automated notifications based on alerts from external devices. Reference customers remarked that configuring role profiles and permissions is complex due to the many options available, but the mass communication features are intuitive, with a wealth of advanced features. Over 90% of OnSolve customers are based in the United States. OnSolve is ideally suited for any US-based company looking for a user-friendly CEM solution.

Strong Performers

- **AlertMedia delivers intuitive mass communications but lacks specific cyber functionality.** The AlertMedia CEM platform emphasizes physical event

management, physical threat intelligence, and mass communication. The AlertMedia CEM platform was developed completely in-house and provides seamless integration across the various modules. This allows AlertMedia to respond faster to industry trends and customer needs without the hindrance of technical debt. AlertMedia's differentiated roadmap crisply aligns to the incident management lifecycle and includes plans to strategically leverage AI to automate threat analysis and detection and message generation to get the right information into the right hands faster.

AlertMedia provides comprehensive, real-time physical threat intelligence supported by a dedicated threat analyst team that sources and vets AI-processed alerts. Customers can filter alerts based on their risk profile. Customers can chat with an analyst on demand, including staff meteorologists to provide insights into real-time weather events. Over 90% of AlertMedia customers reside in North America, with most of them relying on the mass communication features. The AlertMedia mass communication solution follows a consistent five-step process. AlertMedia lacks specific business continuity and disaster recovery response capabilities but offers API integration into third-party technologies. Reference customers appreciate the platform's ease of use, especially when sending communications. Simplicity in design and execution is evident on its mobile application, which replicates the web-based application's core functionality. AlertMedia is ideal for North American enterprises that need actionable physical threat intelligence to drive effective and efficient communications during times of crisis.

- **Noggin offers flexible CEM capabilities, but its small size hinders adoption.**

Noggin Resilience is a collection of modules that address key CEM use cases, but it takes an innovative approach to providing value to customers with a comprehensive database of preconfigured templates and workflows tailored to industry verticals. Noggin is developed internally, and the entire code base was rewritten and modernized in 2019. Noggin's superior vision is to enhance data visualization and risk insights with the goal of providing more self-service analytics capabilities. Noggin's roadmap lacked specific deliverable details and focused on filling gaps in its CEM portfolio in its briefing for this evaluation. Over 75% of Noggin's customers are in APAC — mainly Australia and New Zealand — and have limited exposure outside APAC.

Noggin aids crisis responders by recommending recovery strategies and procedures based on the specific assets impacted or threatened by current

events. It provides many features to manage business continuity and incident response tasks and resources. Incident commanders can create dynamic teams, manage complex shift roster calendars, and invite external participants to join the response efforts. Noggin provides a massive library of templates and prebuilt workflows including specific packs containing aspects unique to given industries. It lacks some advanced mass communication features and doesn't have an internal conferencing solution beyond an embedded chat channel and Microsoft Office integration. Reference customers rely on the platform's flexibility and easy-to-use flow chart wizard driving the powerful workflow engine to implement and automate custom processes. Noggin is best suited for customers who want a platform that can easily be configured to existing procedures.

- **Genasys excels at managing evacuations, but playbooks need tighter**

integration. Genasys takes a different approach to critical event management by unifying evacuation management with zone-based mass notification. It also has its own line of acoustic devices for broadcasting alerts and notifications. Genasys' roadmap focused on high-level goals lacking specific deliverable details in its briefing for this evaluation. Genasys seeks to capture more US counties and extend its customer base beyond state and local agencies further into the private sector.

Genasys is organized around the concept of prebuilt zones, but customized zones can be created. The platform includes rich, built-in zone features for evacuations like identifying shelters and roadblocks on the map. Native acoustic speaker integration allows unique messages to be broadcasted on different speakers and provides built-in fail-safe delivery features. Genasys offers multiple ways to self-register mobile phones for alerts including the ability to follow a zone or event to receive notifications. Genasys lacks travel risk management features such as integration into travel itinerary systems for pretravel briefings. Incident response playbook tasks are not integrated into the platform and must be manually coordinated by the incident commander. Historical weather event simulations can be analyzed to improve future response efforts. Reference customers appreciated the feature-rich, zone-based, notification-style capabilities. Genasys is best suited for zone-based communications for events impacting large populations often needed by city, county, and state governments plus companies with public protection responsibility like sporting facilities and entertainment venues.

