

**Case Study:**           **Forrester Thought Leadership Paper  
The State Of Green IT Adoption  
Commissioned By TechTurn**

**Who:**                    Chief operating officer  
TechTurn

**Why Forrester:**       TechTurn chose Forrester for three primary reasons.

1. **Reputation.** TechTurn felt that the only way to truly demonstrate thought leadership and attract the attention of its target audience was through a respected and reputable brand like Forrester.
2. **Cost effectiveness.** After looking at several firms, TechTurn found that Forrester offered the optimal price-performance package.
3. **CIO confirmation.** *“I happened to be at a CIO conference, sitting at a table of CIOs, and they were talking in very glowing terms around Forrester’s image, reputation, and price performance. The unsolicited feedback validated that . . . we were picking the right organization.” (Vito Fabiano, chief operating officer, TechTurn)*

**Challenge:**           TechTurn commissioned Forrester Consulting to author a Thought Leadership Paper to raise awareness on the importance of green IT, specifically the importance of IT sustainability. TechTurn wanted to outline the maturity level of companies engaging in green IT and the motivations and barriers on incorporating green IT into business processes.

**Forrester Approach:** Forrester conducted a custom online survey of 204 IT sustainability professionals from enterprises with large IT budgets. After combining the results with existing Forrester research to ensure a robust analysis, Forrester authored an objective Thought Leadership Paper for TechTurn to use with unlimited posting rights.

**Results:**             *“The [Forrester Thought Leadership Paper] is part of a coordinated strategy that has yielded a 200% increase in our pipeline.” (Vito Fabiano, chief operating officer, TechTurn)*

In addition to helping increase TechTurn’s pipeline, the Thought Leadership Paper has been a critical component in answering client questions during the sales process. When a large account asked TechTurn to verify other companies that are concerned about data security and environmental compliance, TechTurn responded confidently by presenting the objective paper written by a credible third party. The result?

*“We sent the [Thought Leadership Paper] to the client that evening to build upon TechTurn’s innovation value proposition. Within two weeks the client had changed the solution to secure data to onsite, which benefited TechTurn.” (Vito Fabiano, chief operating officer, TechTurn)*

*“We are very, very satisfied, and we are glad that we went through the process with [Forrester]. The way I would describe working with Forrester is highly professional . . . [The Forrester analyst and consultant] were open, accessible, and committed to the project scope and timelines.” (Vito Fabiano, chief operating officer, TechTurn)*



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