

The Forrester Wave™: Journey Mapping Platforms, Q2 2020

The Eight Providers That Matter Most And How They Stack Up

by Joana de Quintanilha
June 15, 2020

Why Read This Report

In our 26-criterion evaluation of journey mapping providers, we identified the eight most significant ones — CustomersFirst Now, cx/omni, Decooda International, More than Metrics, MURAL, Strativity Group, SuiteCX, and UXPressia — and researched, analyzed, and scored them. This report shows how each provider measures up and helps customer experience (CX) professionals select the right one for their needs.

Key Takeaways

UXPressia, SuiteCX, And Decooda International Lead The Pack

Forrester's research uncovered a market in which UXPressia, SuiteCX, and Decooda International are Leaders; Strativity Group and MURAL are Strong Performers; and cx/omni, More than Metrics, and CustomersFirst Now are Contenders.

Visualization, Cocreation, Acting On Insights, And Business Impact Are Key Differentiators

Vendors that enable firms to visualize journeys, cocreate in a virtual setting, and use journey insights to drive cross-functional alignment by linking them across the CX ecosystem stand out. Measuring business impact is also a differentiator because it helps companies drive business results and CX differentiation.

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Related Research Documents

[The Definitive Guide To Forrester's Journey Mapping Research](#)

[The Forrester Wave™: Journey Orchestration Platforms, Q2 2020](#)

[Now Tech: Journey Management, Q4 2018](#)



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Journey Mapping Drives Alignment And Enables Remote Collaboration

A new breed of journey management tools helps CX pros create dynamic, flexible journey maps — not just static artifacts. Forrester has segmented the market into three subcategories: journey mapping, journey visioning, and journey orchestration.¹ Journey mapping platforms digitize journey maps so CX pros can share, iterate, and evolve them, driving cross-functional alignment and remote collaboration. This is an eclectic, innovative market, characterized by small, nimble players innovating at a rapid pace, consolidating around three core features: journey visualization, journey design and planning, and journey testing and optimization. Vendor focus and go-to-market strategy varies. MURAL primarily focuses on remote collaboration, Decooda International on continuous testing and validation, and cx/omni straddles customer journey mapping and analytics. More than Metrics focuses on self-service journey mapping with self-paced learning, SuiteCX offers a bespoke journey mapping platform, while CustomersFirst Now offers an integrated approach of journey mapping plus voice of the customer (VoC) best practices. Some vendors stand out because of their ability to:

- › **Visualize the journey narrative to drive cocreation and ideation.** Ready-to-use templates, storyboards, and free-flow digital canvases capture essential content like target journey and emotions. Drag-and-drop features make it easy to move parts of a journey. Some vendors enable CX pros to use journey insights to drive cross-functional alignment through functionality that supports ideation, brainstorming, prioritization, and validation for an individual journey visualization or a group of them. So much of the success of journey mapping is dependent on aligning stakeholders, processes, and technology systems across the wider CX ecosystem.
- › **Validate, test, and drive action on journey insights.** Some journey mapping tools can import or create digital assets like personas and process maps to help CX leaders study the full set of relations that determine CX quality. Some platforms automatically trigger actionable insights in real time or integrate with systems like content management or Agile development platforms, making journey insights available there. Some platforms facilitate testing and validation, helping users field surveys to validate journey hypotheses. Some build journey maps based on real-life data collected through mobile-enabled prompts that can include survey questions, polls, and audio or video feedback from customers, employees, and partners going about their journeys.
- › **Measure business impact.** Some vendors offer robust dashboarding capabilities that help companies monitor the impact of journey design improvements on a variety of key performance indicators. They capture metadata — clickstream data, emotional end state, A/B testing data, Net Promoter Score (NPS) — at the touchpoint level and construct a journey narrative supported by relevant data to help align stakeholders in the organization around a top-down, strategic vision.² By enabling companies to make a clear link between journey improvements and repeat purchases, attrition, renewals, complaints, and NPS, these vendors help companies quickly prove the value of journey investments.

