

A Forrester Total Economic Impact™ Study  
Commissioned By Google  
January 2019

# The Total Economic Impact™ Of Google Workspace

Business Benefits And Cost Savings  
Enabled By Google Workspace - Everything  
you need to get work done in one place.

# Table Of Contents

<b>Executive Summary</b>	<b>1</b>
Key Financial Findings	2
TEI Framework And Methodology	4
<b>The Google Workspace Customer Journey</b>	<b>5</b>
Interviewed Organizations	5
Key Challenges Before Google Workspace	5
Why Google Workspace?	6
Key Results With Google Workspace	7
Composite Organization	8
<b>Analysis Of Benefits</b>	<b>9</b>
Benefit 1: Revenue Growth Leading To Increased Bottom-Line Profit Driven By Google Workspace	9
Benefit 2: Increased Employee Efficiency And Productivity	11
Benefit 3: IT Productivity And Efficiency Gains	13
Benefit 4: Reduced Security Incident Remediation Costs From Email Malware And Exploits	14
Benefit 5: Reduced Risk Of Data Breach	15
Benefit 6: Capex And Opex Savings	17
Unquantified Benefits	19
<b>Analysis Of Costs</b>	<b>20</b>
Cost 1: Subscription Costs	20
Cost 2: Implementation And Ongoing Support	21
<b>Financial Summary</b>	<b>23</b>
<b>Google Workspace: Overview</b>	<b>24</b>
<b>Appendix A: Total Economic Impact</b>	<b>26</b>

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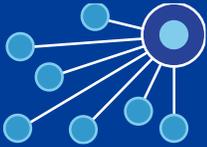
## ABOUT FORRESTER CONSULTING

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# Executive Summary

## Key Benefits



Increased bottom-line profit from Google Workspace transformation:  
**\$12.9 million**



Increased end user and IT productivity:  
**\$23.6 million**



Improved security savings:  
**\$7.6 million**

Google commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Google Workspace. The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Google Workspace on their organizations.

Google Workspace offers a set of work applications that help organizations transform their businesses. To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed eight enterprise customers with years of experience using Google Workspace.

Prior to using Google Workspace, the interviewed organizations used a mix of on-premises and cloud collaboration tools. Organizations used cloud applications for specific point solutions like chat and videoconferencing, while hosting core productivity applications like email and document sharing on-premises. These organizations reported that their previous solutions did not allow them to address a number of strategic initiatives — namely, the need to modernize the way the organization works and keeping the organization secure from cybersecurity threats.

Interviewed organizations decided to deploy Google Workspace to modernize their businesses and meet the emerging challenges in their markets. Once implemented, Google Workspace drove transformations across the organizations, promoted cultures of collaboration, and empowered employees to rethink the way they work. Additionally, moving to Google Workspace sent a message to each organization's workforce that leadership was focused on supporting employees by providing next-generation collaboration tools.

Interviewed organizations also deployed Google Workspace because of Google's approach to security. Customers mentioned that Google Workspace includes security tools designed to empower IT administrators and protects employees from spam, malware, and phishing attacks. Additionally, customers recognized the benefits of leveraging Google's global infrastructure and scale which provides a highly secure environment that shields organizations from cybersecurity threats.

Forrester developed a composite organization based on data gathered from the customer interviews to reflect the total economic impact that Google Workspace could have on an organization. The composite organization is representative of the organizations that Forrester interviewed and is used to present the aggregate financial analysis in this study. All values are reported in risk-adjusted three-year present value (PV) unless otherwise indicated.

## Key Financial Findings

**Quantified benefits.** The following benefits reflect the financial analysis associated with the composite organization.



**ROI**  
**331%**



**Benefits PV**  
**\$55.7 million**



**NPV**  
**\$42.8 million**



**Payback**  
**< 12 months**

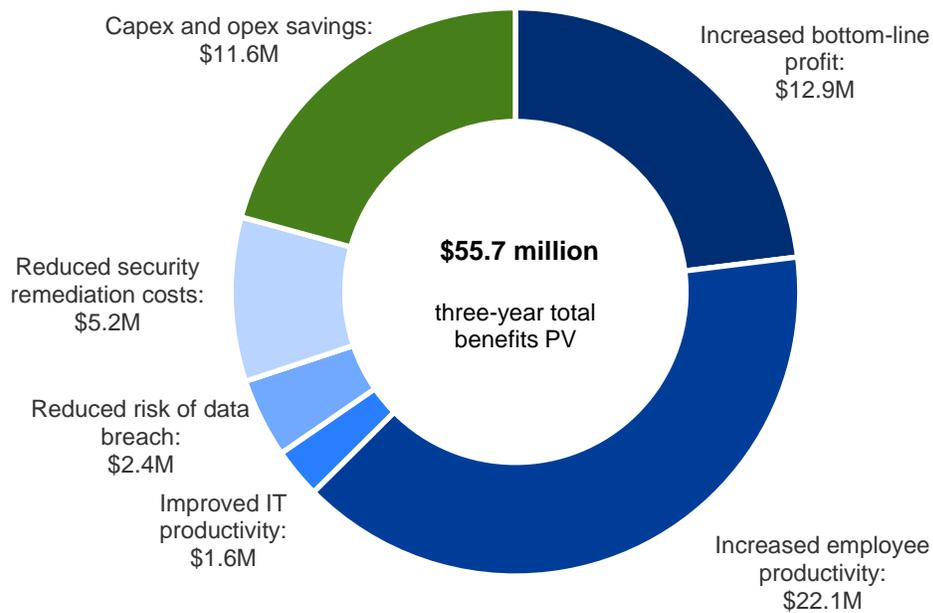
- › **Top-line revenue growth leading to \$12.9 million in additional bottom-line profit through Google Workspace transformation.** Interviewed organizations noted that the migration to Google Workspace transformed the way their employees worked. Google Workspace enabled better collaboration across teams, gave workers better access to data to inform decision making, and sparked a cultural change toward embracing innovation. Organizations reported upticks in internal, employee-led initiatives that accelerated the business and ultimately had a positive impact to their bottom lines.
- › **Increased employee efficiency and productivity totaling \$22.1 million.** Interviewed organizations described efficiency gains related to Google Workspace's robust set of collaboration tools and features. Employees were able to collaborate more effectively with real-time editing in Docs, Slides, Sheets, and other tools, contributing feedback from anywhere on any device. The ease of collaboration also led to a reduction in the number and length of meetings, allowing employees to stay focused on active work. Additionally, in Google Workspace, all software and security updates are processed automatically so workers no longer experienced lengthy and inconvenient disruptions to keep devices and hardware up to date.
- › **IT productivity and efficiency gains totaling \$1.6 million.** Interviewed organizations described tactical benefits related to IT productivity and efficiency. IT operators realized efficiency gains because update and patching activities were automatically pushed to all devices, no longer requiring IT to implement or monitor patches and updates. Users' familiarity with Google Workspace from using the suite in their personal lives, coupled with the intuitive design of the tools, led to a decrease in on-demand IT and help desk tickets, freeing up additional time for IT to focus on value-adding initiatives.
- › **Reduced security incident remediation costs from email malware and exploits totaling \$5.2 million.** Interviewed organizations noted that Gmail's built-in spam, malware, and phishing filter was more effective than their legacy third-party email filters. This significantly reduced the total number of malicious emails received by employee inboxes, which reduced the number of malware infections requiring remediation.
- › **Reduced risk and cost of a data breach totaling \$2.4 million.** Interviewed organizations noted that moving to Google Workspace allowed them to have an integrated full security stack for their collaboration tools. Having multiple third-party security vendors with their legacy solutions made it more difficult to manage and hampered visibility into their security environments. Moving to Google Workspace ultimately improved their security posture and thus reduced the likelihood of a data breach.
- › **Reduced Capex and opex totaling \$11.6 million in bottom-line savings.** Organizations noted that they have reduced capital and operating expenses as a result of the Google Workspace investment. Savings came from several areas, such as reduced total number of servers and hardware units, reduced cost in maintaining servers and hardware, reduced corporate travel, and reduced legacy IT software license costs.

