

WAVE REPORT

The Forrester Wave™: Partner Marketing Automation Platforms, Q2 2025

The Eight Providers That Matter Most And How They
Stack Up

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Summary

In our evaluation of partner marketing automation platform (PMAP) providers, we identified the most significant ones and researched, analyzed, and scored them. This report shows how each provider measures up and helps you select the right one for your needs.

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

Evolution And Value Expansion Redefine Partner Marketing Automation

The complexity of the ecosystem of partners that B2B organizations engage with has redefined partner demand strategies and expanded the requirements for partner marketing automation. For B2B organizations, PMAPs now replace the legacy through-channel marketing automation (TCMA) technology category, essentially segmenting the market between B2B PMAP vendors and B2C TCMA vendors. This shift reflects evolving market requirements and acknowledges value expansion beyond exclusive through-channel strategies to include the automation requirements of marketing to, with, and for partners. This evolution has surpassed the tipping point, with many viable, competitive offerings currently available for B2B partner marketing automation. Different vendors address these evolving market requirements and challenges uniquely, providing a variety of technological capabilities and innovations from which to choose and enabling B2B partner ecosystem marketing leaders to find solutions purpose-built for their specific partner ecosystem marketing goals and requirements.

PMAP buyers and customers using this evaluation to inform a purchase decision should consider:

- **Partner ecosystem-specific capabilities.** Prioritize vendors with capabilities that match your unique partner ecosystem. Focus on those that accommodate your distinct composition of marketing to, through, with, and for partners based on specific partner types, business models, routes to market, and go-to-market (GTM) strategies. Some organizations may require support for marketing to and through partners. Others may need to select a vendor that also provides marketing management with partners to support collaborative GTM approaches, such as co-marketing to facilitate co-selling initiatives and multiparty solution opportunities.
- **AI evolution and innovation in partner marketing automation.** All the vendors featured in this report have integrated AI into their platforms to varying degrees. Prioritize vendors based on their current capabilities at the time of evaluation, as well as those with a clear vision and roadmap for future AI innovations that align with your specific PMAP requirements. These innovations should aim to significantly increase PMAP value for both your organization and your partners by rapidly boosting platform engagement, ease of use, marketing and demand success, and ROI and unlocking yet-to-be-realized AI innovation potential.
- **Demonstrable business value.** PMAPs are crucial not only for automating marketing across a wide universe of partners at scale but also for proving the value of partner marketing investment, not just the PMAP technology, through

comprehensive and quantifiable reporting and analytics. Prioritize vendors that provide capabilities to determine the ROI of partner marketing investments, facilitate assessing partner attribution and/or contribution to B2B revenue and growth, and analyze investments and performance as a guide for future partner marketing strategies and improvements.

Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, and Contenders (see Figures 1 and 2). We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt the findings based on their priorities using Forrester's interactive provider comparison experience.

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Figure 1
Forrester Wave™: Partner Marketing Automation Platforms, Q2 2025



*A halo indicates above-average customer feedback. A double halo indicates that the vendor is a Customer Favorite.

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Figure 2

Forrester Wave™: Partner Marketing Automation Platforms Scorecard, Q2 2025

		Forrester's weighting	Ansira	Creatio	Impartner	Mindmatrix
Current offering			3.60	1.50	3.30	3.70
Analytics, reporting, and dashboards	5%	3.00	3.00	5.00	3.00	
Artificial intelligence	15%	5.00	1.00	3.00	3.00	
Awareness/syndication management	5%	3.00	1.00	5.00	5.00	
Brand, legal, and regulatory compliance	5%	5.00	1.00	3.00	3.00	
Concierge services/services marketplace	5%	5.00	1.00	1.00	5.00	
Customization, localization, and personalization	10%	3.00	1.00	3.00	3.00	
Funding and incentives management	5%	5.00	1.00	3.00	3.00	
Intuitive guided experiences/workflow automation	5%	3.00	5.00	5.00	3.00	
Partner and customer insights/data management	5%	3.00	1.00	3.00	5.00	
Partner engagement and enablement management	5%	3.00	1.00	5.00	5.00	
Third-party integrations	5%	3.00	1.00	3.00	3.00	
Marketing management: to partners	10%	3.00	1.00	3.00	5.00	
Marketing management: through partners	10%	3.00	3.00	3.00	3.00	
Marketing management: with partners	5%	3.00	1.00	1.00	5.00	
Marketing management: for partners	5%	3.00	1.00	5.00	3.00	
Strategy			3.20	1.60	3.60	4.10
Vision	25%	3.00	1.00	3.00	5.00	
Innovation	20%	3.00	1.00	3.00	5.00	
Roadmap	20%	3.00	1.00	5.00	3.00	
Partner ecosystem	15%	3.00	5.00	3.00	3.00	
Pricing flexibility and transparency	10%	3.00	1.00	3.00	3.00	
Supporting services and offerings	10%	5.00	1.00	5.00	5.00	

Scores are on a scale of 1 (below par relative to others evaluated) to 5 (superior relative to others evaluated).