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Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It's an assessment of the top vendors in the market and does not represent the entire vendor landscape. You'll find more information about this market in our [“Now Tech: Journey Management, Q4 2018”](#) report. Of the market segments described in the Now Tech, this Forrester Wave focuses on journey mapping. You can find its companion evaluation, focused on journey orchestration platforms, here: [“The Forrester Wave™: Journey Orchestration Platforms, Q2 2020.”](#)

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 Figure 1 and see Figure 2). Click the link at the beginning of this report on Forrester.com to download the tool.

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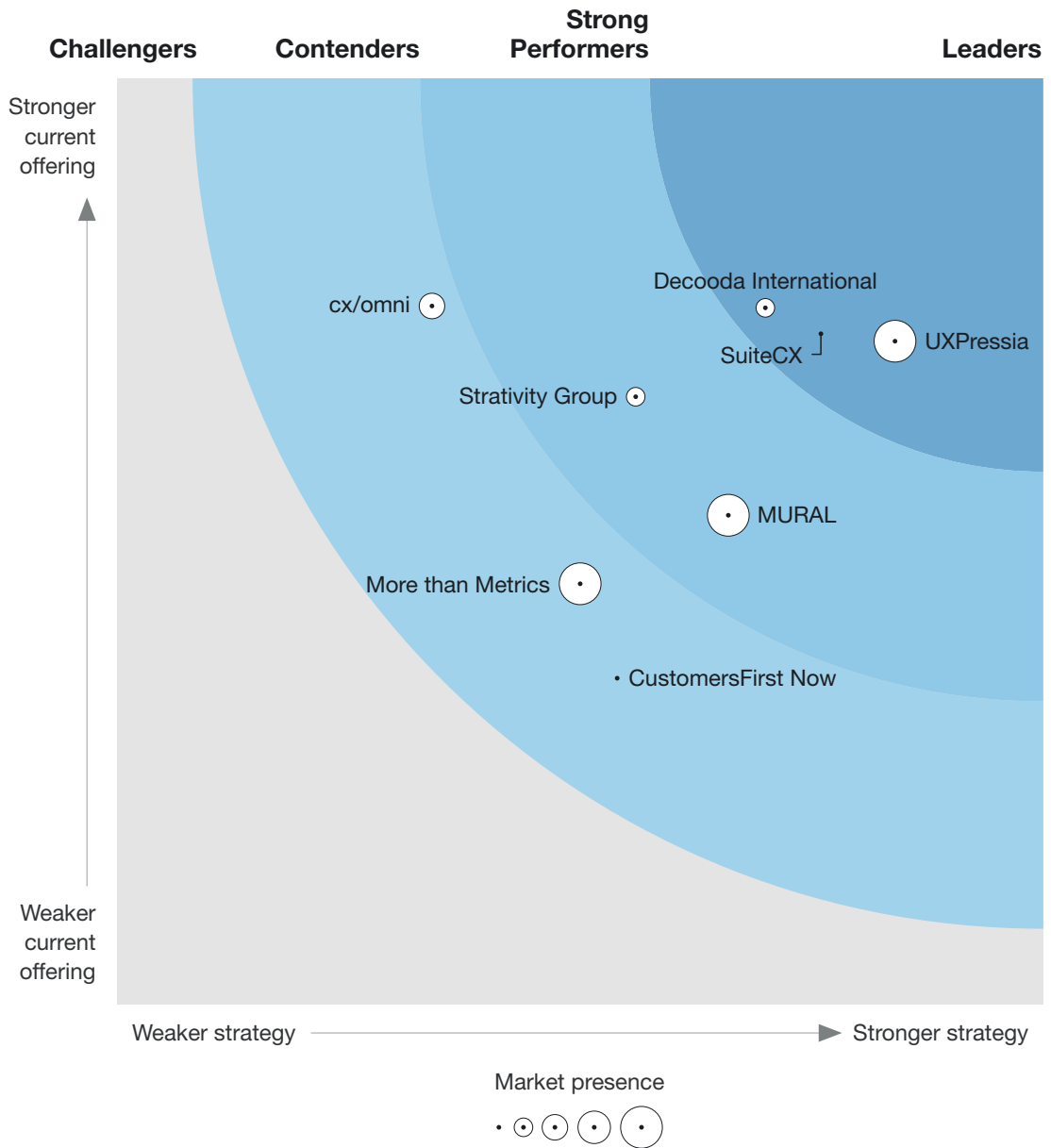
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FIGURE 1 Forrester Wave™: Journey Mapping Platforms, Q2 2020

