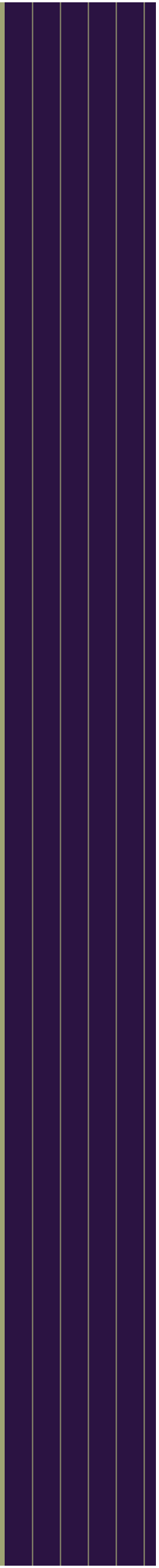





Forrester's Research Coverage





Forrester analyzes technology change and its impact on business, consumers, and society. Clients use Forrester's "whole view" of Internet commerce, corporate technology, and customer behavior to drive winning strategies in the Internet economy.

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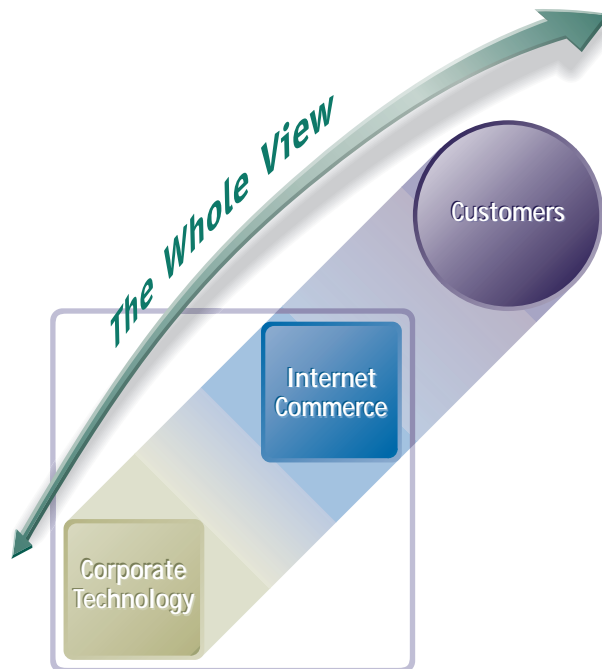
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## Forrester's Research Provides The Whole View

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Our ability to guide clients through the Internet economy rests on what we call the “whole view” — a comprehensive perspective on the integrated use of technology in business. During the next three years, the success of large companies will depend on their ability to “weave” together Internet commerce initiatives with corporate systems to satisfy the changing customer. We are the only research company that can provide this whole view of technology change.

### Forrester's Research Delivers The Whole View Of The Internet Economy



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The whole view consists of research in three main areas:

**Internet Commerce** addresses the business models and technology challenges associated with using the Internet for retailing, finance, business trade, content delivery, and advertising.

**Corporate Technology** analyzes strategic issues related to developing and managing applications, infrastructure, and IT organizations in an era when systems extend to customers, suppliers, and business partners.

**Technographics® Data & Analysis** provides quantitative research on the impact of technology on consumer attitudes and behavior.

Combined, these three areas provide the research and analysis that clients need for a comprehensive view of technology's impact on their business. With the whole view, clients can leverage technology to sell, market, and operate.

## Forrester's Research Lenses

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Forrester provides the whole view by organizing our research into “lenses” — focused selections of Reports and Briefs that address various business issues and technology topics.

Lenses provide three distinct views:

**Comprehensive.** These lenses contain all of the research within the Internet Commerce, Corporate Technology, or Technographics Data & Analysis areas. Clients will receive 100 Reports and 150 Briefs per year.

**Industry- or infrastructure-focused.** These lenses provide all of the research needed for success in a specific vertical market or in building and managing different elements of a technology infrastructure. Clients will receive 50 Reports and 100 Briefs annually.

**Issue-specific.** These lenses contain research on a specific business or technology issue. Clients will receive 20 Reports and 40 Briefs per year.

Lenses enable you to easily identify the research that best suits your business needs so that you can be confident that the research you receive is relevant to your strategic initiatives.

On the following pages, you will find descriptions of all of Forrester's research lenses.

