

The Forrester Wave™: AI Decisioning Platforms, Q2 2023

The 13 Providers That Matter Most And How They
Stack Up

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Summary

In our 23-criterion evaluation of AI decisioning platform providers, we identified the most significant ones and researched, analyzed, and scored them. This report shows how each provider measures up and helps technology professionals select the right one for their needs.

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Enterprises Compete On Decisioning

Enterprises are aware that they must harness AI to improve decision-making. At the same time, they are also cautious because of well-articulated risks. What these enterprises need is a platform that can simultaneously enable them to harness the power of AI while enhancing and governing it with well-proven and trusted human business expertise. The best automated decisions come from a combination of both. The solution: AI decisioning platforms (AIDPs) provide enterprise business and technology teams with tools to author and automate business decision logic in a wide variety of applications by leveraging combinations of decision intelligence technologies such as business rules, machine learning models, mathematical models, and more.

As a result of these trends, AI decisioning platform customers should look for providers that:

- **Keep human business experts in control.** AI decisioning platforms support arbitrarily complex decision models comprised of multiple decision intelligence technologies including machine learning, analytics, mathematical models, and more. However, the defining capability of AI decisioning platforms versus AI/ML platforms is that AIDPs include no-code tools that enable business experts to author decision logic that governs and/or enhances the decision model. This is the first thing you should look for in a demo from an AIDP vendor: How powerful and easy to use are the tools for business experts to author, change, test, and deploy decision models?
- **Have industry-specific solution accelerators.** Enterprises don't always have to start from scratch. AIDP vendors offer varying degrees of solution accelerators that provide a head start in implementing horizontal and/or vertical use cases. Solution accelerators can be in the form of training materials, sample code and/or flows, or more ready-to-use, configurable modules. Some vendors build a library of solution accelerators based on their customer implementations, and some vendors proactively develop solution accelerators. A small number of vendors in this evaluation offer full-blown, ready-to-configure AI applications. Enterprises should look to AIDP vendors that have experience in their industry and/or horizontal use cases.
- **Support rapid learning loops.** AI decisions get better when they "learn" from real-world business outcomes. AI decisioning platforms offer capabilities to monitor and measure the effectiveness of AI decisions. The AI decisioning team can use this data to iterate the decision model to reflect a new business strategy, market conditions, and/or fine-tune with additional decision intelligence technologies.

Enterprises should look at a vendor's capability to not only monitor the efficacy of production decision models, but also the ability to learn and refine from the impact of decisions on KPIs.

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 [The AI Decisioning Platforms Landscape, Q1 2023](#).

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.