**Costs.** The following costs reflect the financial analysis associated with the composite organization.

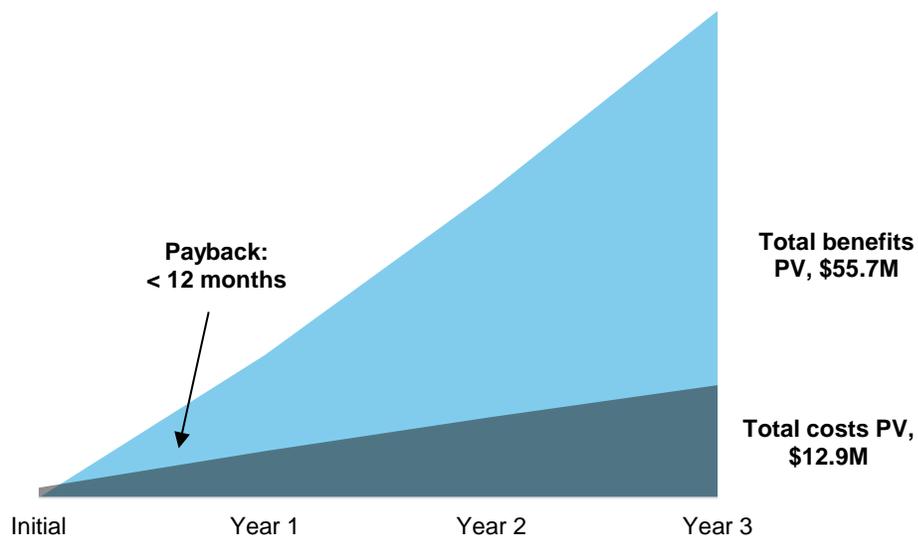
- › **Subscription costs totaling \$9.4 million.** Interviewed organizations noted subscription costs, both for Google Workspace and for a single sign-on (SSO) solution to allow ease of access to their cloud tools for employees.
- › **Implementation and ongoing support costs totaling \$3.5 million.** Interviewed organizations described internal implementation costs, training, ongoing support, and professional services.

Forrester's interviews with eight existing Google Workspace customers, and the subsequent financial analysis, found that a composite organization experienced benefits of \$55.7 million over three years, and costs of \$12.9 million. This results in a net present value (NPV) of \$42.8 million and an ROI of 331%.

### Three-year Benefit Summary



### Three-year Financial Summary



## TEI Framework And Methodology

From the information provided in the interviews, Forrester has constructed a Total Economic Impact™ (TEI) framework for those organizations considering implementing Google Workspace.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Google Workspace can have on an organization:



### **DUE DILIGENCE**

Interviewed Google stakeholders and Forrester analysts to gather data relative to Google Workspace.



### **CUSTOMER INTERVIEWS**

Interviewed eight organizations using Google Workspace to obtain data with respect to costs, benefits, and risks.



### **COMPOSITE ORGANIZATION**

Designed a composite organization based on characteristics of the interviewed organizations.



### **FINANCIAL MODEL FRAMEWORK**

Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewed organizations.



### **CASE STUDY**

Employed four fundamental elements of TEI in modeling Google Workspace's impact: benefits, costs, flexibility, and risks. Given the increasing sophistication that enterprises have regarding ROI analyses related to IT investments, Forrester's TEI methodology serves to provide a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

## DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Google and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine the appropriateness of an investment in Google Workspace.

Google reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Google provided the customer names for the interviews but did not participate in the interviews.

In January 2019, Google commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying and adopting Google Workspace. The benefits and costs outlined in this study are based on interviews with Google Workspace customers in 2018 when the solution was formerly known as Google G Suite. While the costs and benefits represented in this study are still relevant, since Google Workspace's release in October 2020 new features and functionality may have been added and we encourage all readers to connect with your Google representative for additional details.

# The Google Workspace Customer Journey

## BEFORE AND AFTER THE GOOGLE WORKSPACE INVESTMENT

### Interviewed Organizations

For this study, Forrester conducted eight interviews with Google Workspace customers. Interviewed customers include the following:

INDUSTRY	REGION	INTERVIEWEE	NUMBER OF USERS
Airline	Global	Head of vendor management	50,000 Google Workspace users
Automotive services	North America	Senior vice president (SVP) of technology	4,000 Google Workspace users
Consumer packaged goods (CPG)	Global	IT director	37,000 Google Workspace users
Electronics manufacturing	Global	IT director	16,600 Google Workspace users
Financial services	LATAM, North America	Chief of digital transformation	19,000 Google Workspace users
Financial services	North America	SVP of technology	5,500 Google Workspace users
Government	North America	Chief information security officer (CISO)	36,000 Google Workspace users
IT professional services	Global	Head of strategy, TechOps	6,000 Google Workspace users

### Key Challenges Before Google Workspace

Before the investment in Google Workspace, interviewees described a number of strategic initiatives they wanted to address:

- › **The need to reinvent the way they worked.** Organizations felt pressure internally and externally to modernize their businesses. Internally, organizations wanted to provide employees with advanced business and collaboration tools while maximizing security. Meanwhile, pressure to remain competitive in their markets, as well as expectations from prospective employees, drove organizations to reconsider their legacy tools. An SVP of technology in financial services told Forrester: “We truly had to reimagine how we do work. Our industry is being disrupted, and if we continue to do things the way we always have . . . we *may* survive, but we won’t be as competitive as we need to be in this changing landscape.”
- › **Empowering their employees with technology.** Organizations realized that without the right tools, it was difficult for employees to meet or exceed the ever-increasing demands of their customers. A chief of digital transformation in the financial services industry said: “We were launching all these digital products for our customers and realized we needed to do the same with our employees. We wanted to give our people the technology they needed to be successful.”

“We were really looking for a next-generation messaging and collaboration platform that’s seamless across all these tools.”

