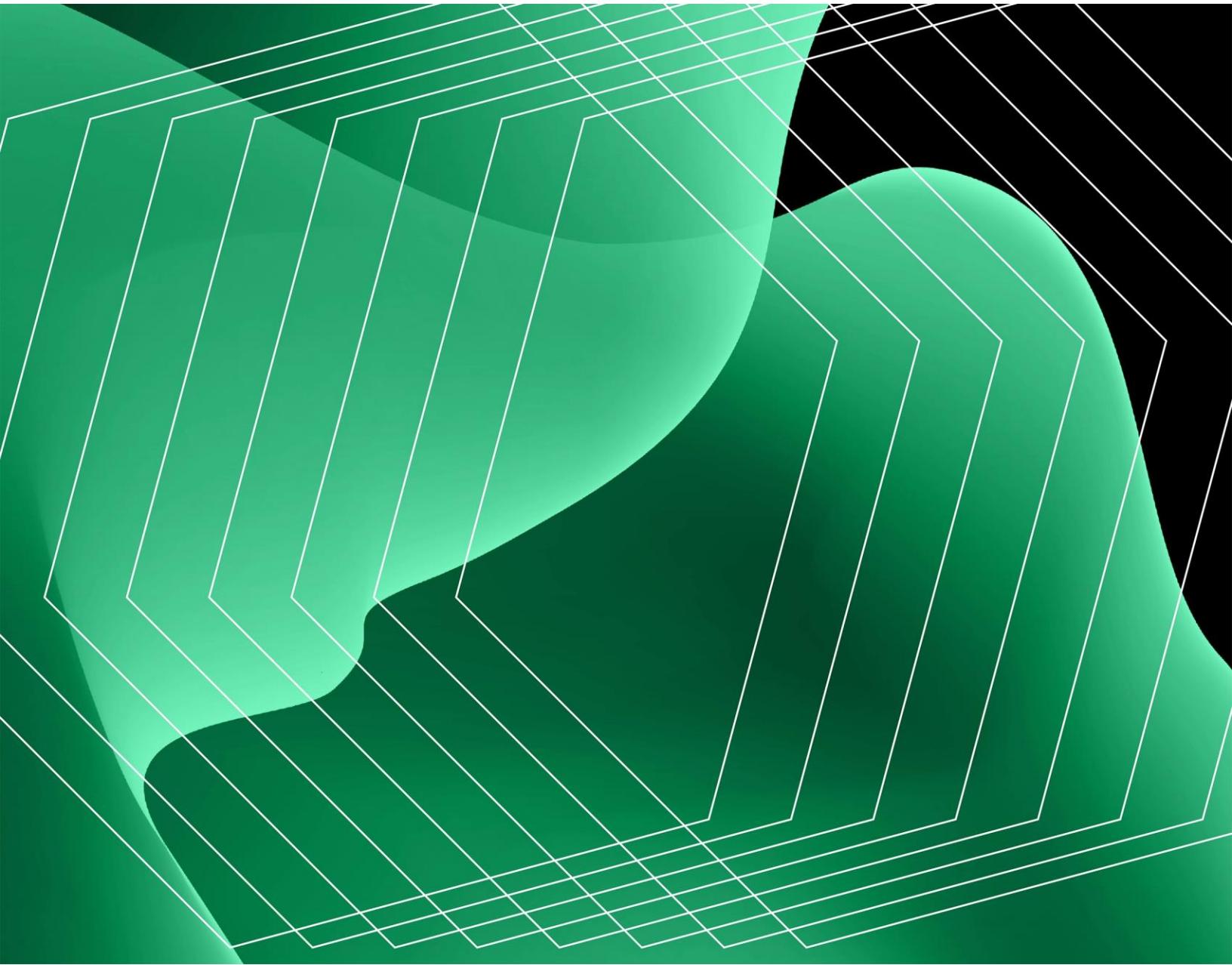


# The Total Economic Impact™ Of Microsoft Teams Rooms

Cost Savings And Business Benefits Enabled By Teams Rooms

A Forrester Total Economic Impact™ Study  
Commissioned By Microsoft, March 2024



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## Executive Summary

Organizations today face significant challenges in providing collaborative and engaging environments for their hybrid workforces. Employers and employees alike have higher expectations for offices, which serve as hubs for collaboration both in-person and with remote participants. In this new, dynamic, and flexible environment, they require solutions that enable them to communicate with their customers and colleagues in a way that drives actionability of meetings.