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Journey Mapping Platforms

Q2 2020



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FIGURE 2 Forrester Wave™: Journey Mapping Platforms Scorecard, Q2 2020

	Forrester's weighting	CustomersFirst Now	cx/omni	Decooda International	More than Metrics	MURAL	Strativity Group	SuiteCX	UXPressia
Current offering	50%	1.76	3.77	3.76	2.27	2.64	3.28	3.62	3.58
Journey visualization	20%	2.20	3.80	3.80	2.60	1.80	3.80	5.00	2.60
Journey design and planning	40%	1.80	4.80	3.60	1.80	3.00	3.80	4.00	4.20
Journey testing and optimization	10%	1.75	3.85	4.55	2.45	1.75	4.55	3.15	1.75
Services, client experience, and usability	20%	1.60	2.00	4.00	2.40	2.00	1.20	2.00	4.00
Technology	10%	1.00	3.00	3.00	3.00	5.00	3.00	3.00	4.00
Strategy	50%	2.70	1.70	3.50	2.50	3.30	2.80	3.80	4.20
User research	25%	3.00	1.00	5.00	1.00	3.00	5.00	5.00	5.00
Planned enhancements	20%	3.00	3.00	5.00	3.00	1.00	3.00	3.00	3.00
Partner ecosystem	20%	1.00	1.00	3.00	3.00	3.00	1.00	5.00	3.00
Commercial model	20%	5.00	1.00	1.00	3.00	5.00	3.00	1.00	5.00
Performance	15%	1.00	3.00	3.00	3.00	5.00	1.00	5.00	5.00
Market presence	0%	1.00	3.00	2.00	5.00	5.00	2.00	1.00	5.00
Number of employees	50%	1.00	3.00	3.00	5.00	5.00	1.00	1.00	5.00
Number of customers	50%	1.00	3.00	1.00	5.00	5.00	3.00	1.00	5.00

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

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Vendor Offerings

Forrester included eight vendors in this assessment: CustomersFirst Now, cx/omni, Decooda International, More than Metrics, MURAL, Strativity Group, SuiteCX, and UXPressia (see Figure 3). We invited Custellence and Software AG to participate in this Forrester Wave, but they chose not to participate, and we could not make enough estimates about their capabilities to include them in the assessment as nonparticipating vendors.

FIGURE 3 Evaluated Vendors And Product Information

Vendor	Product evaluated	Product version evaluated
CustomersFirst Now	CFN Insight	N/A
cx/omni	cxomni CXM cloud	3
Decooda International	CX Workout	2
More than Metrics	Smaply	N/A
MURAL	MURAL	N/A
Strativity Group	Touchpoint Dashboard	N/A
SuiteCX	SuiteCX	3
UXPressia	UXPressia	4.3

Vendor Profiles

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

Leaders

- › **UXPressia enables self-service journey mapping and augments with online education.** This platform comes from a CX consulting background and has 13,000 organizations using it globally, 70% of which use the platform as a self-service tool. The platform creates a central repository for personas and journey maps, including 40 off-the-shelf customer journey mapping templates.