*IT director, electronics manufacturing industry*



- › **Improving their overall security stack.** Security leaders realize that the threats to their organizations are constantly evolving, making it increasingly difficult to keep all of their assets secure. In light of this landscape, the organizations were looking for security-focused vendors and partners to bolster the overall security of their organizations and mitigate as much risk as possible. Organizations also noted challenges in managing and integrating several disparate third-party security solutions to provide overall secure environments.

## Why Google Workspace?

Interviewed organizations chose Google Workspace to address their challenges for several reasons:

- › **Google Workspace represents a bold transformation and sends a message to employees.** By partnering with Google, organizations signaled to their employees, and to the market, that they are taking strides to innovate and modernize their businesses. An IT director in the CPG industry told Forrester: “Google’s name is synonymous with innovation. It sends a message to our employees that we’re serious about changing the way we do business.”
- › **Google Workspace is a cloud-native solution.** Organizations cited some of the advantages of a cloud-native solution in their decisions to move to Google Workspace. These included not adding additional on-premises infrastructure and to remove some where possible; the increased security from storing data in the cloud, rather than housing all data in the same place; and the ability for employees to access company data, applications, and other resources from anywhere on any device. An IT director in the electronics manufacturing industry said, “Cloud is the future, and Google Workspace is the most comprehensive suite of collaborative cloud tools.”
- › **Google Workspace has built-in security.** Organizations recognized the increased need and pressure to secure company data, as well as the data of their customers and partners. Google Workspace’s built-in security features (such as advanced anti-phishing, security center, mobile management, etc.) give admins simpler, more streamlined ways to manage users, control devices, ensure compliance, and keep data secure. All of these features are included with Google Workspace at no additional cost, allowing organizations to sunset redundant third-party services. An SVP of technology in the automotive services industry stated: “Google Workspace is built from the ground up around security. That’s something we really like about Google.”

“We’ve improved productivity for our IT team. They use that extra time to work on tools that improve productivity for our organization. Our productivity improvements are compounding.”

*IT director, CPG industry*



“We needed to fundamentally change in order to survive. A lightbulb went off with Google Workspace being that lightning rod for our team members to start to see — we’re serious about transforming as an organization, and this is how we’ll survive in the financial services space going forward.”

*SVP of technology, financial services industry*



## Key Results With Google Workspace

The interviews revealed that the investment in Google Workspace addressed the challenges interviewees were facing and provided additional benefits:

- › **Increased revenue leading to additional bottom-line profit due to Google Workspace.** Organizations credited Google Workspace with fundamentally changing the way their employees work. This manifested into cultural shifts toward innovation resulting in employees feeling empowered to rethink established processes and improve the business. A chief of digital transformation in the financial services industry told Forrester: “Migrating to Google Workspace has enabled hundreds of initiatives in our organization. One of these initiatives has directly contributed to us achieving record sales year over year, and this is before even taking into consideration the productivity improvements we see from the collaboration tools.”
- › **Improvements in end user and IT productivity.** Through Google Workspace’s robust set of collaboration tools and features, employees across organizations were able to collaborate better, streamline workflows, and perform work how, when, and where they were most productive. Additionally, familiarity with Google products resulted in a decrease in on-demand IT and help desk tickets. An SVP of technology in the automotive services industry said: “The impact on productivity and collaboration has been very good. People are realizing they can share information and collaborate across our 150 locations and with external parties with ease. It’s something seemingly so basic, but bringing people together has been very beneficial.”
- › **Improved security with better protection against attacks.** Consolidating data onto the Google Cloud significantly reduced the number of endpoints that needed protection and allowed greater control over permissions and access by leveraging Google Workspace’s admin tools; this reduces the overall attack surface. An SVP of technology in the automotive services industry stated: “We have much better visibility and control over our collaboration tools. We can see who has access to what documents, control how long they have access to it, who has the rights to share with which people, not share it, etc. We just didn’t have any of those capabilities before.”
- › **Capex and opex savings.** Organizations noted that they have reduced capital and operating expenses as a result of the Google Workspace investment. Savings came from several areas, such as reduced number of servers and hardware maintenance, reduced corporate travel, and reduced legacy IT software license costs.

“Google’s name is synonymous with innovation. It sends a message to our employees that we’re serious about changing the way we do business.”

*IT director, CPG industry*



“And again, I can’t reiterate enough, the biggest benefit we found is I was paying \$300K for an email spam filter before, but the Google spam filter is better. It’s so good that now I’m just using the Google spam solution, while at the same reducing the number of malicious emails reaching employees.”

*CISO, government*



“The impact on productivity and collaboration has been very good. People are realizing they can share information and collaborate across our 150 locations and with external parties with ease. It’s something seemingly so basic, but bringing people together has been very beneficial.”

*SVP of technology, financial services industry*



## Composite Organization

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an associated ROI analysis that illustrates the areas financially affected. The composite organization is representative of the eight companies that Forrester interviewed and is used to present the aggregate financial analysis in the next section. The composite organization that Forrester synthesized from the customer interviews has the following characteristics:

**Description of composite.** The composite organization is a global conglomerate that operates in the North America, EMEA, LATAM, and APAC regions. It has 20,000 employees and annual revenues of \$3 billion. Employee headcount and annual revenue grow at a 3% rate year over year (YOY).

**Deployment characteristics.** The composite organization deploys Google Workspace over a period of seven months. Employees at the composite organization have access to and utilize: Gmail, Calendar, Drive, Hangouts Meet, Hangouts Chat, Docs, Sheets, Forms, Slides, Keep, Google+, Sites, App Maker, Jamboard, and Cloud Search. Adoption rate represents the percentage of employees actively using the Google Workspace collaboration tools as opposed to the legacy solution. The adoption rate for Year 1 is 75%, which increases to 90% and 100% in years 2 and 3, respectively. Previously, the composite organization had used a mix of on-premises and cloud solutions. The composite used cloud apps for specific point solutions like chat and videoconferencing; however, it hosted core productivity applications like email and document sharing on-premises.

The composite organization decided to invest in a 3<sup>rd</sup> party single sign on (SSO) to manage access to Google Workspace and their other business applications which is reflected in their overall subscription costs. Google also offers an SSO solution included in the Google Workspace license.