Furthermore, they require tools that promote sustained engagement that makes everyone a first-class citizen, whether they are in the office or participating from a remote location. Technical issues and disruptions cannot be accepted in this new world. Leaders desire richer conference room facilities that empower collaboration, productivity, and culture-building. With AI transformation top of mind with customers, these leaders also are looking into their organizations' conference and meeting spaces for ways AI can change collaboration, productivity, and meeting across their organizations.

Teams Rooms are designed for inclusive collaboration and engagement where everyone has a seat at the table and can fully participate, whether they are at the office or working remotely. With Teams Rooms, any space can be turned into a smart meeting space that becomes intelligently inclusive, richly collaborative, flexible, scalable, and easy to deploy, use, manage, and secure. Using Teams Rooms can increase productivity and decrease costs for both business and technical users.

Microsoft commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Teams Rooms.<sup>1</sup> The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Teams Rooms on their organizations.



Return on investment (ROI)

**342%**



Net present value (NPV)

**\$1.27M**

## EXECUTIVE SUMMARY

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed four representatives with experience using Teams Rooms. For the purposes of this study, Forrester aggregated the interviewees' experiences and combined the results into a single composite organization.

Interviewees said that prior to using Teams Rooms, their organizations utilized outdated video and collaborative technology solutions that required numerous licenses and significant technical support to set up meetings or mitigate how often meetings failed to start on time. These limitations led to inefficient meetings that did not effectively drive decisions and actionable outcomes because attendees spent significant time resolving the issues.

The interviewees touted that after the investment in Teams Rooms, their organizations could start meetings immediately and on time, and that workers could be more collaborative with customers and colleagues whether meeting attendees participated in person or remotely. Furthermore, they said using Teams Rooms helped their organizations drive increased employee satisfaction and higher engagement, which made them more competitive at satisfying and retaining employees.

## KEY FINDINGS

**Quantified benefits.** Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Improved user workflow efficiencies during and after meetings, worth \$108,000 over three years.** The composite organization saves 5,382 hours of business users' time over three years from Teams Rooms preventing general issues related to workflow productivity.
- **Increased employee productivity by reallocating saved commute time to work tasks, worth \$679,000 over three years.** The composite organization reallocates 17,539 hours of business users' commuting time to work tasks over three years.

- **Reduced time spent by IT admins on room issue resolution, worth \$408,000 over three years.** Teams Rooms drive the savings of 8,791 hours on room issue resolution by IT admins at the composite organization.
- **Increased meeting efficiency by minimizing technical issue disruptions during meetings, worth \$398,000 over three years.** According to interviews, Teams Rooms deployment is the catalyst in the composite organization's increasing of meeting efficiency by minimizing technical issue disruptions and savings 7,937 hours of IT support time over three years.
- **Improved IT efficiency driven by remote configuration and device analytics, worth \$41,000 over three years.** Teams Rooms capabilities in remote configuration and device analytics were instrumental in improving IT's efficiency in the composite organization, worth \$10,806 in year 1, \$16,981 in year 2, and \$23,156 in year 3.

**Unquantified benefits.** Benefits that provide value for the composite organization but are not quantified for this study include:

- **Standardization around one tool or solution.** Interviewees told Forrester their organizations were able to move from using numerous tools or solutions (e.g., competing videoconference or web conferencing solutions) and emailing meeting attendees attachments or sharing documents via online texting apps to using one solution with Teams Rooms.
- **Increased ability to communicate and collaborate effectively in hybrid work environments.** Interviewees noted that previous solutions did not allow their organizations' workers to communicate and collaborate as effectively as Teams Rooms does. They said that with other solutions, remote participants found it difficult to understand and view who was talking in a conference room in the office. Similarly, remote participants felt like second-class citizens because they were not in-person participants.
- **Optimized ability for non-IT users to start meetings on time through easier-to-use solutions.** Interviewees unanimously lamented delays in starting meetings, which they said could take at least 5 to 10 minutes per meeting. They explained that Teams Rooms allow for immediate access of meetings through one-touch functionality.

- **Increased ability to operate meetings from any location, in the field or at home, and on any device.** Interviewees felt Teams Rooms allow their organizations' employees to access meetings from anywhere — whether they're in the office or in the field — and from any device, whether it's a laptop, desktop, or mobile device.
- **Streamlined ability to include participants using other solutions.** Interviewees said that while most solutions are focused on their own ecosystems, Teams Rooms allow customers to run meetings that offer other solutions to be answered through its touch pad.