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		Forrester's weighting	StructuredWeb	Triptych	Unifyr	ZINFI Technologies
Current offering		4.30	2.70	1.80	4.00	
Analytics, reporting, and dashboards	5%	3.00	1.00	3.00	5.00	
Artificial intelligence	15%	5.00	3.00	1.00	5.00	
Awareness/syndication management	5%	5.00	1.00	3.00	3.00	
Brand, legal, and regulatory compliance	5%	3.00	5.00	1.00	3.00	
Concierge services/services marketplace	5%	5.00	1.00	3.00	3.00	
Customization, localization, and personalization	10%	5.00	3.00	1.00	3.00	
Funding and incentives management	5%	3.00	5.00	3.00	3.00	
Intuitive guided experiences/workflow automation	5%	5.00	3.00	1.00	5.00	
Partner and customer insights/data management	5%	5.00	5.00	1.00	5.00	
Partner engagement and enablement management	5%	3.00	1.00	3.00	3.00	
Third-party integrations	5%	3.00	1.00	3.00	3.00	
Marketing management: to partners	10%	5.00	3.00	1.00	5.00	
Marketing management: through partners	10%	5.00	3.00	3.00	5.00	
Marketing management: with partners	5%	3.00	1.00	1.00	3.00	
Marketing management: for partners	5%	3.00	3.00	1.00	3.00	
Strategy		4.00	1.60	2.00	3.80	
Vision	25%	3.00	1.00	3.00	3.00	
Innovation	20%	5.00	1.00	1.00	5.00	
Roadmap	20%	5.00	3.00	1.00	3.00	
Partner ecosystem	15%	3.00	1.00	3.00	3.00	
Pricing flexibility and transparency	10%	5.00	3.00	1.00	5.00	
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Scores are on a scale of 1 (below par relative to others evaluated) to 5 (superior relative to others evaluated).

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Leaders

StructuredWeb

StructuredWeb, founded in 1999 and headquartered in New York, provides partner marketing automation for global B2B enterprises. In 2023, the company launched ChannelGPT, its ChannelAI platform. More recently, it announced a \$30 million majority investment from Invictus Growth Partners.

- **Strategy.** StructuredWeb's vision is to revolutionize partner marketing automation with AI, and it attracts and successfully retains suppliers and distributors in its target market. As the sole vendor in the category dedicated exclusively to B2B partner marketing automation, its strategic investments in AI innovation and its 2025 roadmap focus on enhancing the effectiveness of partner marketing automation without diluting resources across a broader portfolio of offerings.
- **Capabilities.** StructuredWeb's enterprise-grade, dedicated platform provides robust support for partner marketing automation. The feature-rich and intuitive platform offers what it calls "Smart Journeys" for the creation of customized, guided workflows. Its Campaign Automator provides full end-to-end campaign automation for partners in a few clicks, with an integrated marketing concierge and agency/services marketplace to help partners gain access to personalized support and ensure marketing execution success. StructuredWeb also offers support for multitier partner marketing and sales automation.
- **Customer feedback.** Customers value the company's AI innovation and find a significant return on investment. They also praise its partner ease of use, ROI tools, and superior customer experience. While some customers highlight the speed of implementation and time to market as strengths, others mention initial challenges related to integrations with complex internal systems.
- **Forrester's take.** StructuredWeb is a best fit for well-resourced B2B enterprises and distributors looking for a proven, purpose-built PMAP solution.

View [StructuredWeb's detailed scorecard](#).

Mindmatrix

Founded in 1998 and headquartered in Pittsburgh, Mindmatrix provides direct and indirect sales and marketing enablement solutions to global B2B companies.

Mindmatrix Bridge is a unified platform that offers both partner relationship management (PRM) and PMAP functionality for partner ecosystems.