### Key assumptions

- 20,000 employees
- \$3 billion annual revenue
- 3% growth YOY
- North America, EMEA, LATAM, APAC

# Analysis Of Benefits

## QUANTIFIED BENEFIT DATA AS APPLIED TO THE COMPOSITE

### Total Benefits

REF.	BENEFIT	YEAR 1	YEAR 2	YEAR 3	TOTAL	PRESENT VALUE
Atr	Additional bottom-line profit driven by Google Workspace	\$4,338,000	\$5,302,440	\$6,034,399	\$15,674,839	\$12,859,552
Btr	Increased employee efficiency	\$5,834,400	\$9,018,245	\$12,388,808	\$27,241,454	\$22,064,990
Ctr	IT efficiency gains	\$636,840	\$636,840	\$636,840	\$1,910,520	\$1,583,727
Dtr	Reduced security remediation costs from email malware and exploits	\$2,040,000	\$2,101,200	\$2,164,236	\$6,305,436	\$5,217,097
Etr	Reduced risk of data breach	\$961,875	\$961,875	\$961,875	\$2,885,625	\$2,392,041
Ftr	CapEx and OpEx savings	\$4,162,500	\$4,735,980	\$5,169,816	\$14,068,296	\$11,582,283
<b>Total benefits (risk-adjusted)</b>		<b>\$17,973,615</b>	<b>\$22,756,580</b>	<b>\$27,355,974</b>	<b>\$68,086,170</b>	<b>\$55,699,690</b>

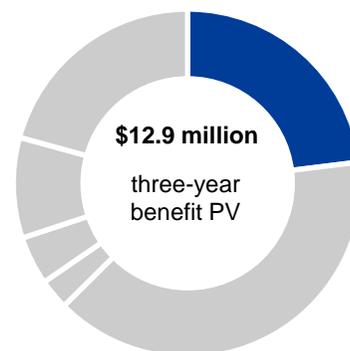
### Benefit 1: Revenue Growth Leading To Increased Bottom-Line Profit Driven By Google Workspace

Interviewed organizations noted that Google Workspace catalyzed an organizational shift toward embracing innovation and changed the way employees did their work. Employees across business units and markets could access and share data more easily, improving the agility and flexibility of the organizations. Google Workspace’s intuitive collaboration tools made teams faster and more efficient by enabling employees to improve business processes and break down silos. These improvements in the way the organizations worked contributed to the growth in top-line revenue.

Additionally, after deploying Google Workspace, specific initiatives within the sales organizations emerged to optimize business processes and reduce back-office work. These initiatives led to increased sales productivity and better customer experience, which ultimately led to higher sales.

- **Google Workspace Initiative 1: Improvement in sales productivity.** Sales teams were able to work together more effectively, share insights, break down information silos, and reduce communication lapses imposed by geographical boundaries. Sales reps were able to decrease time spent creating and recreating documents and increase the time spent with customers, resulting in an increase in sales.
- **Google Workspace Initiative 2: Improved customer experience.** Sales teams had access to historic customer data, insights, and product and marketing documentation, elevating the quality of the customer relationships. Sales reps could have more relevant and focused discussions and quickly and effectively address questions from customers in real time, improving the quality of each customer interaction.

The table above shows the total of all benefits across the areas listed below, as well as present values (PVs) discounted at 10%. Over three years, the composite organization expects risk-adjusted total benefits to have a PV of \$55.7 million.



**Additional bottom-line profit: 23% of total benefits**

Based on the customer interviews, Forrester estimates for the composite organization:

- › Total expected revenue in Year 1 with the legacy solution is \$3 billion, with a 3% sales growth YOY.
- › Google Workspace drove additional revenue growth of 1.5% YOY.
- › The adoption rate of Google Workspace is 75% in Year 1, 90% in Year 2, and 100% in Year 3.
- › Profit margin is 15%.

This benefit can vary due to uncertainty related to:

- › Growth in sales with the Google Workspace transformation, and the attribution percentage to Google Workspace.
- › Adoption rate.
- › Profit margin.

To account for these risks, Forrester adjusted this benefit downward by 20%, yielding an annual benefit ranging from \$4.3 million to \$6.0 million, with a three-year risk-adjusted total PV of nearly \$12.9 million.



**Top-line revenue increases by \$107 million, leading to \$16 million in bottom-line profits over three years.**

**Benefit 1: Additional Bottom-Line Profit Driven By Google Workspace: Calculation Table**

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
A1	Annual top-line revenue, legacy	3% YOY growth	\$3,000,000,000	\$3,090,000,000	\$3,182,700,000
A2	Google Workspace adoption rate	Composite organization	75%	90%	100%
A3	Additional growth in revenue due to Google Workspace	Composite organization	1.5%	1.5%	1.5%
A4	Additional revenue, Google Workspace	A1*A2*A3	\$33,750,000	\$41,715,000	\$47,740,500
A5	Sales initiative 1: Google Workspace-improved sales productivity	Composite organization	\$2,000,000	\$2,060,000	\$2,121,800
A6	Sales initiative 2: Google Workspace-improved customer experience	Composite organization	\$400,000	\$412,000	\$424,360
A7	Incremental revenue from Google Workspace initiatives	A5+A6	\$2,400,000	\$2,472,000	\$2,546,160
A8	Total additional top-line revenue from Google Workspace	A4+A7	\$36,150,000	\$44,187,000	\$50,286,660
A9	Profit margin	Composite organization	15%	15%	15%
At	Additional bottom-line profit driven by Google Workspace	A8*A9	\$5,422,500	\$6,628,050	\$7,542,999
	Risk adjustment	↓20%			
<b>Atr</b>	<b>Additional bottom-line profit driven by Google Workspace (risk-adjusted)</b>		<b>\$4,338,000</b>	<b>\$5,302,440</b>	<b>\$6,034,399</b>

## Benefit 2: Increased Employee Efficiency And Productivity

Interviewed organizations also described the following benefits related to end user productivity:

- › Seamless real-time editing in Docs, Sheets, and Slides allowed employees to collaborate more effectively. Cloud Search and Google+ made discovering and accessing relevant information easier.
- › Having a consistent, seamless, collaborative experience across devices allowed employees to continue to be actively engaged in projects even when they were traveling or working remotely.
- › Tools designed for collaboration like Hangouts Chat and Team Drives allowed teams to shorten meeting durations and focus on active work, sometimes even eliminating entire meetings that were no longer necessary due to a more active, collaborative environment.
- › Intelligent features in Calendar, like find a time or automatic room booker, made the remaining meetings easier to schedule and removed the friction to join.
- › The cloud-native nature of Google Workspace meant that updates and patches were automatically pushed to all devices, eliminating the downtime associated with update and patching activity experienced with the legacy solutions. Additionally, the collaboration tools themselves had higher availability because there was no scheduled downtime or maintenance activities.

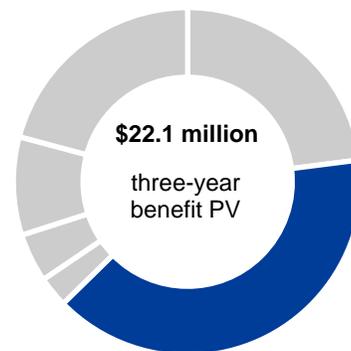
Based on the customer interviews, Forrester estimates for the composite organization:

- › Twenty thousand employees in Year 1, which grows 3% YOY. Fifty percent of employees are in highly collaborative roles.
- › The adoption rate of Google Workspace is 75% in Year 1, 90% in Year 2, and 100% in Year 3.
- › Employees see productivity improvements due to real-time collaboration, mobility, accessibility, reduced number and duration of meetings, improved uptime for collaboration tools, and reduced downtime from software updates. Productivity gains increase YOY as employees become more familiar with Google Workspace and become more proficient with its tools.
- › Hourly fully burdened salaries are \$35 and \$20 for highly collaborative and less collaborative employees, respectively.
- › Employees allocate 20% of the time saved to value-added tasks.

