Some General Assumptions

Employee Salary / hour	$50
# of events per year	50
# of business leads generated per event	100
Without App: # of seconds to log a relationship in SFDC	390
With App: # of seconds to log a relationship in SFDC	42

Cost / Event for Relationship Management   *Without App*
= 50 leads x 390 seconds / lead x $50 x 1/360 $ 5,416.67

Cost / Event for Relationship Management   *With App*
= 50 leads x 42 seconds / lead x $50 x 1/360 $ 583.33

Cost Savings with Branch Connect App	$ 4,833.33

Yearly Cost Savings (1 employee, 50 events)	$ 241,666.67