

☑ Overview

Forrester provides in-depth market research reports with a focus on emerging technologies.

☑ Types of information

- **Industry information** (Industry reports: Aerospace and defence, Automotive, Banking, Computing, Electronics, Financial services, Healthcare, Information technology, Insurance, Logistics, Media, Pharmaceutical, Retailing, Telecommunication, Transport, Travel and Tourism)

☑ Getting started

1. On Campus: Log onto www.imd.ch, click on **Research & Knowledge, Information Center**, select **Databases**. Choose “**All databases**” followed by **Forrester** and click on the **database name**.
If you have already registered then click on the Forrester link and move to the **Searching** section below.
2. Participants off campus: Log onto your program portal and click on the menu **Info Center** and choose **Databases**. A new window will open, click **Go** next to **Forrester**. Click on **First Time Users** and follow the instructions for registration.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** and **Online Databases**. Click **GO** next to **Forrester**. Click on **First Time Users** and follow the instructions for registration.

My Forrester page: You will only need to register once. Once you have completed the registration, the first page you will reach is your personalized **My Account** page. With this page you will be able to use **My Research Bookmarks** and you will have the possibility to save your searches with **My Research Alerts folder**.

☑ Searching

1. After logging in to Forrester, you may simply enter a keyword in the research box field on the top right of the page and then click Search



2. Using the **Browse Research** option from the top menu, you may select an appropriate topic to match your subject area. (e.g. **Technology, Industry, Date, Analyst or Special Collections**.)
3. Using the menu on the left, you can narrow your search results by entering a new keyword in the search box, or by refining the search using the options given.

☑ Displaying results

1. In Forrester, there are two main ways of displaying your results. By clicking on the title of the report, you may view it as an html document in the web browser.
2. By clicking on **PDF**, a pdf version of the report will open in the web browser.
3. By clicking on **Briefcase**, you can download a zip file of the pdf, PowerPoint, and Excel files for all the figures within a report.

Saving & Printing

Forrester offers two formats: html and pdf.

There are several ways to download or print a PDF:

1. Go to the document on our site and click "PDF" on the left navigation bar. The file will automatically open in Acrobat Reader. Once it's open, choose "Print" from the "File" menu. You can also save the file on your hard drive. If you have trouble saving or printing the file, please see the tip below.
2. From your Personal View, click "PDF" beside each document title and follow the instructions above.

Tip

You can right-click the "PDF" link and choose "Save Target As" or "Print Target" in Microsoft Internet Explorer or "Save Link As" or "Print Link As" in Netscape Navigator.

If the Briefcase option is offered, then you are able to download a zip file of the report. This is usually offered when there are other files within the report, such as Excel or PowerPoint files.

Printing

1. If viewing the **Printer-friendly HTML** version, then click **File** and **Print** from the browser toolbar, or click the printer icon on the button bar.
2. If viewing a pdf version of the report, use the printer icon on the Adobe toolbar.

Bookmarks and Alerts

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2. Your Research Bookmarks are listed in alphabetical order by title. If you create folders to organize your bookmarked research, they will appear below the main Bookmarks list.
3. At any time, you may adapt a search into an alert by clicking on Save this search as a **Research Alert**. Forrester will alert you by email when new research is published that matches your settings

Hints and tips

1. Do not forget to use the online help screen offered at all stages throughout the database.
2. Do not be afraid to browse the research if your brief is quite broad.
3. If you have any problems using this database please contact the Infodesk.

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