This benefit can vary due to uncertainty related to:

- › Number of employees and their roles.
- › Adoption rate.
- › Improvements in productivity.
- › The amount of value-added productivity that organizations can capture with time savings.

To account for these risks, Forrester adjusted this benefit downward by 15%, yielding an annual benefit ranging from \$5.8 million to \$12.4 million, with a three-year risk-adjusted total PV of nearly \$22.1 million.



End user productivity (tactical):  
**40% of total benefits**



**5,009,106 total hours  
saved over three  
years**



**1,001,821 hours of  
increased productivity  
over three years**

Impact risk is the risk that the business or technology needs of the organization may not be met by the investment, resulting in lower overall total benefits. The greater the uncertainty, the wider the potential range of outcomes for benefit estimates.

## Benefit 2: Increased Employee Efficiency And Productivity: Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
B1	Total employees	Composite organization	20,000	20,600	21,218
B2	Percent highly collaborative workers	Composite organization	50%	50%	50%
B3	Percent less collaborative workers	Composite organization	50%	50%	50%
B4	Adoption rate	A2	75%	90%	100%
B5	Real-time collaboration, mobility, and accessibility — highly collaborative workers (weekly hours)	Composite organization	1.25	1.50	1.75
B6	Real-time collaboration, mobility, and accessibility — less collaborative workers (weekly hours)	Composite organization	0.31	0.38	0.44
B7	Reduced number and duration of meetings — highly collaborative workers (weekly hours)	Composite organization	0.75	1.00	1.25
B8	Reduced number and duration of meetings — less collaborative workers (weekly hours)	Composite organization	0.19	0.25	0.31
B9	Improved availability and reduced downtime from updates — highly collaborative workers (weekly hours)	Composite organization	0.20	0.25	0.30
B10	Improved availability and reduced downtime from updates — less collaborative workers (weekly hours)	Composite organization	0.05	0.06	0.08
B11	Total weekly savings — highly collaborative workers (hours)	B5+B7+B9	2.20	2.75	3.30
B12	Total weekly savings — less collaborative workers (hours)	B6+B8+B10	0.55	0.69	0.83
B13	Average highly collaborative worker fully burdened salary (hourly)	Composite organization	\$35	\$35	\$35
B14	Average less collaborative worker fully burdened salary (hourly)	Composite organization	\$20	\$20	\$20
B15	Total hours saved with Google Workspace	Composite organization	1,072,500	1,658,218	2,278,389
B16	Productivity capture	Forrester assumption	20%	20%	20%
B17	Total annual increased productive hours	$B1*B4*(B11*B2+B12*B3)*52*B16$	214,500	331,644	455,678
Bt	Increased employee efficiency and productivity	$B1*B4*(B2*B11*B13+B3*B12*B14)*52*B16$	\$6,864,000	\$10,609,700	\$14,575,069
	Risk adjustment	↓15%			
<b>Btr</b>	<b>Increased employee efficiency (risk-adjusted)</b>		<b>\$5,834,400</b>	<b>\$9,018,245</b>	<b>\$12,388,808</b>

### Benefit 3: IT Productivity And Efficiency Gains

Interviewed organizations also described the following benefits related to IT productivity:

- › Reduction in the number of on-demand IT support and help desk tickets related to email, file share, videoconferencing, patching, and upgrading due to Google Workspace’s intuitive design and ease of use, as well as business users’ prior familiarity with the tools from their personal lives.
- › Eliminated patching and update activities related to email and collaboration tools. In Google Workspace, all software updates and security patches roll out simultaneously to all users. IT no longer needed to execute updates manually or monitor users for quick download/update of desktop software.
- › Significantly reduced the time and resources required to manage legacy infrastructure including activities related to creating and provisioning accounts and managing access.

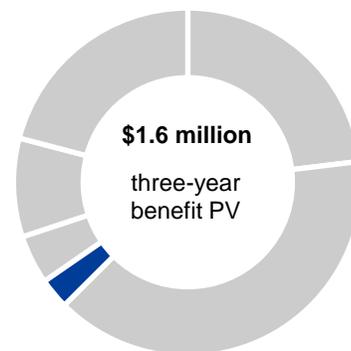
Based on the customer interviews, Forrester estimates for the composite organization:

- › Help desk tickets related to email, file share, laptop refresh, and other collaboration functions required 26,000 hours to resolve annually with the legacy solutions in place.
- › Google Workspace reduces the number of those help desk tickets by 20%.
- › On average, there were 7,000 hours required annually for update and patching activities with the legacy solutions, which included update and testing efforts associated with periodic major updates. With Google Workspace, these activities disappear.
- › Fully burdened hourly salary for IT administrators is \$58.

This benefit can vary due to uncertainty related to:

- › Required support for help desk tickets and associated reduction.
- › Required effort for update and patching activities.
- › Fully burdened salary.

To account for these risks, Forrester adjusted this benefit downward by 10%, yielding an annual benefit of \$636,840, with a three-year risk-adjusted total PV of nearly \$1.6 million.



IT productivity and efficiency gains: **3%** of total benefits



Help desk tickets reduced **20%**

### Benefit 3: IT Productivity And Efficiency Gains: Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
C1	Number of hours per year on help desk tickets related to email, file share, laptop refresh, and other collaboration functions	Composite organization	26,000	26,000	26,000
C2	Decrease in required support time	Composite organization	20%	20%	20%
C3	Number of hours on update and patching activities – legacy solution	Composite organization	7,000	7,000	7,000
C4	IT administrator fully burdened salary (hourly)	Composite organization	\$58	\$58	\$58
Ct	IT productivity and efficiency gains	$(C1 * C2 + C3) * C4$	\$707,600	\$707,600	\$707,600
	Risk adjustment	↓10%			
<b>Ctr</b>	<b>IT productivity and efficiency gains (risk-adjusted)</b>		<b>\$636,840</b>	<b>\$636,840</b>	<b>\$636,840</b>

### Benefit 4: Reduced Security Incident Remediation Costs From Email Malware And Exploits

Interviewed organizations noted that Google Workspace’s built-in spam, malware, and phishing filter was more effective than their legacy third-party email spam filters. This reduced the total number of malicious emails received by employee inboxes, which reduced the number of malware infections requiring remediation.

The CISO at a government organization noted: “And again, I can’t reiterate enough, the biggest benefit we found is I was paying \$300K for an email spam filter before, but the Google spam filter is better. It’s so good that now I’m just using the Google spam solution, while at the same reducing the number of malicious emails reaching employees.”