The platform focuses on real-time collaboration (real-time editing); visualization (storyboard images, icons, and 30 emotions to pick from); versatility (flexible swim lanes for capturing processes); and timesaving (through templated maps) to build customer empathy and get everyone on the same page. It can also integrate real-time analytics through Google Analytics. One reference customer

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said, “It lets you visually communicate to all levels of leadership and employees easily.” UXPressia Academy offers a six-week certification program for journey mapping fundamentals, plus online education on customer personas, service design, customer journey mapping fundamentals, design sprints, and user research. Online best-practice “cheat cards” on topics like process, time, and costs prompt users to ask questions like “How long does it take to get through the entire path?” The platform can embed videos, stakeholder maps, and Miro boards. It can share maps with nonusers for viewing and set up different views of the same map for different audiences. The platform is a good fit for companies needing to learn customer journey mapping fast, create a central repository for personas and journey maps, and connect research data to the journey map to improve customer understanding and enable remote collaboration.

- › **SuiteCX offers data-driven journey mapping from survey to roadmap.** The platform is designed by CX practitioners and blends mapping with data sources (customer, employee, and partner surveys; mystery shopping; metrics; persona insights; and interaction data) to drive data-driven customer journey maps. With a mission of “from survey through roadmap,” the software has three modules that are sold together: 1) a VoC/VoE/CX maturity survey; 2) a mapping module; and 3) a planning, prioritization, and roadmap module.³ More than 80% of users of the platform are looking for a more “bespoke” system, with customizable journey templates and even white labelling of the platform.

The platform helps create a vision for key customer journeys and capture data for interaction points, such as customer effort, NPS, cost, and ROI. Users can assess the effectiveness of an interaction, like a moment of truth or a pain point, from the customer’s or the brand’s point of view and which stakeholders or partners influence it. By associating metadata with each interaction point in a journey, users can construct a narrative to help foster organizational alignment, prioritize initiatives, and drive a CX roadmap as well as individual flows for marketing campaigns and content management. The platform provides various visualizations — from functional-oriented to process-oriented to rich experience maps. The platform is a good fit for companies needing persona-driven journey mapping that have done some customer journey mapping manually and want to digitize with a simple-to-use platform.

- › **Decooda International’s CX Workout software builds journey maps from real-life data.** CX Workout’s mission is to “revolutionize customer cocreation.” It builds journey maps from data collected through mobile-enabled discovery and performance “missions,” including surveys, polls, and audio or video feedback. Cognitive tagging, taxonomies, calculated classification, and machine learning reveal emotions, sentiment, and experience context. Decooda International recently acquired the company, adding advanced AI capabilities. Individuals, teams, and enterprises can purchase a subscription. It offers a package with more advanced AI capabilities and an enterprise version with consulting services.

The platform helps recruit customers, employees, or partners; asks them contextual questions about the journey; captures pictures and videos; and builds a journey map organized into stages, touchpoints, moments of truth, and actions. One reference customer said, “These simple missions

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that just take a few minutes to complete and submit reduce time-to-insight dramatically.” The platform builds on the initial current-state journey map with in-depth qualitative research through online discussion boards and video interviews to refine improvement ideas. Another reference customer said, “CX Workout lets us quickly capture current-state customer journeys and visualize several future-state options.” It is a good fit for firms already familiar with journey mapping that are using a VoC platform like Medallia or Qualtrics and are looking to add journey visualization to bring the journey to life through a rich media narrative and online collaboration. The platform is well suited for firms working in an Agile manner that need a data-driven baseline journey map they can iterate on.

Strong Performers**› Strativity Group’s Touchpoint Dashboard tells stories and manages journeys at scale.**

Touchpoint Dashboard is owned by CX consultancy Strativity Group, part of the LRW Group, which also includes specialty designer T3. Strativity Group offers journey mapping and CX consulting services, journey mapping education for journey centers of excellence, and journey mapping software. Touchpoint Dashboard is available as a standalone product. It has offerings for small CX teams needing to quickly present journey maps to leaders and consultants who must tailor journey maps to clients, but it is primarily focused on enterprise clients needing to build maps efficiently and repeatably. The platform is used by more than 100 firms.