- **Motorola joins the CEM market via acquisition but must integrate capabilities.**

Motorola acquired Rave Mobile Safety in December 2022, which gave Motorola a suite of products that provide a broad range of CEM and safety capabilities

including specialized solutions for 9-1-1 and first responders. Motorola plans to integrate elements of Rave Mobile Safety like access control, video systems, and even weapon detection technologies into the rest of the Motorola technology stack, but the integration is not complete. Motorola has become well established in the higher education, K-12, and 9-1-1 centers across the United States because of the acquisition.

Motorola now has an extensive CEM portfolio containing extra safety features, but enterprises may find it challenging to align Motorola products to their requirements. Enterprise customers might need to purchase multiple Motorola products to satisfy their use cases or accept features that are not needed to obtain what would be provided in a traditional corporate travel risk management solution. With just three clicks, Motorola can send manual communications to a variety of applications, signage, and technologies. It allows customers to personalize the mobile app with a library containing over 50 features like a safety check-in timer. Motorola is suited for all levels of educational institutions and emergency response agencies, depending on the specific products selected. Motorola declined to participate in the full Forrester Wave evaluation process.

Contenders

- **Riskonnect excels in business continuity, but other CEM use cases need refining.** Riskonnect focuses on business continuity and resilience with other CEM services playing a supporting role. The Riskonnect vision maintains the focus on business continuity development rather than building out a holistic CEM offering. The Riskonnect roadmap aligns platform functionality development and expanding partner integrations directly with delivering customer value. Riskonnect plans to streamline workflows with more triggers and scheduling options to accelerate response efforts and minimize human error.

Business continuity and disaster recovery emphasis provides many benefits. Activating plans automatically creates assigned tasks and delivers notifications. Incident response tasks have settings like owner and duration monitors to automatically feed a visual dashboard with charts to show progress toward plan completion. Responders can also follow tasks. Critical data analysis provides insights into looming deadlines, response bottlenecks, and business dependencies for early warning and mitigation opportunities. Communication features such as integration into common applications like Microsoft Teams and Slack are unavailable. Riskonnect does not offer full-service travel risk

management nor is it able to provide traditional secure public mass notification capabilities. Reference customers said that Riskonnect is not as powerful as other solutions with more advanced features, and they expressed frustration with configuration settings, particularly in the mobile app. Riskonnect is best suited for customers who require and prioritize leading-edge business continuity and disaster recovery capabilities over other CEM features.

- **BlackBerry excels in the public sector but is less prominent in the private sector.**

BlackBerry AtHoc provides secure communications, incident response, and recovery capabilities for effective critical event management. BlackBerry AtHoc can be deployed in a FedRAMP compliant software-as-a-system (SaaS) environment or on-premises, making it a popular solution for federal government and military customers. BlackBerry's vision includes commonplace features like platform reliability, but it lacked differentiating insights in its briefing for this evaluation. BlackBerry has an ambitious development roadmap to enhance the central command center, add new functionality to the core platform, incorporate more strategic integrations, and rewrite its native mobile app to further expand across local and state governments and large enterprises.

BlackBerry AtHoc can be integrated into other BlackBerry solutions such as CylanceGuard for enhanced cyber incident response in addition to physical incident management. It requires a two-step notification release process — click review then click publish — to prevent accidental notifications. BlackBerry's mobile app user interface needs a refresh to improve the user experience. Reference customers primarily use the mobile app for consuming information or sending prebuilt notifications and have expressed desire for more functionality and reliability in the mobile app. BlackBerry is best suited for government agencies, distributed enterprises, and companies closely aligned by industry or region that want their own secure critical event management instance that can also be connected for sharing notifications.

- **F24 is the CEM platform of choice in the EU but needs to broaden its portfolio globally.** F24 is headquartered in Germany. Its FACT24 CEM platform is composed of two primary components, its Emergency Notification System (ENS+) and Crisis and Incident Management (CIM). F24 can be deployed in a SaaS environment or on-premises, giving customers added flexibility. F24's goal is to dominate the EU market before expanding globally, but it didn't provide insight into how this vision will be achieved beyond feature enhancements. F24's roadmap focuses on filling gaps in its CEM portal, like travel safety and global monitoring.