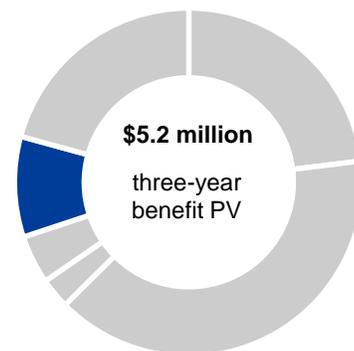
In addition to detecting and removing malicious emails, Google Workspace uses machine learning technology to proactively detect threats ahead of time, makes recommendations to IT on how to keep their environments safe, and proactively helps IT workers identify, triage, and remediate incidents.

Based on the customer interviews, Forrester estimates for the composite organization:

- › The legacy solution filtered 500,000 spam, malware, and/or phishing emails, representing 90% of total spam, malware, and phishing emails received by the organization.
- › The built-in filter for Gmail catches an additional 10%, representing 99.9% of the total spam, malware, and phishing emails received by the organization.
- › The open and click-through rate for spam is 10%.
- › Of those spam emails opened and clicked on, the malware infection rate requiring remediation is 10%.
- › The cost to remediate malware resulting from email spam is \$400 per incident, which includes lost IT and end user productivity.

This benefit can vary due to uncertainty related to:

- › Number of spam emails filtered.



Reduced security remediation costs: 9% of total benefits



Gmail filters 99.9% of spam, malware, and phishing emails.

- › Malware infection rate of spam emails requiring remediation.
- › Cost to remediate malware.

To account for these risks, Forrester adjusted this benefit downward by 15%, yielding an annual benefit of over \$2 million, with a three-year risk-adjusted total PV of over \$5.2 million.

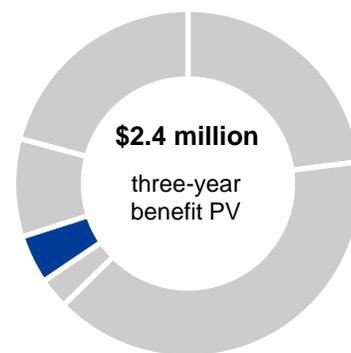
#### Benefit 4: Reduced Security Remediation Costs From Email Malware And Exploits: Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
D1	Total spam, malware, and phishing emails filtered per month, legacy (90% of malicious emails filtered)	Composite organization	500,000	515,000	530,450
D2	Additional spam, malware, and phishing emails filtered with Gmail (99.9% of malicious emails filtered total)	Composite organization	10%	10%	10%
D3	Total additional spam, malware, and phishing emails filtered per month, Gmail	$D1 * D2$	50,000	51,500	53,045
D4	Spam, malware, and phishing click-through rate	Composite organization	10%	10%	10%
D5	Percent of spam, malware, and phishing click-throughs requiring remediation	Composite organization	10%	10%	10%
D6	Total additional malware/data incidents requiring remediation – legacy solution (monthly)	$D3 * D4 * D5$	500	515	530.45
D7	Remediation costs per instance	Composite organization	\$400	\$400	\$400
Dt	Reduced security remediation costs from email malware and exploits	$D6 * 12 * D7$	\$2,400,000	\$2,472,000	\$2,546,160
	Risk adjustment	↓15%			
<b>Dtr</b>	<b>Reduced security remediation costs from email malware and exploits (risk-adjusted)</b>		<b>\$2,040,000</b>	<b>\$2,101,200</b>	<b>\$2,164,236</b>

#### Benefit 5: Reduced Risk Of Data Breach

Moving to Google Workspace allowed interviewed organizations to have an integrated full security stack for their collaboration tools. Having multiple third-party security vendors with their legacy solutions made it more difficult to manage and reduced visibility into their security environments. Moving to Google Workspace ultimately improved their security posture and thus reduced the likelihood of a data breach.

Organizations understood that Google owns one of the most robust computing infrastructures in the world, including one of the safest environments for protecting sensitive data. By moving personally identifiable information (PII) from other cloud collaboration tools over to Drive and leveraging Google Workspace’s admin tools, organizations had better control over PII data, reducing security exposure. In addition to improving the security of sensitive data, better search functionality in the Admin Console resulted in reduced remediation time for security issues, which ultimately increased security. Organizations noted that Google Workspace was built from the ground up around security, and this was evident in their deployments.



Reduced expected data breach costs:  
4% of total benefits

Based on the customer interviews, Forrester estimates for the composite organization:

- › A 'large data breach' is defined as an incident involving 100,000 compromised records or more.
- › The average cost of a customer record data breach is \$150 per record.
- › The likelihood of a customer record data breach was 15% for the legacy IT environment, annually. Fifty percent of this risk is attributable to the legacy email and collaboration environment, and 50% is attributable to the rest of the IT environment.
- › Google Workspace improves the security of the email and collaboration environment by 95% (the actual improvement may be higher depending on an organization's specific IT environment). This improvement is due to:
  - Organizations having better control over sensitive data.
  - Google Workspace updates happening automatically in the cloud. As data breaches tend to occur in unpatched systems, this removes a significant data breach vulnerability.

This benefit can vary due to uncertainty related to:

- › Number of customer records at risk for a data breach.
- › Cost per customer record lost during a data breach incident.
- › Likelihood of a data breach incident.

To account for these risks, Forrester adjusted this benefit downward by 10%, yielding an annual benefit of \$961,875, with a three-year risk-adjusted total PV of \$2.4 million.

"Investigations are easier with the Google tools. They offer a lot more flexibility, and finding the information that we need is faster."

*CISO, government*



#### Benefit 5: Reduced Risk Of Data Breach: Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
E1	Number of records at risk for large data breach	Composite organization	100,000	100,000	100,000
E2	Cost per record	Composite organization	\$150	\$150	\$150
E3	Cost per data breach	Composite organization	\$15,000,000	\$15,000,000	\$15,000,000
E4	Likelihood of a data breach (50% attributed to legacy email and collaboration suite, 50% attributed to rest of IT environment)	Composite organization	15%	15%	15%
E5	Expected value of data breach, legacy	E3*E4	\$2,250,000	\$2,250,000	\$2,250,000
E6	Reduction in risk of data breach through email and collaboration suite with Google	Composite organization	95%	95%	95%
Et	Reduced risk of data breach	(E5*50%)*E6	\$1,068,750	\$1,068,750	\$1,068,750
	Risk adjustment	↓10%			
<b>Etr</b>	<b>Reduced risk of data breach (risk-adjusted)</b>		<b>\$961,875</b>	<b>\$961,875</b>	<b>\$961,875</b>

## Benefit 6: Capex And Opex Savings

Organizations noted that they have reduced capital and operating expenses as a result of the Google Workspace investment, saving in areas such as:

- › Retired servers and data centers.
- › Reduced costs and labor associated with server hardware and maintenance.
- › Reduced corporate travel.
- › Reduced legacy IT software license costs from sunsetting third-party tools and software:
  - Mobile device management (MDM).
  - Spam filter.
  - Identity and access management.
  - Content management platforms.
  - Workstream collaboration solutions.
  - Meeting solutions.