#### Lenses Address A Variety Of Business Needs

##### ***Comprehensive Lenses***



##### ***Industry- Or Infrastructure-Focused Lenses***



##### ***Issue-Specific Lenses***



## Internet Commerce

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### Internet Commerce

The Internet Commerce lens helps companies compete effectively in the Internet economy by delivering Forrester's most comprehensive coverage of the innovative strategies, business models, and tools required to implement successful on-line business-to-business and business-to-consumer initiatives.

Topics analyzed in this lens:

Advertising on-line	European eCommerce
Buy-side commerce applications	Interactive TV
Commerce integration	New media business models
Consumer hardware & operating systems	On-line financial services
Consumer network services	On-line models for business trade
Content creation & management	On-line retail markets
Customer management applications	Personalization
Customer service	Portals
Distribution channel business models	Retail business strategies
Distribution channel technologies	Security
eCommerce development services	Sell-side commerce applications
Entertainment markets	Supply chain applications
Entertainment & TV technologies	Web site design & tools



The industry-focused Internet Commerce lenses include:

### Business Trade On-line

Helps executives in business-to-business markets to develop on-line business strategies and make appropriate commerce technology choices.

Topics analyzed in this lens:

Advertising on-line	eCommerce development services
Buy-side commerce applications	On-line models for business trade
Commerce integration	Personalization
Content creation & management	Portals
Customer management applications	Security
Customer service	Sell-side commerce applications
Distribution channel business models	Supply chain applications
Distribution channel technologies	Web site design & tools

### New Media

Examines how content providers can leverage emerging technologies to build profitable on-line business models for reaching today's changing audience.

Topics analyzed in this lens:

Advertising on-line	Interactive TV
Consumer hardware & operating systems	New media business models
Consumer network services	Personalization
Content creation & management	Portals
Customer service	Retail business strategies
eCommerce development services	Security
Entertainment markets	Web site design & tools
Entertainment & TV technologies	

### On-line Financial Services

Presents financial service companies with solid strategies for success with their on-line efforts in the banking, investment, insurance, and credit markets.

Topics analyzed in this lens:

Advertising on-line	On-line financial services
Consumer hardware & operating systems	Personalization
Consumer network services	Portals
Content creation & management	Retail business strategies
Customer service	Security
eCommerce development services	Web site design & tools
Interactive TV	

### On-line Retail

Provides executives with innovative strategies for selling goods and services to consumers over the Internet.

Topics analyzed in this lens:

Advertising on-line	On-line retail markets
Commerce integration	Personalization
Consumer hardware & operating systems	Portals
Consumer network services	Retail business strategies
Content creation & management	Security
Customer service	Sell-side commerce applications
eCommerce development services	Web site design & tools
Interactive TV	

The issue-specific Internet Commerce lenses include:

### Branding & Advertising On-line

Demonstrates how media, marketing, and advertising executives can develop and implement effective on-line advertising, promotion, and marketing strategies.

Topics analyzed in this lens:

Advertising on-line	Portals
Interactive TV	Retail business strategies
Personalization	

### Commerce Technology

Delivers insights to help Internet commerce executives identify and implement the right technologies to buy, sell, and service customers effectively on-line.

Topics analyzed in this lens:

Buy-side commerce applications	Security
Commerce integration	Sell-side commerce applications
Distribution channel technologies	Web site design & tools

### Consumer Technology

Helps technology companies and communication service providers create product and service offerings that fit evolving consumer behaviors, budgets, and preferences.

Topics analyzed in this lens:

Consumer hardware & operating systems	Entertainment & TV technologies
Consumer network services	Interactive TV

### European Internet Commerce

Provides strategies to assist both European and U.S. marketing executives in effectively timing market entries and scaling commitments for Internet-related initiatives in Europe.

Topics analyzed in this lens:

Consumer hardware & operating systems

New media business models

European eCommerce

On-line retail markets

### Future Of TV & Entertainment

Presents new strategies to help TV and entertainment companies succeed in a world of digital music and video, interactive television, electronic entertainment, and Internet promotion, delivery, and commerce.

Topics analyzed in this lens:

Entertainment markets

Interactive TV

Entertainment & TV technologies

### Site Design & Management

Delivers innovative strategies to help companies build and manage a compelling Web site.