**Costs.** Three-year, risk-adjusted PV costs for the composite organization include:

- **Teams Rooms device costs.** The composite organization pays risk-adjusted device costs of \$139,000 over three years.
- **Installation of devices and other hardware.** The composite organization incurs a risk-adjusted \$162,000 for the installation of devices and other hardware over three years.
- **IT setup, configuration time, and support for rooms and devices.** The composite organization incurs a risk-adjusted \$41,000 for IT setup, configuration time, and support for rooms and devices over three years.
- **Teams Rooms license cost.** The composite organization incurs a risk-adjusted \$28,000 for Teams Rooms licenses over three years.

The representative interviews and financial analysis found that a composite organization experiences benefits of \$1.63 million over three years versus costs of \$370,000, adding up to a net present value (NPV) of \$1.27 million and an ROI of 342%.

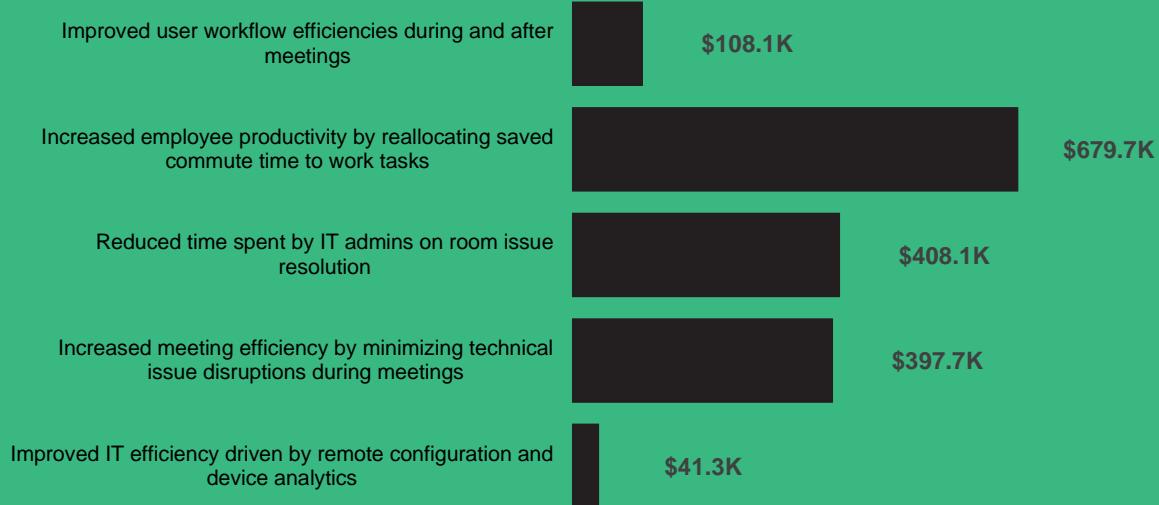
“It feels to me … [that remote workers feel] much more [included] and engaged [with Teams Rooms]. I would say prior to that, if somebody was remote, there could be issues with getting them on the audio. Content sharing was nonexistent, even just for someone who maybe was either a full-time remote person or someone in a different office. You can connect with video and get that more personal connection.”

SENIOR MANAGER OF TECHNOLOGY, AGRICULTURE

## EXECUTIVE SUMMARY

			
Return on investment (ROI) <b>342%</b>	Benefits PV <b>\$1.63M</b>	Net present value (NPV) <b>\$1.27M</b>	Payback <b>&lt;6 months</b>

### Benefits (Three-Year)



## TEI FRAMEWORK AND METHODOLOGY

From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in Microsoft Teams Rooms.

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 Teams Rooms can have on an organization.

### DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Microsoft 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 study to determine the appropriateness of an investment in Teams Rooms.

Microsoft 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.

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

### Due Diligence

Interviewed Microsoft stakeholders and Forrester analysts to gather data relative to Teams Rooms.

### Interviews

Interviewed four representatives at organizations using Teams Rooms to obtain data about costs, benefits, and risks.

### Composite Organization

Designed a composite organization based on characteristics of the interviewees' 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 interviewees.

### Case Study

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

# The Microsoft Teams Rooms Customer Journey

Drivers leading to the Teams Rooms investment

Interviews					
Role	Industry	Region	Employees	Revenues	
Information technology manager	State government	US	2,600	\$22B	
Senior manager of technology	Agriculture	US	2,300	\$17B	
Senior director of information services	Nonprofit	US	215	\$61M	
Vice president of information technology	Automotive services	US	3,000	\$350M	

## KEY CHALLENGES

The interviewees noted how their organizations struggled with common challenges, including:

- **A need for dedicated IT resource to provide meeting support.** Interviewees told Forrester that a big pain point they suffered prior to deploying Teams Rooms was needing to allocate IT resource support for meetings.
- **Lost productivity due to not starting meetings on time.** Interviewees said their organizations suffered significant productivity losses because of a lack of being able to start meetings on time due to technical startup issues related to their previous video and collaboration solutions.
- **Lack of collaboration between in-person and remote employees.** Interviewees explained to Forrester that their organizations' employees were limited in being able to effectively communicate and collaborate when having meetings that included both in-person and remote attendees.