F24 has several interesting features built into its incident-focused platform. Operators can interact with the interface in multiple languages. A visual org-chart tool simplifies the process of creating notification trees. Digital white boards and action cards provide convenient incident response instructions to facilitate incident response tasks. F24 helps customers with the entire critical event management lifecycle by offering a built-in risk analysis tool to link risk treatment to response plans. It doesn't offer threat intelligence services beyond integration with third-party providers, and it doesn't provide any advanced travel risk management functionality. Mapping features are limited within the platform. Each of F24's primary components have a corresponding mobile app instead of consolidating into one. Reference customers disclosed that users need training to be proficient because the platform is not intuitive to use. They expressed the need for more enhanced reporting features. F24 is best suited for any EMEA-based company that needs mass notification and full-featured incident management capabilities.

- **Dataminr excels at risk intelligence but offers basic CEM functionality.** Dataminr Pulse comes in two packages. One package meant for corporate security focuses on delivering physical risk intelligence and CEM capabilities, and the other focuses on delivering cyber threat intelligence. Dataminr also offers First Alert, providing first responders in the public sector with real-time risk intelligence. Dataminr established a crisis response program to offer First Alert free of charge for a limited time to qualified nonprofits to aid response to major emergencies, demonstrating corporate social responsibility. Dataminr utilizes real-time AI to be the go-to source for event, risk, and threat detection for both physical and cyber, but developing a comprehensive CEM platform is not a strategic priority.

Dataminr excels at physical and cyber risk intelligence, and its cyber capabilities are on par with traditional external cyber threat intelligence services providers. It provides advanced cyber threat intelligence features like digital risk protection and vulnerability prioritization. Dataminr lags in advanced business continuity features like tracking recovery time objectives (RTO) and recovery point objectives (RPO). Reference customers told us they use Dataminr for risk and threat intelligence but use other CEM solutions for incident management and mass communication. Dataminr is suited for companies that need advanced physical risk intelligence and cyber threat intelligence integrated into their existing critical event management platform. Dataminr declined to participate in the full Forrester Wave evaluation process.

Evaluation Overview

We grouped our evaluation criteria into three high-level categories:

- **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering. Key criteria for these solutions include physical event management and incident response, employee mass communication, physical threat intelligence, travel risk management, cyber event management and incident response, extended CEM use cases, API integration, orchestration and automation, reporting and analytics, mobile application, data security and administrative controls, platform and software security, and service catalog offerings.
- **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated vision, innovation, roadmap, partner ecosystem, adoption, and community.
- **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's revenue and number of customers.

Vendor Inclusion Criteria

Each of the vendors we included in this assessment:

- **Earns more than \$15 million in CEM revenue annually.** Each participant has a large, globally available, domain-specific CEM platform serving the needs of multiple industry verticals.
- **Solves multiple CEM use cases.** Each participant addresses a comprehensive spectrum of CEM use cases with functionality including but not limited to mass communication capabilities, managing response to physical events and incidents, and providing physical threat intelligence.
- **Has mindshare with Forrester clients.** Forrester clients often discuss the participating vendor during inquiries and interviews. The participating vendor is frequently cited by other major vendors in the market as a notable competitor. Alternatively, the participating vendor may, in Forrester's judgment, have warranted inclusion because of technical capabilities and market presence.

Supplemental Material

Online Resource

We publish all our Forrester Wave scores and weightings in an Excel file that provides detailed product evaluations and customizable rankings; download this tool by clicking the link at the beginning of this report on Forrester.com. We intend these scores and default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs.

The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows [The Forrester Wave™ Methodology](#) to evaluate participating vendors.

In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos/briefings, and customer reference surveys/interviews. We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the Forrester Wave publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by October 2, 2023, and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with [our vendor review policy](#), Forrester asks vendors to review our findings prior to publishing to check for accuracy. Vendors marked as nonparticipating vendors in the Forrester Wave graphic met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. We score these vendors in accordance with [our vendor participation policy](#) and publish their positioning along with those of the participating vendors.

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