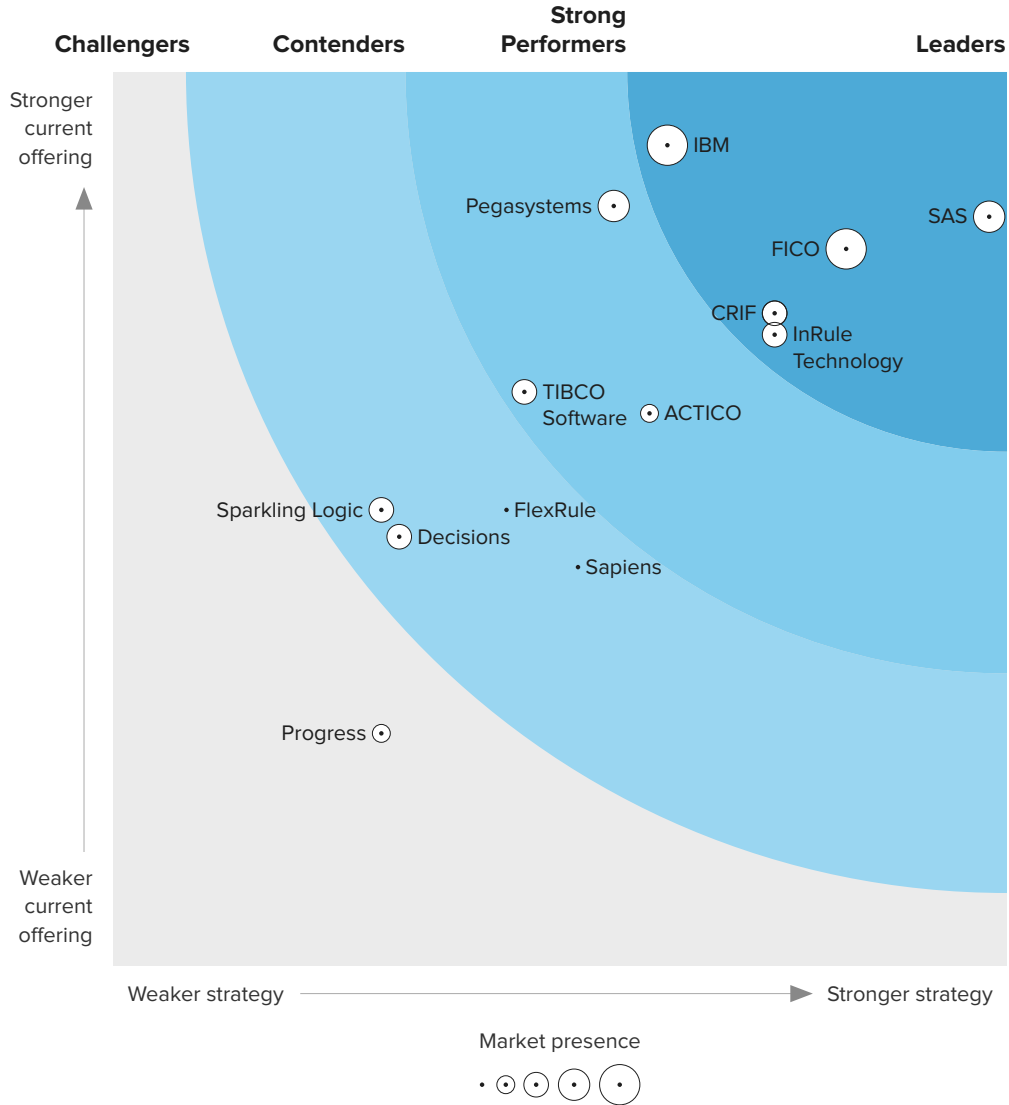
Figure 1

Forrester Wave™: AI Decisioning Platforms, Q2 2023

THE FORRESTER WAVE™

AI Decisioning Platforms

Q2 2023



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Figure 2

Forrester Wave™: AI Decisioning Platform Scorecard, Q2 2023

	Forrester's weighting	ACTICO	CRIF	Decisions	FICO	FlexRule	IBM	InRule Technology
Current offering	50%	3.09	3.65	2.40	4.01	2.55	4.59	3.53
Data	20%	1.00	2.50	1.50	3.00	2.50	4.50	2.00
Authoring	25%	3.40	4.60	2.60	5.00	3.00	5.00	3.40
Deployment	20%	2.20	3.00	1.00	3.80	3.00	4.20	3.40
Applications	20%	5.00	4.00	4.00	4.00	2.00	5.00	5.00
Architecture	15%	4.00	4.00	3.00	4.00	2.00	4.00	4.00
Strategy	50%	3.00	3.70	1.60	4.10	2.20	3.10	3.70
Product vision	30%	3.00	3.00	1.00	5.00	5.00	3.00	5.00
Market approach	25%	3.00	3.00	3.00	5.00	1.00	3.00	3.00
Supporting products and services	5%	3.00	5.00	3.00	5.00	1.00	5.00	3.00
Planned enhancements	25%	3.00	5.00	1.00	3.00	1.00	3.00	3.00
Partner ecosystem	10%	3.00	5.00	1.00	3.00	1.00	3.00	3.00
Commercial model	5%	3.00	1.00	1.00	1.00	1.00	3.00	5.00
Market presence	0%	1.40	2.20	2.20	4.20	1.00	4.40	2.20
Revenue	40%	1.00	2.00	2.00	5.00	1.00	5.00	2.00
Number of customers	40%	2.00	2.00	2.00	3.00	1.00	4.00	3.00
Number of employees/engineers	20%	1.00	3.00	3.00	5.00	1.00	4.00	1.00