The platform lets users create a persona library and has ready-to-use journey templates that can be layered with images and data at the touchpoint level. It’s best suited to CX pros seeking strong visualization and prioritization and a data-driven approach to journey-centric collaboration. The platform helps users field surveys to validate journey hypotheses with colleagues and customers. Users can enter data into the platform manually or import it via CSV files, though not in real time. They can link journey maps together to create a journey atlas and use the platform’s “story panel” feature to share journey maps across the organization. One reference customer said, “Touchpoint Dashboard made it easy to present a visual customer journey to the executive team to obtain buy-in on action items.” It is a good fit for firms needing to build a more strategic and cross-functional approach to managing journeys that includes consulting services and software.

› MURAL enables virtual journey mapping and broader forms of remote collaboration.

MURAL is a remote visual collaboration platform that is used for journey mapping but also more broadly for Agile planning, strategy setting, brainstorming, ideation, and teaching. MURAL is on a mission to transform the way people work and make remote teamwork faster, easier, and more fun. It is designed for researchers and designers, translating “sticky notes on the wall” work to a digital and distributed world. It focuses on enterprises and is supported by a thousands-strong consultant network. The platform has helped large organizations like IBM scale design thinking but also has a lot of single-license users.

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The platform has an extensive library of templates for personas and journey maps and also for stand-up meetings, Kanban perspectives, project planning, and Lean canvases. The MURAL canvas can be used to create a single journey map or a collection of journey maps. It can also be used to set up a canvas that guides a virtual workshop, including the workshop agenda and flow, templated exercises, and participant instructions. It has collaboration capabilities like a timer for brainstorming, voting features, and a summoning feature that can be used for virtual workshops with breakout groups. MURAL has a guide to facilitating remote workshops and offers training on this way of working. One reference customer said, “Overall, MURAL has made me a better facilitator and unlocked new ways of working, and I would never go back.” MURAL plays in a broader space than journey mapping; therefore, it’s a good fit for firms that are looking for a tool to enable remote journey mapping facilitation and real-time collaboration, as well as ideation and project planning.

Contenders

- › **Cx/omni straddles customer journey mapping and analytics with a modular tool.** This modular platform combines journey mapping, visualization, CX dashboards, feedback data analytics and process mining, and some orchestration features for call center case management. Users can choose à la carte between the different modules (journey mapper, journey analytics, and soon orchestration) depending on whether they come from a journey mapping or data background. The platform has a strong database element, where every touchpoint carries data. Eighty percent of cx/omni’s business comes through consulting partners.

The platform helps firms build a central repository of personas and journey maps, which can be printed or shared digitally. The platform ingests data through APIs and visualizes both qualitative and transaction data on the journey map. It has a survey tool for internal surveys and focus groups. Strengths include business impact analysis, segmentation and persona analysis, and prioritization. The journey analytics module includes a journey analyzer to visualize journey paths and trend lines and set thresholds for certain journey metrics. The platform is able to handle real-time data from different platforms. More extensive journey orchestration capabilities will be added by the end of year. One reference customer said, “The platform provides the required flexibility to organize and manage journey information across the gambit of the end-to-end customer and employee experience.” The platform is a good fit for firms that want to create consistency across personas and journey maps and are ready to embrace journey analytics and simple journey automation.

- › **More than Metrics helps standardize journey maps and focuses on usability.** With a strong background in service design, More than Metrics makes it easy to create and share journey maps. It has two separate products: 1) Smapply for journey maps, personas, and stakeholder maps and 2) ExperienceFellow for customer research (short surveys and more longitudinal journey research). The two tools can be connected but are not yet seamlessly integrated. The platform has three plans: starter, regular, and business. It has a self-paced learning tool that includes contextualized video tutorials, cheat sheets, and case studies.