- **Strategy.** Mindmatrix's vision is to provide a unified platform that empowers organizations to orchestrate diverse partner ecosystems that include traditional transactional partners and nontransactional partners such as independent software vendors, systems integrators, alliances, hyperscalers, influencers, and even internal sellers. It differentiates its vision with a focus on direct/indirect enablement and comprehensive support across the partner ecosystem.

- **Capabilities.** Mindmatrix offers superior support for marketing to and with partners as well as partner insights management. Its AI-based partner profiling tool scans partners' websites, job postings, social posts, and the like to learn what partners promote externally to enhance and personalize partner marketing campaigns and the overall experience within the platform. Mindmatrix uniquely provides multisupplier support for collaboration and cocreation of marketing campaigns, with lead and opportunity management workflows to address multipartner attribution.
- **Customer feedback.** The one customer we spoke with viewed Mindmatrix as a strategic partner, not just a vendor. However, they also noted challenges with integration and the platform's user experience. Only one of Mindmatrix's reference customers responded to Forrester's outreach for this evaluation.
- **Forrester's take.** Mindmatrix is well-suited for B2B companies looking for an integrated platform that offers both PRM and PMAP capabilities and those looking for a standalone marketing automation offering for their partner ecosystem that includes support for nontraditional partner types as well as multisupplier solution marketing.

View [Mindmatrix's detailed scorecard](#).

ZINFI Technologies

ZINFI Technologies, founded in 2007 and headquartered in Pleasanton, California, provides a comprehensive suite of capabilities designed to enhance partner ecosystem performance for B2B companies. ZINFI's Unified Partner Management (UPM) platform offers six core sets of applications: Onboard, Enable, Market, Sell, Incentivize, and Accelerate.

- **Strategy.** ZINFI's vision is to redefine partner marketing automation by integrating an AI-first multimodal platform that enhances supplier and partner engagement, efficiency, and ROI. Its continued commitment to its PMAP and AI innovation is reflected in its innovation score. ZINFI's pricing strategy focuses on a modular approach, which allows customers to choose specific applications based on partner scale and business needs. Its services strategy helps customers maximize adoption with managed marketing services for designing, developing, and deploying partner campaigns.
- **Capabilities.** ZINFI's portfolio offers comprehensive AI-enabled and enhanced partner marketing automation for B2B suppliers. Of note are its superior capabilities for partner and customer insights/data management and marketing to

and through partners. ZINFI's reporting offers prebuilt templates and customizable reports for advanced analytics and measurement against defined KPIs, with tracking, alerts, and AI-driven predictive guidance to increase partner marketing effectiveness.

- **Customer feedback.** Customers praise ZINFI's reporting and analytics capabilities, ease of use, and responsive customer service as key differentiators, and some highlighted a positive return on investment. However, some also expressed challenges with implementation issues and minor bugs/technical glitches.
- **Forrester's take.** ZINFI is well-suited for B2B companies that are looking for an integrated, unified platform that includes comprehensive partner marketing automation capabilities.

View [ZINFI Technologies' detailed scorecard](#).

Strong Performers

Impartner

Impartner, headquartered in Salt Lake City, offers a single platform for partner marketing automation, partner relationship management, and partner communications, as well as purpose-built partner ecosystem applications and supporting services for global B2B companies.

- **Strategy.** Impartner's vision is to create the most intelligent, automated, and scalable partner management and marketing platform to redefine how organizations drive revenue through partnerships. Its 2025 roadmap details investments in AI innovation with next-generation features such as AI-powered virtual assistants and advanced predictive analytics.
- **Capabilities.** Impartner provides capabilities for several PMAP criteria, including superior capabilities for awareness/syndication management and reporting/predictive analytics through its Analytics Studio. As a pioneer in automating the management of marketing for partners, Impartner's AI-optimized Paid Media for Partners technology provides suppliers with the ability to centrally set up, run, and optimize paid media campaigns for partners at scale.
- **Customer feedback.** The one customer we spoke with praised Impartner's customer service as a key area of differentiation and highlighted the strengths of its reporting and personalization features. However, they also noted initial technical challenges that were swiftly resolved. Only one of Impartner's reference customers responded to Forrester's outreach for this evaluation.

- **Forrester's take.** Impartner is ideal for B2B companies that are looking for an integrated platform that includes PRM, PMAP, and partner communications and those that are looking for AI-optimized paid media at scale.

View [Impartner's detailed scorecard](#).

