Forrester Research
This video will provide you with a quick introduction to the database, Forrester Research. Forrester Research produces research to help business and technology leaders develop strategic insights to gain competitive advantage. It delivers real-world insights from analysts who are in constant contact with business directors, IT experts, market specialists, and senior executives across various industries. Industry reports cover topics such as cybersecurity and privacy, IT transformation, customer experience, enterprise architecture, and more. You must create an account to use Forrester Research using your @unb.ca email address. When you click on this link to access Forrester through the library, there will be a page where you can click to register for an account.

I'm going to switch my screen so I can take you in to the Forrester Research database and show you how it works.

This is the Forrester Research homepage. You'll know you're logged in if you see this message welcoming you to the database.

To start, I'm going to direct you to the Insights tab up here at the top. You can take a look at the most recently published reports under Latest Research, learn more about consumers in the data and insights section, read about Forrester predictions for the upcoming year, or hop in to the Playbooks section where you can get a great overview of the kind of content you can find in the database. As you can see, there are quite a few but let's take a look at the Customer Loyalty Playbook as an example. Each playbook has a small collection of reports related to the topic and they are broken down in to stages for a company to follow which are Discover, Plan, Act, and Optimize. You have 1 to 3 reports that make up each section of the Playbook.

I'm going to take us back to the homepage and do a keyword search for Employee Engagement. Potential keyword searches are generated as you type, again giving you an idea of the kind of topic coverage in the database.

Right now we're viewing all content related to employee engagement but depending on the kind of results you want, perhaps you can narrow your results to audio which gives us a list of Podcasts. I like narrowing my results to just Reports, as these are where you'll find the most content related to your topic.

There are additional filters on the left-hand side that you can use to narrow by date, industry, region, and research type. Let's try narrowing our results by New Wave, a report type that looks at the top vendors in a particular industry and evaluates them against a set of criteria.

You can scroll down to see the results of your search. Let's take a look at this report called The Forrester New Wave: Intranet Platforms, Q2 2020.

Here are the names of each author of this report and you can click here to download a PDF of the report. Each Forrester report will give you a brief summary on what will be covered in the

report the report. For New Wave reports, you are also able to download an excel version of the scoring and criteria breakdown.

That was a very quick introduction to Forrester Research but please contact us at the library if you have any questions about using this database. We're more than happy to help.