- **The unique challenges of meeting rooms.** Interviewees said their organizations suffered from having to deal with unique challenges in their various meeting rooms. For example, one room may have certain video setup such as a large monitor or a telecommunications device while other rooms may have audio communications solutions but limited or no monitors. Having to address these unique challenges caused a strain on interviewees and their organizations.
- **Multiple licenses for prior solutions.** Some interviewees discussed the need for multiple licenses of previously used technology in order to conduct a meeting. If meeting participants were not privy to the necessary licenses, they could not communicate with their peers.
- **Poor document-sharing experiences.** Interviewees said that before using Teams Rooms, their organizations used a hodgepodge approach to collaborating with one another. In order to share a document, they may have had to actually email such a document and then have limited capabilities in sharing that document in real time with their colleagues, managers, and customers.

“Every time somebody had a meeting, we had to pull an IT resource into that meeting to make sure that it was up and functional, and that pulls us away from our primary job. So, we were really looking for something to make our lives easier.”

INFORMATION TECHNOLOGY MANAGER, STATE GOVERNMENT

“The lack of being able to collaborate and share content on video were probably the two biggest impactful things that [led my organization to] transition to more of a Teams world where you can do those things. Prior to that, I’m sure people would [attach a PDF] to the meeting, open the PDF, and step through the document during the meeting.”

SENIOR MANAGER OF TECHNOLOGY, AGRICULTURE

“[Before using Teams Rooms, we] would never start a meeting on time. Because you [would] get to the room, then you [would need] to dial into the thing, and then maybe that [wouldn’t] work and you [would get] the wrong code. And I would say a lot of those meetings that had a voice conference component to them would probably, on average, start at least 5 minutes late. ... In the grand scheme of things, it doesn’t seem like a lot. But it probably adds up.”

SENIOR MANAGER OF TECHNOLOGY, AGRICULTURE

## COMPOSITE ORGANIZATION

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the four interviewees, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

**Description of composite.** The composite organization, which is based in the US, generates more than \$1 billion in annual revenue. It has 2,800 employees operating in a hybrid work environment, working in offices, and working remotely. The composite organization has complex work environments and diverse use cases, such as using Teams Rooms for customer meetings, internal meetings, and especially for optimizing communication, collaboration, and engagement.

**Deployment characteristics.** The composite organization deploys Teams Rooms of different sizes. It deploys Teams Rooms to some of its board rooms and focus rooms, and it has Teams Rooms in large, medium, and small rooms.

### Key Assumptions

\$1 billion+ revenue

2,800 employees

Complex work environments

Diverse use cases

## 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	Improved user workflow efficiencies during and after meetings	\$29,601	\$44,402	\$59,202	\$133,205	\$108,085
Btr	Increased employee productivity by reallocating saved commute time to work tasks	\$273,319	\$273,319	\$273,319	\$819,958	\$679,704
Ctr	Reduced time spent by IT admins on room issue resolution	\$62,969	\$157,424	\$293,857	\$514,250	\$408,126
Dtr	Increased meeting efficiency by minimizing technical issue disruptions during meetings	\$108,918	\$163,375	\$217,834	\$490,127	\$397,699
Etr	Improved IT efficiency driven by remote configuration and device analytics	\$10,806	\$16,981	\$23,156	\$50,944	\$41,256
Total benefits (risk-adjusted)		\$485,613	\$655,501	\$867,369	\$2,008,483	\$1,634,870

## IMPROVED USER WORKFLOW EFFICIENCIES DURING AND AFTER MEETINGS

**Evidence and data.** Interviewees said Teams Rooms functionality prevented general issues that could interrupt business productivity during and after meetings, which enhanced the ability of workers to be productive and added value to their meetings.

- The senior manager of technology at an agriculture company told Forrester: “I would say that [Teams Rooms offer] that ability to engage and include people who aren’t physically in the same space. It’s much easier to hop on a call and have them not be second-class citizens. And then, the collaboration is [also] great. [It’s helpful] being able to share a document or co-author a document using Office 365.”
- The senior director of information services at a nonprofit organization told Forrester: “We [implemented Teams Rooms] because collaboration was crucial to us, and we implemented like we did because consistency and ease of use

was critical for us. And we fortunately had leadership that recognized the value of the tech.”

