



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).

A. Getting started

1. **On Campus:** Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Forrester** then click on **Direct access to: Forrester** at the top of the description. 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 then on the top menu click on **Databases**. A new window will open, click on **Forrester**. Click on **First Time Users** and follow the instructions for registration.
3. **IMD personnel:** Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **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**.

B. 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.

C. 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.

D. Saving and 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, 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. From your Personal View, click "PDF" beside each document title and follow the instructions above.
2. 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.
3. If viewing a pdf version of the report, use the printer icon on the Adobe toolbar.

E. Bookmarks, Alerts and RSS Feeds

1. Forrester's Research Bookmarks let you build a personal collection of research. Just click Bookmark This Page when you are reading any of the documents. The report will be added to your Research Bookmarks and can be accessed easily in the future.
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 the top of the results list, you have the possibility to either create an alert (you will receive an email when new research is published that matches your settings email) or an RSS feed.

Results for: **web 2.0** ( [Remove](#))

Track research using these terms:  [Create a Research Alert](#)  [Create an RSS Feed](#)

F. 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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