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

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	Forrester's weighting	Pegasystems	Progress	Sapiens	SAS	Sparkling Logic	TIBCO Software
Current offering	50%	4.25	1.30	2.23	4.19	2.55	3.21
Data	20%	2.50	1.00	1.00	5.00	1.50	3.50
Authoring	25%	4.00	1.40	1.60	4.60	3.00	3.00
Deployment	20%	5.00	1.00	3.40	4.20	3.00	3.80
Applications	20%	5.00	2.00	1.00	3.00	3.00	2.00
Architecture	15%	5.00	1.00	5.00	4.00	2.00	4.00
Strategy	50%	2.80	1.50	2.60	4.90	1.50	2.30
Product vision	30%	3.00	1.00	3.00	5.00	1.00	3.00
Market approach	25%	3.00	1.00	3.00	5.00	3.00	3.00
Supporting products and services	5%	5.00	3.00	1.00	5.00	1.00	5.00
Planned enhancements	25%	1.00	1.00	3.00	5.00	1.00	1.00
Partner ecosystem	10%	5.00	5.00	1.00	5.00	1.00	1.00
Commercial model	5%	3.00	1.00	1.00	3.00	1.00	1.00
Market presence	0%	3.40	1.40	1.00	3.40	2.20	2.40
Revenue	40%	4.00	1.00	1.00	3.00	1.00	3.00
Number of customers	40%	3.00	2.00	1.00	4.00	4.00	2.00
Number of employees/engineers	20%	3.00	1.00	1.00	3.00	1.00	2.00

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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
ACTICO	ACTICO Platform	
CRIF	StrategyOne	7.1
Decisions	Decisions Platform	8.7
FICO	FICO Platform	
FlexRule	FlexRule Advanced Decision Management Suite	X(v9)
IBM	IBM Cloud Pak for Automation (CP4BA) IBM Cloud Pak for Data (CP4D)	22.0.2
InRule Technology	InRule Intelligence Automation Platform	5
Pegasystems	Pega Infinity	8.8
Progress	Corticon	6.3
Sapiens	Sapiens Decision	V7.n
SAS	SAS Intelligent Decisioning	Viya 4.0
Sparkling Logic	Sparkling Logic SMARTS	Vienna
TIBCO Software	TIBCO Spotfire TIBCO Streaming TIBCO Data Science (Team Studio & Statistica) TIBCO Cloud Integration (TIBCO Cloud Events & TIBCO Cloud Live Apps) TIBCO ModelOps	TIBCO Spotfire 12.0 TIBCO Streaming 11.0 TIBCO Data Science Team Studio 7.0 TIBCO Data Science Statistica 14.0 TIBCO Cloud Integration 3.6.0.0 TIBCO ModelOps 1.2

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Vendor Profiles

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

Leaders

- **SAS seamlessly integrates world-class analytics for decisioning.** SAS's flagship Viya platform includes beautifully designed interfaces across the entire data-to-decision lifecycle. Any combination of analytics, machine learning, and optimization can easily be created and used by teams within SAS Intelligent Decisioning. SAS leverages its already formidable AI capabilities to offer enterprises sophisticated and easy-to-use AI decisioning platforms.

SAS has strengths in comprehensive data capabilities, decision intelligence technologies, user experience, breadth of authoring tools, and ModelOps. SAS can improve the platform by offering more capabilities for application development teams. Reference customers appreciate the breadth and depth of the analytics capabilities that can be used seamlessly within decisions. SAS Intelligent Decisioning is a logical fit for existing SAS customers and for new customers that want sophisticated analytics and AI capabilities in a seamless experience.

- **FICO enables smarter business decisions across an organization.** The FICO Platform unifies FICO's full catalog of decisioning capabilities as well as its portfolio of business applications. That means FICO customers can implement custom decisioning solutions and/or implement one of FICO's many prebuilt solutions for credit risk, transactional fraud, and supply chain. For example, much of the technology behind the eponymous FICO Score can be recombined and used within other platform capabilities. FICO helps enterprises envision data-driven, governed, auditable, and constantly monitored decisions throughout the organization that are fast to change and outcome-measurable.