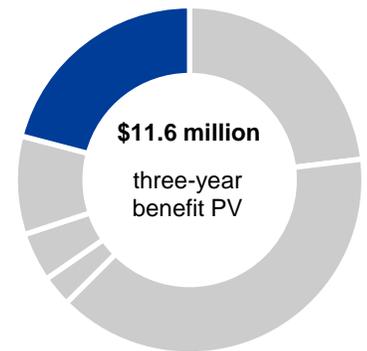
Based on the customer interviews, Forrester estimates for the composite organization:

- › A 20% reduction of the 2,000 servers needed for collaboration tools.
- › An annual amortized capital and maintenance cost of \$2,000 per server.
- › A reduction of corporate travel totaling \$1,125,000 annually.
- › A reduction of legacy software licenses of \$2.7 million in Year 1, which increases in years 2 and 3 as more legacy solutions are sunset.

This benefit can vary due to uncertainty related to:

- › Total reduction and cost of servers.
- › Reduction of corporate travel.
- › Reduction of legacy software licenses.

To account for these risks, Forrester adjusted this benefit downward by 10%, yielding an annual benefit ranging from \$4.2 million to \$5.2 million, with a three-year risk-adjusted total PV of nearly \$11.6 million.



Capex and opex savings:  
**21% of total benefits**

### Benefit 6: Capex And Opex Savings Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
F1	Number of servers	Composite organization	2,000	2,000	2,000
F2	Reduction in servers	Composite organization	20%	20%	20%
F3	Amortized annual cost per server	Composite organization	\$2,000	\$2,000	\$2,000
F4	Reduction in corporate travel	Composite organization	\$1,125,000	\$1,125,000	\$1,125,000
F5	Avoided legacy software licenses: MDM, spam, malware and phishing filter, content management, identity and access management, etc.	Composite organization	\$2,700,000	\$3,337,200	\$3,819,240
Ft	Capex and opex savings	$F1 * F2 * F3 + F4 + F5$	\$4,625,000	\$5,262,200	\$5,744,240
	Risk adjustment	↓10%			
<b>Ftr</b>	<b>Capex and opex savings (risk-adjusted)</b>		<b>\$4,162,500</b>	<b>\$4,735,980</b>	<b>\$5,169,816</b>

## Unquantified Benefits

While there were strong and quantifiable benefits the interviewed organizations observed by using Google Workspace, the organizations experienced significant qualitative benefits as well. These could potentially be quantified in a financial analysis if given the appropriate data and metrics.

- › **Ability to attract and retain top talent.** Organizations reported that moving to Google Workspace made their employees happier. Employees felt that the move to Google Workspace signaled that their organizations cared about their experiences at work and were striving to provide the best tools available. Prospective employees would also ask what collaboration toolset was available and were sometimes dissuaded by the legacy solutions. An SVP of technology in the financial services industry told Forrester: “Being an organization that uses Google Workspace, it’s a signal to potential employees. It’s certainly easier to attract talent.”
- › **Reduced recruiting and onboarding costs.** The ability to attract and retain top talent reduces recruiting and onboarding costs in and of itself; however, organizations also reported that the onboarding process for new employees was simpler and faster with Google Workspace. New employees typically have experience with Google products in their personal lives, and the intuitive design of the tools resulted in shorter onboarding and ramp-up periods.
- › **Reduced costs associated with mergers and acquisitions (M&A).** Integrating acquired organizations or being integrated after an acquisition is often a long and painstaking process. Interviewed organizations reported that with Google Workspace, the process was much faster and relatively painless when compared to integrations with their legacy solutions. Integration is necessary to start leveraging the true value of most mergers and acquisitions, and being on Google Workspace sped this process up, reducing the ultimate cost and accelerating the time-to-value. An SVP of technology in the automotive services industry said: “With Google Workspace, it’s easier onboarding the organizations we acquire. In addition to getting those organizations onto our platform, we able to significantly reduce their software licenses costs almost immediately.”

# Analysis Of Costs

## QUANTIFIED COST DATA AS APPLIED TO THE COMPOSITE

### Total Costs

REF.	COST	INITIAL	YEAR 1	YEAR 2	YEAR 3	TOTAL	PRESENT VALUE
Gtr	Subscription costs	\$0	\$3,675,000	\$3,785,250	\$3,898,808	\$11,359,058	\$9,398,447
Htr	Implementation and ongoing support	\$1,156,960	\$949,704	\$949,704	\$949,704	\$4,006,072	\$3,518,733
	<b>Total costs (risk-adjusted)</b>	<b>\$1,156,960</b>	<b>\$4,624,704</b>	<b>\$4,734,954</b>	<b>\$4,848,512</b>	<b>\$15,365,130</b>	<b>\$12,917,180</b>

### Cost 1: Subscription Costs

Interviewed organizations noted subscription costs, both for Google Workspace and for an SSO solution to allow ease of access to their cloud tools for employees.

Based on the customer interviews, Forrester estimates for the composite organization:

- › An annual subscription cost of \$120 per user for Google Workspace.
- › The composite organization decided to use a 3<sup>rd</sup> party SSO to manage access to their business applications. An SSO solution is included in the Google Workspace license.
- › An annual subscription cost of \$55 per user for an SSO solution.

This cost can vary due to uncertainty related to subscription costs and negotiated rates.

To account for these risks, Forrester adjusted this cost upward by 5%, yielding an annual cost ranging from \$3.7 million to \$3.9 million, with a three-year risk-adjusted total PV of \$9.4 million.

The table above shows the total of all costs across the areas listed below, as well as present values (PVs) discounted at 10%. Over three years, the composite organization expects risk-adjusted total costs to have a PV of over \$12.9 million.

Implementation risk is the risk that a proposed investment may deviate from the original or expected requirements, resulting in higher costs than anticipated. The greater the uncertainty, the wider the potential range of outcomes for cost estimates.

### Cost 1: Subscription Costs: Calculation Table

REF.	METRIC	CALC.	INITIAL	YEAR 1	YEAR 2	YEAR 3
G1	Number of users	B1		20,000	20,600	21,218
G2*	Annual Google Workspace price per user	Composite organization		\$120	\$120	\$120
G3	SSO for cloud functions/applications annual price per user	Composite organization		\$55	\$55	\$55
Gt	Subscription costs	G1*(G2+G3)	\$0	\$3,500,000	\$3,605,000	\$3,713,150
	Risk adjustment	↑5%				
<b>Gtr</b>	<b>Subscription costs (risk-adjusted)</b>		<b>\$0</b>	<b>\$3,675,000</b>	<b>\$3,785,250</b>	<b>\$3,898,808</b>

\* Licensing costs are based on customers' interviewed when Google Workspace was formerly known as G Suite. While this analysis is still valid, pricing guidelines and features may have changed so please reach out to your Google Representative for updated licensing information.

## Cost 2: Implementation And Ongoing Support

Interviewed organizations described the following costs related to implementation and ongoing support:

- › Full-time staff required for planning and implementation activities.
- › Professional services required for implementation and ongoing support.
- › Required training for employees migrating from the legacy solutions to Google Workspace.
- › A team required for ongoing change management, support, and Google Workspace initiatives.

