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**Authors:**

Randy Perry  
Melissa Webster

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## Business Value Highlights

Average ROI of over

**500%**

Payback within

**7 months**

Improved business productivity

**11%**

Reduced TCO

**47%**

Enhanced user experience by driving up user productivity

**13%**

Total annual benefits per 100 users

**\$300,000**

# The Business Value of IBM's Digital Experience Software

## EXECUTIVE SUMMARY

The need to engage customers, partners, and employees across the growing number of digital channels is spurring demand for an improved digital experience platform. A digital experience platform must enable the organization to create, manage, optimize, and deliver cross-channel experiences — via the Web, mobile apps, social networks, and new kinds of connected devices — to all of its constituents, whether they use the company's intranet(s), extranet(s), or public-facing Web site(s).

The benefits of a modern platform are compelling. A modern digital experience platform enables marketers and other business users to easily assemble and publish content and applications without requiring IT involvement. It gives designers and developers the tools they need to create templates, widgets, and back-end integrations that empower the business users. A modern platform also substantially reduces deployment time. In addition, a cloud-based solution eliminates capital expense, streamlines configuration and capacity planning, and relieves ongoing management burdens.

Companies may be hesitant to replace their existing solution out of concern they won't be able to recover the switching costs, but these fears may be unfounded. IDC undertook a Business Value ROI study on behalf of IBM to assess the economic impact of moving away from a homegrown solution or custom integration of components from multiple vendors to IBM's integrated Digital Experience suites. This white paper reports the findings from that study. Highlights include:

- » Organizations were able to increase their business productivity by 11% from improved business operations, generating nearly \$100,000 in savings for every 100 users.
- » The five-year TCO for IBM's Digital Experience software was 47% less than that for homegrown solutions.
- » Users were 13% more productive overall with IBM's Digital Experience software.
- » Companies deploying IBM's Digital Experience software in multiple use cases saw an additional benefit of 41%.

Overall, the companies in this study realized a strong ROI (aggregate of more than 500%) and payback of their initial investment in less than seven months.

*Note: All numbers in this document may not be exact due to rounding.*