Ansira

Founded over 100 years ago, with headquarters in St. Louis, Ansira supports companies to orchestrate distributed B2C and B2B brand-to-local growth. Ansira's acquisition of BrandMuscle and SproutLoud in 2024 bolstered its market presence and clientbase. Ansira's unified platform with the Create, Incent, Attract, and Connect modules is supported by its AnsiraX services.

- **Strategy.** Ansira's vision is to be the platform of record for businesses operating in the distributed ecosystem. Its single platform focus includes partner marketing automation and incentive management capabilities for both B2B and B2C companies. Ansira's innovation and roadmap focus on extending AI throughout its product portfolio to drive improvements in workflow automation, compliance, partner experience, and reporting.
- **Capabilities.** Ansira has long had competitive offerings for the management of partner marketing funds and incentives programs — including configurable workflows with monitoring and measurement. It offers superior support for highly regulated industries by ensuring compliance with brand, legal, and regulatory requirements through advanced mechanisms such as its AI-powered compliance engine. Ansira supports the breadth of PMAP capabilities; however, a few capabilities may be less advanced than platforms with a more specialized focus on B2B partner ecosystems.
- **Customer feedback.** Customers praise Ansira's value-added services and responsive, consultative support. However, some highlight initial implementation challenges and note the need for increased ease of use.
- **Forrester's take.** Ansira stands out as an ideal provider for large enterprises requiring vertical expertise in industries such as automotive, beverage and alcohol, manufacturing, and retail/franchise. It is also well suited for companies in highly regulated markets — those with both B2C and B2B offerings and those looking to leverage Ansira's unified platform and value-added services.

View [Ansira's detailed scorecard](#).

Contenders

Triptych

Triptych is a division of the Marek Group, which was founded in 1974 and is headquartered in Waukesha, Wisconsin. Triptych offers sales enablement and marketing automation capabilities for B2C and some B2B companies in highly regulated industries with distributed marketing and sales strategies in North America.

- **Strategy.** Triptych focuses on providing a flexible platform, particularly for companies in healthcare, financial services, and manufacturing. It emphasizes delivering highly complex, data-driven client experiences to ensure personalized, compliant marketing support for field teams.
- **Capabilities.** Triptych's personalization, customization, and compliance features are robust due to the highly regulated industries it supports. This includes adherence to critical laws and regulations, rules- and permission-based access, automated workflows, and complex audit processes. However, the platform lacks some of the features and capabilities that may be necessary for comprehensive marketing automation for B2B partner ecosystems.
- **Customer feedback.** Customers laud Triptych as a true partner and business advisor. They appreciate its value for cost, regulatory and security compliance, and its level of service and support; however, some note minor challenges with outages (planned and unplanned) and the speed of development work.
- **Forrester's take.** Triptych is ideal for companies in North America that require support in highly regulated industries like financial services, insurance, and healthcare. While primarily focused on partner automation needs for B2C/B2B2C companies, Triptych's market focus may be valuable for those with routes to market through partners that reach both consumers and businesses. However, to compete with other B2B PMAP vendors, Triptych must expand its capabilities. The company touts its platform's "open-ended development approach" for customizing to specific needs, but it may not be ideal for companies with a diverse B2B partner ecosystem.

View [Triptych's detailed scorecard](#).

Unifyr

Established in 2006, with headquarters in New York, Unifyr (originally Zift Solutions) offers partner automation for both suppliers and partners. In 2024, the company

rebranded with a vision to expand its portfolio beyond the ZiftONE PRM and TCMA offerings to include a new partner-first platform (Unifyr+) and agency marketplace (Unifyr Pro).

- **Strategy.** Unifyr's vision is to expand from a purely supplier-first focus to a partner-first one. Its vision to provide a unified solution for partners to engage with multiple suppliers within a single application is novel in the market. It is not yet clear how this vision will affect Unifyr's future investment, innovation, and roadmap for its legacy offerings and what value this will bring to ZiftONE TCMA customers. Unifyr scored below par in innovation and roadmap specific to the company's partner marketing automation offering for this reason.
- **Capabilities.** Unifyr's ZiftONE TCMA platform offers standard support for many of the key capabilities and features expected of a B2B PMAP. This includes partner engagement and enablement, through-partner campaigns, and content syndication with custom partner microsites and showcases.
- **Customer feedback.** Customers like the platform's search and filter capabilities. Some express challenges with usability and reporting. Unifyr did not provide reference customers for this evaluation.
- **Forrester's take.** Unifyr is suitable for B2B companies looking for an integrated platform for PRM and PMAP that aligns partner marketing, sales, and operations within a single solution.