- The vice president of information technology at an automotive services company told Forrester: “We just needed better collaboration tools, something that was more consistent, [and] something that we knew would work. When we would have a board meeting, we had to make sure that all of this stuff worked, and we needed something that was a solid solution where everyone was able to engage, feel like first-class citizens, be heard, and be seen.”
- The senior director of information services at a nonprofit organization said: “One of the things we really wanted to make sure that we had was a quality user experience where we could present content and be able to interact — [even] it was a room full of people, presenting can be difficult when everyone’s in the room. Because we are a highly collaborative organization, we wanted to create environments in which we could present stuff easier and clearer. And so that’s really why we implemented Teams Rooms.”

**Modeling and assumptions.** To calculate the value of this benefit for the composite organization, Forrester assumes the following:

- The composite organization’s total meeting room utilization is 47,840 hours in Year 1, 71,760 hours in Year 2, and 95,680 hours in Year 3.
- The composite organization’s total employee time saved due to Teams Rooms preventing general issues is 1,196 hours in Year 1, 1,794 hours in Year 2, and 2,392 hours in Year 3.
- The composite saves 5,382 hours of business user time over three years due to Teams Rooms preventing general issues related to workflow productivity. This leads to improved risk-adjusted user workflow efficiencies during and after meetings of \$29,601 in Year 1, \$44,402 in Year 2, and \$59,202 in Year 3.
- The average number of large rooms is two in Year 1, three in Year 2, and four in Year 3.
- The average number of medium rooms is eight in Year 1, 12 in Year 2, and 16 in Year 3.

## ANALYSIS OF BENEFITS

- The average number of small rooms is six in Year 1, nine in Year 2, and 12 in Year 3.
- The average number of employees per meeting in large, medium, and small rooms is 20, 10, and six, respectively.
- The average utilization per week in large, medium, and small rooms is 4, 5, and 10 hours, respectively.
- The percentage of total meetings hours disrupted by technology issues that affect business users' workflow is 30%.
- The average time lost due to each issue is 5 minutes.
- The fully burdened hourly salary of a business user is \$55.
- Forrester uses a productivity recapture percentage of 50%.

**Risks.** The value of this benefit can vary across organizations due to the variations in the following:

- The organization's number of rooms, including how many large, medium, and small rooms have Teams Rooms deployed.
- The average utilization of rooms.
- The average fully loaded salaries of business users, which vary by industry and geography.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$108,000.

## 5,382 hours

Business user time savings over three years due to Teams Rooms preventing general issues related to workflow productivity

“We looked at the Teams device as not only a replacement for [our previous videoconferencing solution], but also a way to bring people back to collaboration. Before [using] Teams Rooms, you missed that energy of all the things that you can do when you’re in the same room together. And, so, that’s why we came up with the decision to deploy Teams Rooms and devices.”

INFORMATION TECHNOLOGY MANAGER, STATE GOVERNMENT

<b>Improved User Workflow Efficiencies During And After Meetings</b>					
Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Average number of large rooms	Interviews	2	3	4
A2	Average number of employees per meeting in large rooms	Composite	20	20	20
A3	Average utilization per week in large rooms (hours)	Interviews	4	4	4
<b>A4</b>	<b>Subtotal: Weekly utilization of large rooms (hours)</b>	<b>A1*A2*A3</b>	<b>160</b>	<b>240</b>	<b>320</b>
A5	Average number of medium rooms	Interviews	8	12	16
A6	Average number of employees per meeting in medium rooms	Interviews	10	10	10
A7	Average utilization per week in medium rooms (hours)	Interviews	5	5	5
<b>A8</b>	<b>Subtotal: Weekly utilization of medium rooms (hours)</b>	<b>Interviews</b>	<b>400</b>	<b>600</b>	<b>800</b>
A9	Average number of small rooms	Interviews	6	9	12
A10	Average number of employees per meeting in small rooms	Interviews	6	6	6
A11	Average utilization per week in small rooms (hours)	Interviews	10	10	10
<b>A12</b>	<b>Subtotal: Weekly utilization of small rooms (hours)</b>	<b>Interviews</b>	<b>360</b>	<b>540</b>	<b>720</b>