FICO has strengths in platform design, solutions accelerators, decision intelligence technologies, authoring tools, learning feedback loops, and security. FICO can improve the platform by adding more robust data pipeline tools and annotation for machine learning. Reference customers like the breadth of the platform and the prebuilt applications, and they share FICO's vision for transformational, automated decisioning. FICO is a good fit for companies that require breadth and depth of decision intelligence technologies and must have the highest level of decision governance, monitoring, auditing, and security.

- **IBM business automation is driven by AI decisions.** IBM's AI decisioning platform is comprised of IBM Automation Decision Services (ADS) available in IBM Cloud Pak for Business Automation and IBM Watson Studio, and IBM OpenScale available in IBM Cloud Pak for Data. Although each of these key components is offered under distinct Cloud Paks, AI models created in Watson Studio can easily be accessed and used within ADS. IBM offers customers an exceptional portfolio of products and services for business automation transformations. It is critical that AI-powered business automation be linked to the data capabilities, making IBM's delineation of IBM Cloud Pak for Business Automation and IBM Cloud Pak for Data seem an arbitrary division.

IBM has strengths in decision intelligence technologies, authoring tools, explainability, and ModelOps. While integration between ADS and Watson Studio is sufficient, IBM could improve the platform by unifying tools. Reference customers value the decision intelligence technologies included in the platform such as CPLEX (constraint programming for optimization); the ability to run in any cloud, including embedding decisions directly in mainframe transactions; and the decision governance and explainability in IBM OpenScale. IBM is a good fit for customers that standardize on the IBM cloud portfolio and/or need a breadth of world-class decision intelligence technologies.

- **CRIF brings data and knowledge to decisions.** CRIF is a global company best known for its credit bureau and business information services as well as related business applications and services. A key component of its portfolio is StrategyOne for decisioning. StrategyOne is designed for the business experts that design, manage, monitor, and govern automated decisions such as consumer and enterprise credit decisions. CRIF has clear strengths in credit decisioning — where it has a large existing customer base — because of its vast consumer credit databases. However, StrategyOne is applicable to many other non-credit decisioning use cases, and CRIF is successfully tackling new markets.

CRIF has strengths in tools for business experts, decision intelligence technologies, application development tools, and security. CRIF can improve its platform by adding more industry-diverse solution accelerators and automated feature engineering for machine learning. CRIF customers appreciate the full portfolio of solutions and data for credit decisions and user experience design that enables business experts to manage decisions directly. CRIF is a good fit for its existing customers that wish to expand decisioning within their organization and for new customers that are in the financial services industry.

- **InRule Technology automates decision processes but needs to expand ML techniques.** InRule has an impressive list of decisioning customers, particularly around highly regulated industries and use cases. In 2021, InRule made two acquisitions that added workflow automation and machine learning capabilities to its formidable decisioning platform. InRule excels at creating meticulously designed authoring tools that are easy and natural for business experts to use. The company can improve adoption of their AI tools by nurturing more partnerships with other software companies and global consulting firms.

InRule has strengths in decision authoring tools, deployment options, security, and platform design. InRule can improve by adding a broader set of machine learning and constraint programming optimization methods to the platform. InRule customers appreciate how easy the platform is for business experts to use and the expanded tools for workflow design and execution. InRule is attractive to customers that want a decisioning platform that has a broad set of capabilities and affords business experts the agility of changing decision logic in highly regulated and/or fast-changing environments.

Strong Performers

- **Pegasystems excels at decisioning for reengineered processes.** Pega is a no-code and low-code platform that helps enterprises automate complex workflows and decisioning. The company has solutions across many industries, centered on customer engagement, customer service, sales automation, and onboarding. The Pega platform is sweeping in its capabilities to define, manage, monitor, and fine-tune workflows and decisioning with thoughtfully designed, no-code user interfaces. The Pega platform is powerful enough to reengineer or streamline entire business models. But, to keep pace with the velocity of the market, Pega will need to add more machine learning tools and prebuilt models to build more bespoke, complex AI solutions.

