

B2B Market Sizing and Forecasting

Forrester's B2B Market Sizing and Forecasting helps Technology Industry professionals navigate the unknown landscape of new markets, by bringing primary research, analysis, and ideas together into a quantitative and qualitative picture of scale and timing. Forrester's forecasting methodologies help Technology Industry professionals answer these key questions:

- **What products should we develop?** When new technologies emerge, you need to learn how quickly they will grow, which ones will succeed, and whether or not they will displace other solutions.
- **Which markets should we enter?** By aiming at the right market segment — such as geography, company size, or industry — you are able to focus resources where they will yield the best and quickest results.
- **How heavily should we invest?** A realistic scale of emerging market potential ensures you do not devote resources to an over-hyped market or, on the contrary, miss out on the next wave of innovation.

FORRESTER'S APPROACH TO B2B MARKET SIZING AND FORECASTING

Forrester's B2B Market Sizing and Forecasting is aimed at helping you better understand your customers and identify market opportunities. These programs leverage:

- Demand-side market data from Forrester's Business Data Services
- Customer segmentations based on primary research
- Emerging markets, such as Green IT, Unified Communications, Cloud Computing, Social Media, BRIC countries

FORRESTER'S UNDERLYING METHODOLOGIES

Forrester utilizes methodologies that are flexible in approach. A mix of methodologies include S-Curve modeling, compound annual growth rates (CAGR), heuristic models, along with demand-side and supply-side customer insight.

DELIVERY OPTIONS

1. **Sizing and Forecasting Primer.** This one- to two-hour introductory session will help you tackle your challenges and objectives and includes a review of Forrester's six-step approach to developing sizing and forecasting models.
2. **Sizing and Forecasting Estimation Project.** This consulting engagement leverages Forrester's Business Data Services data to build a sizing model that will address your market needs and pain points. Forrester will provide analysis and actionable recommendations based on the findings.
3. **Sizing and Forecasting Custom Project.** This custom project, which allows you to model the size of your market and segment it by technology application or vertical, includes a survey-based forecast of growth for the next five years. Forrester provides actionable recommendations on how to position your products to meet future demand.

FOR MORE INFORMATION

If you would like to speak with us directly about Forrester's B2B Market Sizing and Forecasting offerings, please contact your account manager or email us at ticonsulting@forrester.com.

Forrester has research centers and sales offices in more than 27 cities internationally, including Amsterdam; Cambridge, Mass.; Dallas; Dubai; Foster City, Calif.; London; Madrid; Sydney; Tel Aviv; Toronto; and Tokyo.

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