## ANALYSIS OF BENEFITS

A13	Work weeks per year	TEI standard	52	52	52
A14	<b>Subtotal: Total meeting room utilization per year (hours)</b>	(A4+A8+A12)* A13	47,840	71,760	95,680
A15	Percentage of total meeting time disrupted by technology issues that affect business users' workflows (hours)	Interviews	30%	30%	30%
A16	Average time lost due to each issue (minutes)	Interviews	5	5	5
A17	<b>Subtotal: Total employee time saved with Teams Rooms preventing general issues (hours)</b>	A14*A15*A16/60	1,196	1,794	2,392
A18	Productivity recapture (i.e., percentage of recaptured time used productively)	TEI standard	50%	50%	50%
A19	Average fully burdened hourly rate of a business user	TEI standard	\$55	\$55	\$55
At	Improved user workflow efficiencies during and after meetings	A17*A18*A19	\$32,890	\$49,335	\$65,780
	Risk adjustment	↓10%			
Atr	Improved user workflow efficiencies during and after meetings (risk-adjusted)		\$29,601	\$44,402	\$59,202
<b>Three-year total: \$133,205</b>			<b>Three-year present value: \$108,085</b>		

## INCREASED EMPLOYEE PRODUCTIVITY BY REALLOCATING SAVED COMMUTE TIME TO WORK TASKS

**Evidence and data.** Interviewees told Forrester that Teams Rooms allowed their organizations to be more productive and reallocate saved commute time to work tasks.

- The vice president of information technology at an automotive services company said, “Before [using] Teams Rooms, employees felt like they had to attend meetings in person to be full participants [and] first-class citizens.”
- The senior manager of technology at an agriculture company said: “There’s been an impact overall organization-wide from travel. People still do travel, but I can’t imagine it’s as much as it was prior to us implementing Teams Rooms.”
- The information technology manager at a state government organization said: “Teams Rooms users can [use it] from home or they can do it from wherever. We do a lot of fieldwork, as well. And, so, those in the field can call in to a Teams Room on their phone or on their iPad or if they’re at home or if they’re in the

office or if they're in a conference room. So, they can really do it from anywhere. And the way we have it configured is all of our senior leadership, our directors, and deputies have a device, and then our midsize to large conference rooms each have a device or will have a device in them."

**Modeling and assumptions.** To calculate the value of this benefit for the composite organization, Forrester assumes the following:

- The composite organization's total number of employees is 2,800.
- The number of days per week actually worked at home is 1.5, from which Forrester used a multiplier of 0.29 (1.5 days/five days).<sup>2</sup>
- Before using Teams Rooms, the composite's employees spent an average of four days in the office per week.
- The average one-way commute time is 30 minutes.
- Work weeks per year, excluding vacation and personal time off, is 48.
- The composite organization's number of employees who work hybrid after the Teams Rooms implementation is 812.
- With Teams Rooms, the composite avoids 38,976 total hours of employee commute time per year.
- The composite organization reallocates 17,539 hours of business users' commuting time to work tasks over three years.
- This leads to increased employee productivity that saves the composite \$273,319 per year or \$679,704 over three years.
- With Teams Rooms, the composite's employees spend an average of three days in the office per week.
- The percentage of time saved that is available to spend on work tasks from avoided commute time is 30%.<sup>3</sup>
- The composite has a productivity recapture percentage of 50%.
- The fully burdened hourly salary of a business user is \$55.

## ANALYSIS OF BENEFITS

**Risks.** The value of this benefit can vary across organizations due to variations in the following:

- The organization's number of hybrid workers.
- The average one-way and roundtrip commute times in different regions, such as urban, suburban, and rural areas.
- The average fully loaded salaries of business users, which vary by industry and geography.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$609,000.

# 17,539 hours

Saved business user commuting time reallocated to work tasks over three years

Increased Employee Productivity By Reallocating Saved Commute Time To Work Tasks					
Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Total employees	Composite	2,800	2,800	2,800
B2	Days per week actually worked at home	Stanford Institute for Economic Policy Research	1.5	1.5	1.5
B3	Multiplier for employees working from home	Stanford Institute for Economic Policy Research	0.29	0.29	0.29
B4	<b>Subtotal: Employees working hybrid after Teams Rooms</b>	<b>B1*B3</b>	<b>812</b>	<b>812</b>	<b>812</b>
B5	Average days per week in the office before Teams Rooms	Interviews	4	4	4
B6	Average days per week in the office after Teams Rooms	Composite	3	3	3
B7	Average one-way commute time (minutes)	Interviews	30	30	30

## ANALYSIS OF BENEFITS

B8	Work weeks per year (excluding vacation and personal time off)	TEI standard	48	48	48
B9	<b>Subtotal: Total employee commute time per year avoided after Teams Rooms (hours)</b>	$B4*(B5-B6)*B7*2 /60*B8$	38,976	38,976	38,976
B10	Percentage of time saved that is available to spend on work tasks from commute time avoided	National Bureau of Economic Research	30%	30%	30%
B11	Productivity recapture (percentage of time available to spend on work tasks that is actually used productively on work tasks)	TEI standard	50%	50%	50%
B12	Average fully burdened hourly rate of business user	A18	\$55	\$55	\$55
Bt	Increased employee productivity by reallocating saved commute time to work tasks	$B9*B10*B12$	\$321,552	\$321,552	\$321,552
Btr	Risk adjustment	↓15%			
	Increased employee productivity by reallocating saved commute time to work tasks (risk-adjusted)		\$273,319	\$273,319	\$273,319
<b>Three-year total: \$819,958</b>			<b>Three-year present value: \$679,704</b>		