Topics analyzed in this lens:

Content creation & management

Security

eCommerce development services

Web site design & tools

Personalization

## Corporate Technology

### Corporate Technology

The Corporate Technology lens provides our most comprehensive analysis of application, infrastructure, and IT organization issues, so that companies can design high-performance technology strategies that deliver increased competitive advantage.

Topics analyzed in this lens:

Application development & tools	European IT management
Application integration	Intranet content & collaboration
Business process outsourcing	IT architecture & planning
Buy-side commerce applications	IT organization
Carrier strategies	IT spending
Commerce integration	IT staffing
Consumer network services	IT's corporate role
Content creation & management	Managing outsourcing
Corporate hardware & operating systems	Personalization
Corporate LANs/intranets	Public network infrastructure
Corporate telecom	Public network services
Corporate WANs/Internet	Security
Customer management applications	Sell-side commerce applications
Data management & analysis	Software components & middleware
Distribution channel technologies	System & network management
eCommerce development services	Traditional IT outsourcing
Enterprise applications	Web site design & tools
European IT infrastructure	Web site hosting

The infrastructure-focused Corporate Technology lenses include:

### Applications, Development, & Data

Helps IT executives optimize the planning, development, and purchase of corporate software applications.

Topics analyzed in this lens:

Application development & tools	Enterprise applications
Application integration	Intranet content & collaboration
Buy-side commerce applications	IT architecture & planning
Commerce integration	Personalization
Content creation & management	Security
Customer management applications	Sell-side commerce applications
Data management & analysis	Software components & middleware
Distribution channel business models	Supply chain applications
Distribution channel technologies	Web site design & tools
eCommerce development services	

### Computing, Networks, & Communications

Assesses how IT managers can architect and manage computing and communications infrastructures for flexibility, performance, and cost-effectiveness.

Topics analyzed in this lens:

Carrier strategies	IT architecture & planning
Consumer network services	Managing outsourcing
Corporate hardware & operating systems	Public network infrastructure
Corporate LANs/intranets	Public network services
Corporate telecom	Security
Corporate WANs/Internet	System & network management
European IT infrastructure	Traditional IT outsourcing
Intranet content & collaboration	Web site hosting

## IT Leadership

Provides analysis to help CIOs deliver innovative technology solutions on time and on budget while enhancing IT's proactive leadership role within the enterprise.

Topics analyzed in this lens:

Business process outsourcing	IT spending
eCommerce development services	IT staffing
Enterprise applications	IT's corporate role
European IT management	Managing outsourcing
IT architecture & planning	Traditional IT outsourcing
IT organization	Web site hosting

The issue-specific Corporate Technology lenses include:

### European Corporate Technologies

Examines how European IT executives choose technology strategies, infrastructures, vendors, and partners appropriate for European operations.

Topics analyzed in this lens:

European IT infrastructure	IT organization
European IT management	IT's corporate role

### Future Of Public Networks

Provides insight to help corporate IT, telecom, and carrier executives understand and anticipate the impact of the Internet on public networks — and plan accordingly.

Topics analyzed in this lens:

Carrier strategies	Public network infrastructure
Consumer network services	Public network services
Corporate telecom	Web site hosting
Corporate WANs/Internet	

### IT Organizations & Budgets

Helps IT executives improve their management of expectations, staffing, and budgets for IT projects.

Topics analyzed in this lens:

European IT management	IT staffing
IT organization	IT's corporate role
IT spending	

### Supply Chain Technology

Provides action-oriented insights to illustrate how executives can effectively combine new supply chain applications, the Internet, and new business models.

Topics analyzed in this lens:

Distribution channel business models	Supply chain applications
Distribution channel technologies	

### Technology Services & Outsourcing

Assesses how clients determine and manage the appropriate combination of internal capabilities, outsourcers, and integrators to raise profits, boost productivity, and grow market share.

Topics analyzed in this lens:

Business process outsourcing	Traditional IT outsourcing
eCommerce development services	Web site hosting
Managing outsourcing	



## Technographics® Data & Analysis

Forrester's Technographics Data & Analysis program provides a unique combination of continuous quantitative survey data, consumer segmentation, and technology insight. Based on surveys of more than 100,000 North American and 34,000 European households, this research gives clients an ongoing, in-depth assessment of what motivates consumers to buy and use technology. It also analyzes how households use technology to purchase goods and services, manage their money, and consume media. It provides powerful information to help companies develop effective marketing, media, and product strategies.