Pega has strengths in workflow development tools, ModelOps, decision intelligence technologies, testing, platform design, and security. Pegasystems can improve the platform by expanding data tooling specifically for bespoke machine learning models. Customers report that Pega's platform tools give both their business and technical teams the agility to fine-tune workflows and decisions in record time. Pega is a good fit for customers that can benefit from a highly integrated platform that offers both automated workflows and decisions for the most critical and complex business models.

- **ACTICO offers intelligent decision automation but needs to beef up data tools.**

ACTICO offers a general-purpose decisioning platform that also offers solutions for credit risk, credit decisioning, compliance, underwriting, pricing, claims, and fraud prevention. The platform tools are designed for business experts to easily define and manage decisions across the entire lifecycle. ACTICO has an impressive list of customers, mostly based in Europe. ACTICO could increase adoption in this increasingly competitive market by expanding more aggressively into North America.

ACTICO has strengths in decision logic authoring tools, explainability, application development tools, solution accelerators, and security. ACTICO could dramatically improve its position relative to competitors by adding more comprehensive data capabilities for exploration, pipelines, and feature engineering for machine learning. ACTICO customers appreciate the time to value using solutions accelerators and the strong set of explainability, auditing, and ModelOps tools to comply with regulations. ACTICO is a good fit for customers that are looking to implement one of ACTICO's solution accelerators, especially for organizations in highly regulated industries.

- **TIBCO Software excels at data science but needs to refresh decision logic authoring.**

TIBCO Business Events, TIBCO Data Science, and TIBCO Spotfire together comprise TIBCO's core decisioning capabilities. However, TIBCO, a business unit of Cloud Software, also offers a range of other products for application development and software infrastructure. TIBCO succeeds by focusing on enterprises with complex, high-value decisioning use cases such as manufacturing, energy, transportation, banking, and others. The company can improve its standing in the market by adding capabilities that better meld decision authoring tools with TIBCO Data Science.

TIBCO has strengths in data visualization and analysis, explainability, learning loops, and platform architecture. TIBCO can improve the platform by enhancing decision logic authoring tools and integrated decision testing tools. TIBCO customers appreciate how TIBCO Spotfire can be used by business experts in conjunction with TIBCO Data Science to both explore data and create highly navigable dashboards. TIBCO is a good fit for customers that want a world-class data visualization and business intelligence tool integrated with data science and decisioning tooling.

Contenders

- **Sapiens excels at decision models but must invest more in machine learning.**

Sapiens' tool Decision is focused on what Sapiens calls "magic" — the ability to extract business logic from existing legacy code, model the decisions in its authoring tools, and then deploy decisions as a service. However, Sapiens Decision can also be used to design new decision models. The platform is general purpose for any use case, but has largely been deployed in the banking, insurance, mortgage, and public sector categories. Sapiens needs to extend its already strong decision model vision to include more in-platform tools for machine learning models.

Sapiens has strengths in decision modeling, ModelOps, and security. Sapiens' platform imports machine learning models created in other platforms, which is sufficient only for organizations that have existing AI/ML platforms. Sapiens' lack of built-in ML capabilities that specifically take a no-code AutoML approach are a significant limitation. Sapiens' customers appreciate the easy-to-understand and easy-to-use tooling to model and change complex business decisions and the ability to monitor and audit decisions in production. Sapiens is a good fit for customers that want easy-to-use decision modeling tools but don't need built-in machine learning capabilities. Sapiens' experience in banking, insurance, and mortgage also makes it a good fit for customers in those industries.

- **FlexRule offers a mighty decision platform for a small player.** A small Melbourne-based company, FlexRule has built a platform that powers decisioning for finance, insurance, healthcare, and energy companies. In addition to decision logic and some machine learning capabilities, FlexRule also offers workflow automation for more complex decisioning processes. FlexRule has accomplished a lot for its size and has a strong vision for AI decisioning, but it must invest significantly in sales, marketing, and product development to keep pace as the market for AI decisioning grows.