View [Unifyr's detailed scorecard](#).

Creatio

A key player in the no-code/low-code platform market, Creatio was founded in 2014 and is headquartered in Boston. Creatio offers CRM and CRM-adjacent automation (CRM Marketing, Sales, and Service) to thousands of customers globally.

- **Strategy.** Creatio brings a unique approach to partner marketing automation. Unlike other vendors, it offers workflow automation platforms from which companies can leverage its PRM functionality to develop a customized PMAP solution. Creatio scored below par for vision, innovation, and roadmap due to its lack of PMAP-specific focus. But Creatio has established a superior partner ecosystem of over 750 partners in 110 countries, including hundreds of global systems integrators. This differentiation balances its lack of a PMAP strategy: Creatio's vast network of systems integrator partners can implement and integrate custom PMAP solutions tailored to buyers' and customers' needs.

- **Capabilities.** Creatio provides a full visual engine for nontechnical users to enable drag-and-drop components from the Creatio Marketplace. Suppliers and integrators can leverage Creatio's workflow automation to customize a solution fully tailored to their PMAP needs. Campaign design elements include campaign flows, landing pages, and emails. However, the Creatio Marketplace currently offers only a few connectors that specifically align to common PMAP applications and workflows.
- **Customer feedback.** Customers appreciate the ability to customize Creatio and its workflow automation capabilities. Creatio did not provide reference customers for this evaluation.
- **Forrester's take.** Creatio is ideal for companies that are not looking for the standard, out-of-the-box, purpose-built PMAP. It will appeal to those that want to leverage Creatio's platform to establish direct and indirect sales, marketing, and service solutions within a single platform, as well as those that want to fully customize a tailored PMAP for their partner ecosystem.

View [Creatio's detailed scorecard](#).

Vendor Offerings

Forrester evaluated the offerings listed below:

- **Ansira.** The Ansira Platform
- **Creatio.** Composable Marketing Automation Platform
- **Impartner.** Impartner PRM/TCMA
- **Mindmatrix.** Bridge 5.0
- **StructuredWeb.** StructuredWeb
- **Triptych.** Triptych
- **Unifyr.** ZiftONE
- **ZINFI Technologies.** Unified Partner Management, Partner Marketing Management

Evaluation Overview

We evaluated vendors against three categories:

- **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering.

- **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies, including elements such as vision and innovation.
- **Customer feedback.** A halo on a vendor's marker indicates above-average customer feedback relative to the other evaluated vendors. A double halo indicates outstanding customer feedback: We consider the vendor to be a Customer Favorite. As part of this evaluation, we speak with up to three customers of each vendor. We also consider customer input from our previous research.

Vendor Inclusion Criteria

Each of the vendors we included in this assessment has:

- **B2B enterprise-level support for partner marketing automation platform functionality.** The vendor natively provides core functions for this space and has a demonstrated track record for supporting B2B/B2B2B enterprises.
- **A solution available for purchase as a standalone product.** The product has its own SKU and pricing. It is not solely available as a free feature within a larger portfolio.
- **Substantial partner marketing automation platform revenue.** The vendor has at least \$10 million in annual revenue from the PMAP product in the last four quarters.
- **Mindshare among Forrester's B2B enterprise clients.** Forrester B2B clients frequently mention the product as one they are considering or shortlisting prior to a purchase. We have heard about the product from our clients in the form of inquiries, advisories, consulting engagements, and other interactions over the past 12 months. Other vendors frequently mention this vendor as a competitor in the market.

Other Notable Vendors

The Forrester Wave evaluation is 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 and additional vendors that Forrester considers to be notable for enterprise clients in our corresponding report: [The Partner Marketing Automation Platforms Landscape, Q4 2024](#).

Supplemental Material

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 and briefings, and interviews with customers (vendors may provide up to three reference customers; we also consider feedback from other customers we've spoken with). 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 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 14, 2025, 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. We score vendors that met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation in accordance with [our vendor participation policy](#) and publish their positioning along with those of the participating vendors.

Creatio and Unifyr declined to participate in the full Forrester Wave evaluation process. For vendors that are not full participants, Forrester uses primary and secondary research in its analysis. For example, we might use public information, data gathered via briefings, and independently sourced customer interviews to score the vendor. We may ask the vendor for an abbreviated briefing and/or to provide reference customers. We may also rely on estimates to score vendors.

Integrity Policy

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



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