## REDUCED TIME SPENT BY IT ADMINS ON ROOM ISSUE RESOLUTION

**Evidence and data.** Interviewees said their organizations benefit significantly from a reduction in time IT specialists spend on room issue resolution with Teams Rooms.

- The information technology manager at a state government organization told Forrester: “With Teams Rooms, the [measure of performance] was starting on time ... which has improved significantly regarding who is in that meeting from vendors coming to meetings with our own employees. Teams has made it so our meetings are starting on time.”
- The vice president of information technology at an automotive services company said, “Having folks — even the external folks — being able to be productive right out of the gate as soon as you get in there was great.”
- The senior director of information services at a nonprofit organization told Forrester: “Five [minutes] was probably the average for delays of meetings due to technical issues. Sometimes it would get worse. It depends on the larger-scale meetings and some of our challenges we’re doing like board meetings or things like that. The last thing we want to do is have those snafus. I used to have a staff

member on-site to be able to help with the connectivity and all of that. I do not do that anymore. I just make sure that I have a team member who runs through there and makes sure everything's powering up and there's nothing wonky going on. But, with advanced notice, now I don't even have to do that."

**Modeling and assumptions.** To calculate the value of this benefit for the composite organization, Forrester assumes the following:

- With Teams Rooms, the composite organization saves 2,153 hours in Year 1, 5,382 in Year 2, and 10,046 in Year 3.
- With Teams Rooms, the composite saves 8,791 hours on IT admin room issue resolution, and this time is used productively on other work tasks.
- This yields savings of \$69,966 in Year 1, \$174,915 in Year 2, and \$326,508 in Year 3.
- The composite's total meeting room utilization is 47,840 hours in Year 1, 71,760 hours in Year 2, and 95,680 hours in Year 3.
- The percentage of meeting time disrupted by technical startup issues prevented by Teams Rooms' one-touch join functionality is 30%.
- The average time lost per technical startup issues is 30 minutes per issue.
- The percentage of time used productively is 50%.
- The fully burdened hourly salary of an IT help desk analyst is \$65.

**Risks.** The value of this benefit can vary across organizations due to variations in the following:

- The organization's existing efficiency in handling technical startup issues.
- The average fully loaded salaries of IT help desk analysts, which vary by industry and geography.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$408,000.

## ANALYSIS OF BENEFITS

Reduced Time Spent By IT Admins On Room Issue Resolution					
Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Total meeting room utilization per year (hours)	A14	47,840	71,760	95,680
C2	Percentage of meeting time disrupted by technical startup issues prevented by Teams Rooms' one-touch join functionality	Interviews	30%	30%	30%
C3	Average time lost per technical startup issue (minutes)	Interviews	30	30	30
C4	Percentage of instances that are handled remotely	Interviews	30%	50%	70%
<b>Subtotal: Total employee time saved because Teams Rooms' OneTouch Join prevents technical startup issues (hours)</b>		<b>C1*C2*C3/60</b>	<b>2,153</b>	<b>5,382</b>	<b>10,046</b>
C6	Percentage of saved time used productively	Interviews	50%	50%	50%
C7	Average fully burdened hourly rate of an IT help desk analyst FTE	TEI standard	\$65	\$65	\$65
Ct	Reduced time spent by IT admins on room issue resolution	C5*C6*C7	\$69,966	\$174,915	\$326,508
Risk adjustment		↓10%			
Ctr	Reduced time spent by IT admins on room issue resolution (risk-adjusted)		\$62,969	\$157,424	\$293,857
<b>Three-year total: \$514,250</b>			<b>Three-year present value: \$408,126</b>		

**8,791 hours**

Time savings over three years on room issue resolution by IT admins that can be used productively for other work tasks

“My level one and level two [employees] — the people who are doing [more complicated] work or doing projects — I don’t have to pull them out of whatever work mode that they’re in. By putting Teams Room in, I don’t have to worry about that anymore. And my [employees] are always on the phone or available to answer the phone [for other value-added activities].”

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## INCREASED MEETING EFFICIENCY BY MINIMIZING TECHNICAL ISSUE DISRUPTIONS DURING MEETINGS

**Evidence and data.** Interviewees told Forrester that using Teams Rooms drove increased meeting efficiency by containing technical disruptions during meetings.