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The platform makes use of flexible journey templates that can include different swim lane types for metrics, verbatims, processes, images, and emotion curves. The platform allows users to visualize multiple customer and employee journeys on one map, which can be exported as a PDF or Excel worksheet or shared as an HTML link. Users can invite other stakeholders to view and comment on maps but lack more advanced collaboration features around versioning and editing history — these will be added this year. Users can integrate data into the journey map manually or through Google Sheets. More than Metrics is working on integration with ExperienceFellow and Agile tools like Jira. The platform is a good fit for companies looking to standardize journey maps across the organization with a tool focused on self-paced learning, ease of use, visualization, and a clear hierarchy of journey maps. “We didn’t have enterprise personas or journeys, so each team was creating their own; the platform helped to create a shared language,” said one reference customer.

- › **CustomersFirst Now visualizes touchpoints and offers a way to drive action.** CustomersFirst Now (CFN) is a CX services company that offers journey mapping services and software with a pragmatic focus on building maps, adding data, and creating an action scorecard. Seventy percent of CFN’s business comes from B2B companies. They tend to offer the platform as part of a broader CX transformation program.

The platform helps users build a detailed touchpoint map to uncover moments of truth and pain points. It uses different views (e.g., persona and business owners) and a traffic light system to give users an easy way to prioritize areas of opportunity in the map. One of the strengths of the platform is the business owner view that helps firms identify touchpoint ownership. Users can augment the map with quantitative and qualitative data from research interviews and focus groups. Users can build and track a CX scorecard capturing key metrics. Data can be integrated into the platform through Web API. CFN offers journey mapping services that include customer research, customer analytics, and workshops. “The CFN Insight platform is a robust journey mapping tool; for our company, it’s best used as touchpoint inventory,” said one reference customer. The platform is a good fit for B2B companies and other companies looking for a blend of platform and CX services, including journey mapping workshop facilitation and VoC best practices and implementation plans.

Evaluation Overview

We evaluated vendors against 26 criteria, which we grouped 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. Our evaluation of current journey mapping capabilities focused on the three core journey mapping capabilities: journey visualization, journey design and planning, and journey testing and optimization. We evaluated each vendor’s technology, services, client experience, and usability through this lens.
- › **Strategy.** Placement on the horizontal axis indicates the strength of the vendors’ strategies. We evaluated each vendor’s strategy based on its user research, planned enhancements, partner ecosystem, commercial model, and performance.

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- › **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's number of employees dedicated to its journey mapping product and the number of its journey-mapping-specific customers.

Vendor Inclusion Criteria

Forrester included eight vendors in this assessment: CustomersFirst Now, cx/omni, Decooda International, More than Metrics, MURAL, Strativity Group, SuiteCX, and UXPressia. Each of these vendors:

- › **Offers a comprehensive journey mapping platform.** We included only vendors that support all three of the core capabilities required for journey mapping (journey visualization, journey design and planning, and journey testing and optimization) with a proprietary, productized software platform. Each vendor in this evaluation offers a platform that delivers journey mapping capabilities as a standalone offering.
- › **Provided evidence of its journey mapping customers' success.** To be included in this Forrester Wave, a vendor must have provided Forrester with concrete evidence of its journey mapping customers' success with the platform.
- › **Offers features that go beyond a digital whiteboard to support journey mapping.** We included vendors that help create and digitize journey maps faster, with ready-to-use journey templates as well as storyboards and free-flow digital canvases. To be included, a vendor's platform must also include other capabilities like continuous testing and prioritization that allow CX pros to drive action from journey maps.
- › **Generates strong customer interest.** To be included, a vendor's platform must have earned a strong enough reputation that Forrester clients have demonstrated interest in it through inquiries to analysts, consulting engagements, media requests, and queries about how it has an impact on other players in the market.

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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 Guide](#) to evaluate participating vendors.

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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 March 30, 2020 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 [The Forrester Wave™ 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 [The Forrester Wave™ And The Forrester New Wave™ Nonparticipating And Incomplete Participation Vendor Policy](#) and publish their positioning along with those of the participating vendors.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [Integrity Policy](#) posted on our website.

Endnotes

¹ See the Forrester report "[Now Tech: Journey Management, Q4 2018.](#)"

² Net Promoter and NPS are registered service marks, and Net Promoter Score is a service mark, of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld.

³ VoE: voice of the employee.

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