### Demographics And Lifestyles Of Net Shoppers Vs. The Mainstream

	Purchase on-line	On-line do not purchase	Own PC, not on-line	Do not own PC, not on-line
Income	\$56,320	\$52,260	\$43,780	\$22,940
College education	76%	67%	50%	29%
Technology optimist	82%	70%	52%	36%
PC at work	80%	75%	50%	21%
Percent male	62%	54%	51%	43%
Average age	39.6	40.6	44.9	52.4

Percent of U.S. households

*Source: Forrester Research, Inc.  
"Are Net Shoppers Loyal?," March 1999*

You can receive all of the Technographics research or select one or more of the following lenses:

### Technographics Benchmark Research

In the fourth quarter of each year, more than 100,000 North American households complete Forrester's Technographics benchmark survey. The survey captures a wide range of information that includes technology usage, attitudes toward technology, and detailed demographics.

### Technographics Consumer Technology

The Consumer Technology lens examines consumer demand for technology products and connectivity — the services that link consumer devices such as TVs, PCs, and telephones to networks and other devices.

### Technographics Europe

Twice each year, in the first and third quarters, more than 17,000 households (more than 34,000 annually) in the United Kingdom, Germany, France, the Netherlands, and Sweden complete Forrester's Technographics survey. The survey captures in-depth information in several areas, including detailed demographics, personal technology ownership and usage, and changing attitudes toward technology.

### Technographics Personal Finance

The Personal Finance lens helps companies gauge demand for new on-line financial products and services and target the most receptive consumer segments for them.

### Technographics Retail & Media

Retail & Media investigates the role of the Internet in all stages of the buying process: the way consumers gather information, make decisions, transact, and maintain a post-sale relationship.

## Deliverables

For each of the surveys conducted for the Technographics Data & Analysis lenses, clients receive a database of complete survey results on CD-ROM (available in a variety of formats, including SPSS and Quanvert); a Forrester Report analyzing survey results; and a PowerPoint presentation with 50 to 100 slides detailing significant survey findings.

Technographics Data & Analysis also includes:

**Technographics Workshops.** These workshops review and discuss key research findings and help clients build strategies to use their data most effectively.

**Briefs.** These succinct, timely, insight-driven analyses are highlights from the most recent Technographics Data & Analysis research and are delivered electronically 24 times a year.

### Technographics factoids

- ◆ Household PC ownership will exceed 60% by 2003.
- ◆ Nearly half of Net-only traders are under age 35.
- ◆ 64% of teens have a TV — 35% have cable.
- ◆ 45% of women on-line have children under 18.

### Technographics Client Services.

Representatives are always available to help clients:

- ◆ Locate information contained in the Reports and data tabulations.
- ◆ Facilitate ad hoc cross-tabs of the survey results.
- ◆ Connect with an appropriate Forrester analyst for one-to-one feedback.

## Our Research Methodology

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Forrester's creative ideas and analyses are the result of our proven methodology. Each Report represents the culmination of dozens of external interviews, the expert insights of our experienced analysts, and a rigorous cross-disciplinary internal review of the Report's conclusions. Together, these efforts ensure a realistic, fully informed perspective on every issue that we cover.

### Forrester's Rigorous Methodology Delivers Meaningful Analysis



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In 1998, Forrester conducted the following interviews to guide our research:

- ◆ **6,500 business executives and CIOs.** We interviewed leaders in many business roles to understand their corporate technology investments and their plans for succeeding in the Internet economy.
- ◆ **3,500 technology vendors.** Our analysts questioned a broad range of computing, networking, software, and services suppliers — from start-ups to established players — and got real answers, not canned marketing pitches.
- ◆ **100,000 North American households.** Our Technographics® Data & Analysis program surveyed consumers on their use of and attitudes toward technology, including how the Internet is impacting their personal finance, shopping, and media consumption habits.

Over the years, Forrester has built a reputation for successfully forecasting technology and business developments well in advance of the marketplace. The consistent strategic value of our analysis is the reason our clients come to us — and stay with us.

## About Forrester

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Founded in 1983 by George F. Colony, Forrester is headquartered in Cambridge, Massachusetts. The Forrester European Research Center is located in Amsterdam, Netherlands. As of April 30, 1999, Forrester had more than 350 employees. The company is publicly traded on Nasdaq under the symbol FORR.

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