Based on the customer interviews, Forrester estimates for the composite organization:

- › Five IT full-time equivalents (FTEs) for seven months for planning and implementation activities.
- › Professional services for implementation of \$200,000, and ongoing support of \$60,000 annually.
- › Twenty thousand employees needing 1 hour of training during the migration to Google Workspace, with a blended fully burdened hourly salary of \$28.
- › An IT team of four FTEs for ongoing change management, support, and Google Workspace initiatives and three FTEs for business-unit-level Google Workspace initiatives.

This cost can vary due to uncertainty related to:

- › Length and effort of implementation.
- › Required training.
- › Ongoing support.

To account for these risks, Forrester adjusted this cost upward by 5%, yielding an initial cost of \$1.2 million, and an annual cost of \$949,704, with a three-year risk-adjusted total PV of over \$3.5 million.



**Seven months**  
Total implementation  
and deployment time

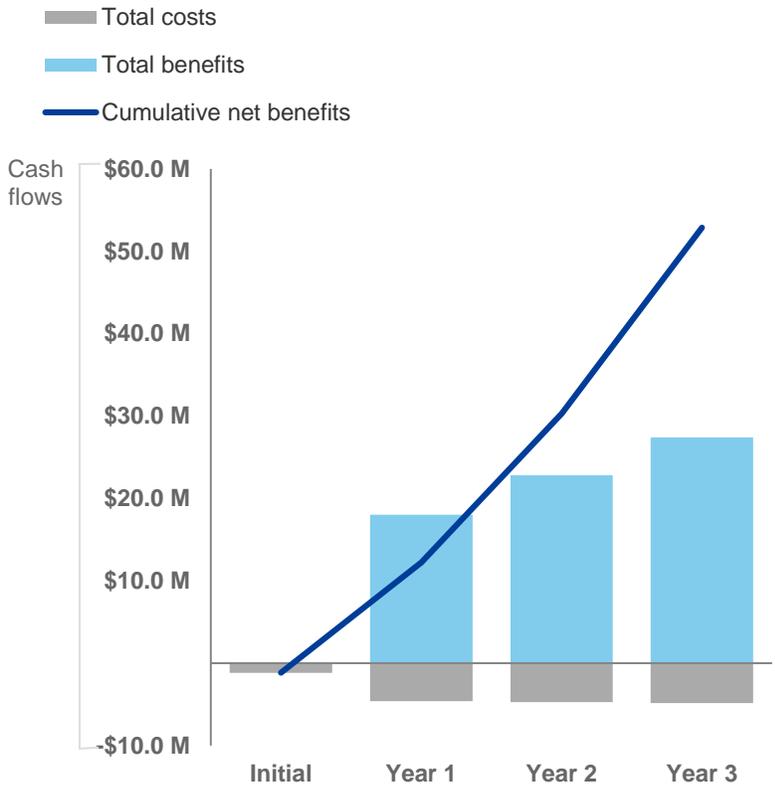
## Cost 2: Implementation And Ongoing Support: Calculation Table

REF.	METRIC	CALC.	INITIAL	YEAR 1	YEAR 2	YEAR 3
H1	Number of internal FTEs for implementation	Composite organization	5			
H2	Fully burdened IT salary	C4*2080	\$120,640	\$120,640	\$120,640	\$120,640
H3	Length of implementation (months)	Composite organization	7			
H4	Professional services	Composite organization	\$200,000	\$60,000	\$60,000	\$60,000
H5	Number of employees moving from the legacy solution to Google Workspace	Composite organization	20,000			
H6	Hourly fully burdened salary (company average)	Composite organization	\$28	\$28	\$28	\$28
H7	Training time per employee (hours)	Composite organization	1			
H8	Number of internal FTEs for ongoing change management, support, and Google Workspace initiatives	Composite organization		4	4	4
H9	Number of internal FTEs for business unit level Google Workspace initiatives	Composite organization		3	3	3
Ht	Implementation and ongoing support	$(H1*H2*H3/12+H4)+(H5*H6*H7)+(H8*H2)+(H9*H2)$	\$1,101,867	\$904,480	\$904,480	\$904,480
	Risk adjustment	↑5%				
<b>Htr</b>	<b>Implementation and ongoing support (risk-adjusted)</b>		<b>\$1,156,960</b>	<b>\$949,704</b>	<b>\$949,704</b>	<b>\$949,704</b>

# Financial Summary

## CONSOLIDATED THREE-YEAR RISK-ADJUSTED METRICS

### Cash Flow Chart (Risk-Adjusted)



The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.



These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

### Cash Flow Table (Risk-Adjusted)

	INITIAL	YEAR 1	YEAR 2	YEAR 3	TOTAL	PRESENT VALUE
Total costs	(\$1,156,960)	(\$4,624,704)	(\$4,734,954)	(\$4,848,512)	(\$15,365,130)	(\$12,917,180)
Total benefits	\$0	\$17,973,615	\$22,756,580	\$27,355,974	\$68,086,170	\$55,699,690
Net benefits	(\$1,156,960)	\$13,348,911	\$18,021,626	\$22,507,463	\$52,721,040	\$42,782,510
ROI						331%
Payback period						< 12 months

# Google Workspace: Overview

The following information is provided by Google. Forrester has not validated any claims and does not endorse Google or its offerings.

Google Workspace helps you get more done at work and at home—with communication and collaboration tools known and loved by billions of users, **thoughtfully connected together**. It's a place for shared interests, projects, planning, and group work, with simplicity, ease of use, and helpful features that make any kind of work more satisfying. And it's designed from the ground up with industry-leading security and privacy controls built-in.

## Simple

**An integrated workspace that's simple and easy to use, so you spend less time figuring out how to manage your work and more time actually doing it.**

## Helpful

**Address what's important & let Google handle the rest with best-in-class AI and search technology that helps you work smarter.**

## Flexible

**Designed for flexible, fluid, and fast collaboration - when, where, and how you need it.**

Google Workspace thoughtfully brings together everything teams need to do their best work -messaging, meetings, docs, tasks, and more... It's about improving the employee experience and helping people and teams maximize their impact, so you can bring out the best version of your business.

Google Workspace helps you address key business challenges. For example:

- Coordinate distributed teams. Google Workspace enables your people to come together while they are apart. It makes team building easier and helps foster relationships at work.
- Cross functional groups can work together easily and fluidly - no matter where everyone is working from.
- Collaborate seamlessly with other organizations like customers, partners, and suppliers.
- Hire and retain top talent by providing a delightful recruiting experience for candidates, and delivering a thoughtful working environment where the tools you use everyday are seamlessly integrated.
- Streamline processes like planning and decision making. Execution is faster and straightforward.



# Appendix A: Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

## Total Economic Impact Approach



**Benefits** represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.



**Costs** consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.



**Flexibility** represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.



**Risks** measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.



### Present value (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.



### Net present value (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made, unless other projects have higher NPVs.



### Return on investment (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.



### Discount rate

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.



### Payback period

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.