

The Forrester Total Economic Impact™ of Microsoft Sales Productivity Solution

Challenges and objectives

Forrester worked with Microsoft to analyze the total economic impact their Sales Productivity Solution has had on a number of its customers, who shared their business outcomes and objectives:



“We saw our sales teams spending upwards of **40% of their work week** doing admin tasks. That number is now approaching **10%** because we can do things in an integrated fashion, from **wherever and whenever there’s an opportunity.**”

“Our biggest differentiator as a bank is our **fast and superior service.** This is made possible by logging all customer **data** in one place, but having it available so **seamlessly throughout** the organization in all of our applications so that we can provide that service.”



Summary of benefits

Through interviews and data aggregation, Forrester concluded that the Microsoft Sales Productivity Solution has the following financial impact:



ROI
302%



User productivity
53 minutes gained daily

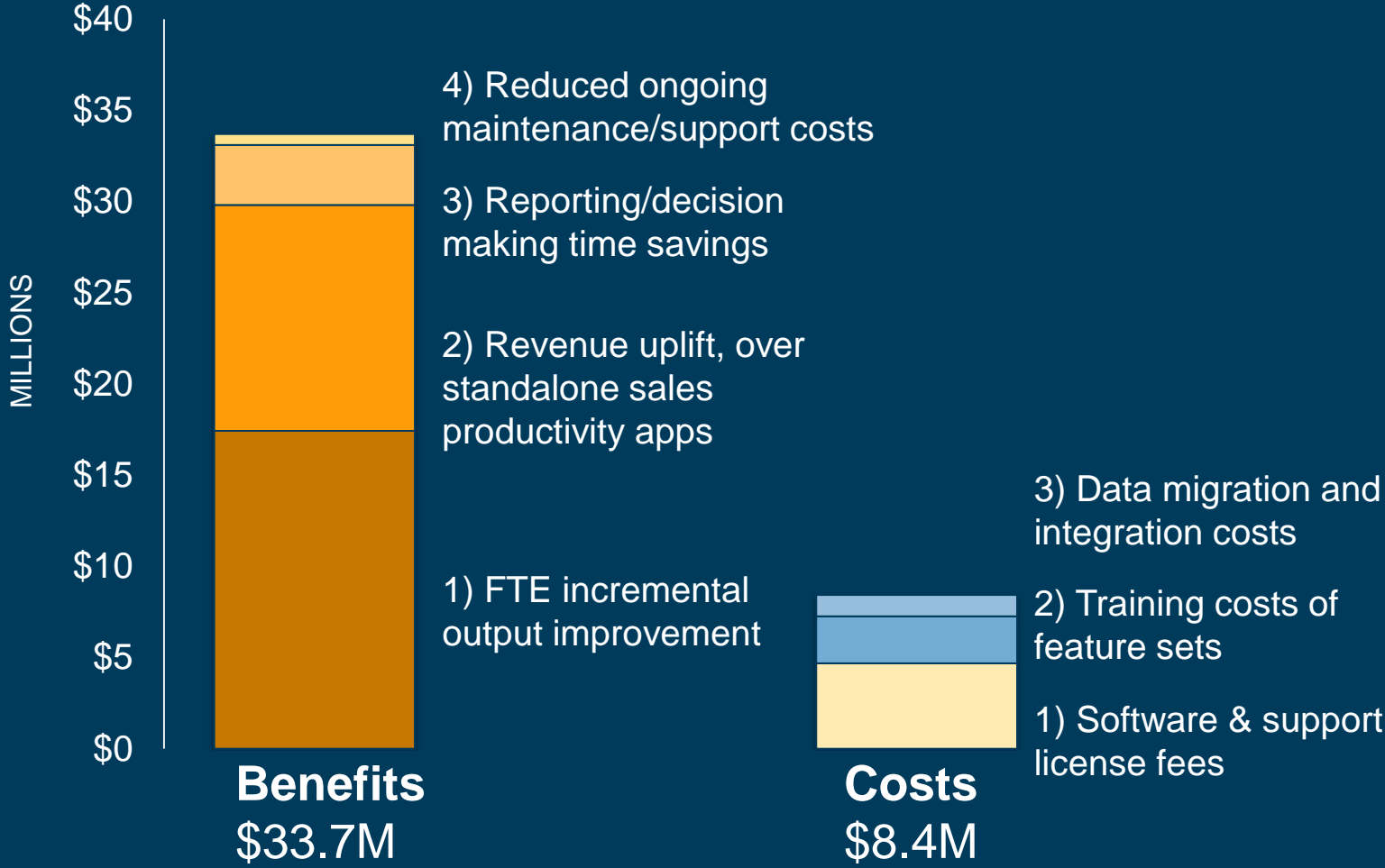


Revenue uplift
\$17.4M

More importantly, the TEI study quantified specific benefits, costs, and metrics that matter to customers:

Net Present Value* **\$25.3M**

THREE YEAR ANALYSIS



Flexibility benefits

Customers also experienced additional benefits that were not tracked as a part of the overall analysis:



Microsoft’s Power BI connects to many non-Microsoft data sources, making for instant insights and the democratization of easily accessible data for all.

The Sales Productivity Solution by the numbers

13% decrease in time to resolve clients needs

Deep frontend and backend integration within the suite offer ultimate visibility to client data.

1.8%, \$17 million

For an organization grossing \$800M, a 1.8% improvement in sales translated into \$17M back to its bottom line*.

▽11% likelihood of committing an error

The decreased chance of a sales professional making a client contact mistake from having CRM data integrated with Office 365.

19%

Sales professionals gained 19% in productivity by being able to access client data anywhere and anytime.

Disclosures

The reader should be aware of the following:

- This document is an abridged version of a full case study: The Total Economic Impact Of Microsoft Sales Productivity Solution, March 2016. The document can be found at www.microsoft.com/enterprise/solutions/sales_productivity/.
- The study was commissioned by Microsoft and delivered by the Forrester Consulting group.
- Forrester makes no assumptions as to the potential return on investment that other organizations will receive.

Please read the full case study for additional disclosures.

TEI Methodology

Total Economic Impact™ (TEI) 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. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility. (forrester.com/marketing/product/consulting/tei.html)

*Values of costs and benefits are representative of a composite organization constructed from aggregated feedback based on in-depth interviews with four organizations and a global survey fielded to over 102 Sales Productivity Solution customers.