Forrester Wave™ Evaluation Process Road Map

Vendor tasks

Vendor selection

Forrester selects vendors to be included in the Wave evaluation.

Evaluation

Evaluations may include:
- Lab-based testing
- Product demos
- Questionnaire
- Customer reference calls
- Vendor strategy briefing

Fact-check

Fact-checking includes: Vendor feedback on scorecard and a one-hour fact-check call.

Writing, analysis, and Final scorecard review

Forrester writes high-level analysis, scores, and weights the criteria. Forrester then sends scorecards to vendors for review.

48-hour preview

Forrester provides vendors with a 48-hour courtesy preview of the final report.

3 Vendor responds to invitation and provides feedback on criteria.

5 Vendor completes questionnaire, participates in lab evaluation, provides product demos, and offers reference customers.

8 Vendor reviews scorecard data and provides feedback and clarification.

9 After the vendor provides feedback, Forrester conducts a one-hour call to go over any items that may require further clarification and finalizes the scorecard facts. This is the end of the fact-checking process.

12 Vendor reviews final scorecard and provides feedback on any factual inaccuracies. Once this process concludes, no further changes can be made to the scorecard.

–12 weeks | **–10 weeks** | **–5 weeks** | **–3 weeks** | **–48 hours** | **Publish Wave report**

1 Forrester chooses vendors to participate based on product fit, customer success, and Forrester client demand.

2 Forrester sends out invitations to participate along with evaluation criteria draft for feedback.

4 Forrester gathers information from vendors and their reference clients through lab evaluations, product demos, questionnaires, etc.

6 Forrester writes product scorecard data based on the information gathered.

7 Forrester sends vendor scorecard for fact-checking.

10 Forrester writes high-level analysis to accompany the detailed product facts and then scores each criteria against a consistent scale for all products. Forrester applies weights to each of the criteria for calculation of overall scores.

11 Forrester sends final scorecards with all scores, scales, and weightings to vendors for review.

13 Forrester sends vendor a courtesy copy of the final written report.

Forrester tasks

Source: Forrester Research, Inc.