FlexRule has strengths in decision logic and workflow authoring, deployment, application development, and some automated machine learning. FlexRule could improve the platform by enhancing its explainability and ModelOps. Mainly, FlexRule could increase adoption through more sales and marketing. FlexRule is a good fit for customers that want a solid, comprehensive decisioning platform with the personal attention of a small company.

- **Sparkling Logic is a capable decisioning platform in need of modernization.**

Sparkling Logic made a big splash in the world of decisioning when it was founded in 2010. The company developed a decisioning platform that fixed all that was wrong with many other platforms at the time. However, competitors refactored their platforms to make them easier and more seamless to use, which was Sparkling Logic's hallmark. Thirteen years later, Sparkling Logic seems stalled, with an unclear vision and enhancement roadmap. A small indicator is that the events section of their website urges readers to register for an event that happened in 2019.

Sparkling Logic has strengths in authoring tools, feedback loops, testing, data augmentation, and accelerators. While Sparkling Logic does accommodate the full decision lifecycle, it must boost its data and machine learning capabilities to be more competitive. Customers do appreciate the ease of use, full lifecycle tools, and cost. Sparkling Logic is a good fit for customers that want to focus mostly on rules-based decisions.

- **Decisions aims to automate anything and change everything but must add more AI.** Decisions offers a very comprehensive platform to build end-to-end applications comprised of workflows, decisions, and user interfaces. The platform is applicable to all industries, and Decisions also offers accelerator solutions for healthcare, financial services, and insurance. The platform is comprised of plenty of no-code tools and offers .NET developers hooks to incorporate decision logic and workflows directly in applications. Decisions is positioned for development teams charged with building decisioning-focused apps, but it must increase capabilities in AI to keep pace with what enterprise customers need for AI decisioning.

Decisions' key strength is its coherent set of no-code tools to build complete applications, including workflows, decisions, and user interfaces. However, Decisions is lagging in capabilities for in-product machine learning and more sophisticated data tools. Customers appreciate the breadth of the solution and especially the training and support provided by Decisions. Decisions is a good fit for customers that want the full combination of workflow, decisions, and application user interfaces in their decisioning platform.

Challengers

- **Progress offers basic decisioning but must invest in more tooling.** Progress makes products to develop, deploy, and manage applications. The portfolio includes dozens of app dev-focused products built up over time by acquisitions.

Progress Corticon automates decisions using a spreadsheet-like authoring tool to define decision logic. Progress' strategy is to offer Corticon to existing customers who wish to add no-code decisioning capabilities to their applications.

Corticon has strengths in application development tools, deployment options, and integration with other Progress products in the company's Digital Experience portfolio. To be competitive in this market, Progress must reassess from the ground up and invest in the platform to add new authoring tools, machine learning, and data pipelines. Corticon is a fit for customers that quickly need a basic decisioning solution or for existing Progress ISV customers that want to build decisioning into their applications.

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 explore, prepare, augment, features, tools, intelligence, testing, explainability, ModelOps, learning, accelerators, design, and security.
- **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated product vision, market approach, supporting products and services, planned enhancements, partner ecosystem, and commercial model.
- **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's revenue, number of customers, and number of employees/engineers.

Vendor Inclusion Criteria

Each of the vendors we included in this assessment has:

- **A comprehensive, differentiated AI decisioning platform solution.** Vendors must offer a platform that provides tools and capabilities for decisioning teams to build, deploy, orchestrate, and manage decision models that can be embedded and/or used by applications.
- **Actively positioned and marketed in the AIDP category as defined by Forrester.** Vendors offer solutions that are specifically marketed to target enterprise customers shopping for an AI decisioning platform to build custom decisioning models/solutions/applications for the broadest number of use cases.

- **Installed base and revenue requirements.** The vendor must have at least 10 paying, named enterprise customers using the version of the AI decisioning platform that we are evaluating. Included vendors must also have proven revenue generated by customer adoption of the vendor's AI decisioning platform.
- **Sparked client inquiries and/or has market momentum.** Forrester clients have discussed the vendors and products through inquiries; alternatively, the vendor may, in Forrester's judgment, warrant inclusion or exclusion in this evaluation because of technology trends, market presence, or lack of client interest.

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 February 9, 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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