- The senior manager of technology at an agriculture company told Forrester: “It feels to me much more like at least [for] the meetings I’m in that have remote people, they’re much more inclusive and engaged. I would say prior to that, if somebody was remote, there could be issues with getting them on the audio. Previously, content sharing was nonexistent, even just for someone who maybe was either a full-time remote person or someone in a different office. You can connect with video and kind of get that more personal connection, I guess. And I think, now, the world has changed.”

- The senior director of information services at a nonprofit organization said, “One of the things that we wanted to make sure that we’re doing is creating an experience and demystifying technology because that is always a barrier when going into meetings — and nothing starts a meeting off worse than having technology issues.”

**Modeling and assumptions.** To calculate the value of this benefit for the composite organization, Forrester assumes the following:

- Prior to using Teams Rooms, weekly IT support time per meeting room was 2 hours and 15 minutes (or 135 minutes) per issue.
- With Teams Rooms, weekly IT support time per meeting room is 0.13 hours (or 7.8 minutes) per issue.
- With Teams Rooms, the composite organization saves 1,764 hours in Year 1, 2,646 in Year 2, and 3,528 in Year 3.
- With Teams Rooms, the composite organization saves 7,937 hours of IT support time over three years by minimizing technical issue disruptions.
- This accounts for an increase in meeting efficiency that saves the composite \$108,918 in Year 1, \$163,375 in Year 2, and \$217,834 in Year 3.
- There are 52 work weeks per year.
- The fully burdened hourly salary of an IT support technician is \$65.

**Risks.** The value of this benefit can vary across organizations due to variations in the following:

- The organization’s existing dedicated IT support for meetings.
- The effectiveness of the organization’s IT support technicians in handling issues for meeting rooms.
- The average fully loaded salaries of IT support technicians, which vary by industry and geography.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$398,000.

## ANALYSIS OF BENEFITS

Increased Meeting Efficiency By Minimizing Technical Issue Disruptions During Meetings					
Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	IT support time per meeting room per week before Teams Rooms (hours)	Interviews	2.25	2.25	2.25
D2	IT support time per meeting room per week with Teams Rooms (hours)	Interviews	0.13	0.13	0.13
D3	<b>Subtotal: Number of meeting rooms with Teams Rooms devices</b>	<b>A1+A5+A9</b>	<b>16</b>	<b>24</b>	<b>32</b>
D4	Work weeks per year	TEI standard	52	52	52
D5	<b>Subtotal: Total IT support time saved per year with Teams Rooms (hours)</b>	<b>(D1-D2)*D3*D4</b>	<b>1,764</b>	<b>2,646</b>	<b>3,528</b>
D6	Average hourly rate of an IT support technician	TEI standard	\$65	\$65	\$65
Dt	Increased meeting efficiency by minimizing technical issue disruptions during meetings	D5*D6	\$114,650	\$171,974	\$229,299
	Risk adjustment	↓5%			
Dtr	Increased meeting efficiency by minimizing technical issue disruptions during meetings (risk-adjusted)		\$108,918	\$163,375	\$217,834
<b>Three-year total: \$490,127</b>			<b>Three-year present value: \$397,699</b>		

**7,937 hours**

IT support time savings over three years from minimization of technical issue disruptions

## IMPROVED IT EFFICIENCY DRIVEN BY REMOTE CONFIGURATION AND DEVICE ANALYTICS

**Evidence and data.** Interviewees told Forrester their organizations benefit significantly from Teams Rooms' remote configuration and device analytics capabilities.

The senior director of information services at a nonprofit organization told Forrester, "Microsoft has really invested in having the components to be able to remotely and effectively manage the rooms themselves, [and] to get better advanced warnings, notifications, and all that. ... That has made a world of difference from my seat because I now know before the users know. So, the user experience has absolutely just taken off with being able to have those tools available to me, and it has significantly reduced the amount of time that I have to manage the meetings."

**Modeling and assumptions.** To calculate the value of this benefit for the composite organization, Forrester assumes the following:

- The composite organization experienced a reduced cost as a result of Teams' remote configuration of \$9,750, \$16,250, and \$22,750 in years 1, 2, and 3, respectively.
- The reduced cost as a result of device analytics automation functionality was \$1,625 annually.
- Improved IT efficiency driven by remove configuration and device analytics was \$10,806, \$16,981, and \$23,156 in years 1, 2, and 3, respectively.
- The number of issues the composite organization required FTEs to resolve issues in-person at the respective room was 1,000.
- The reduction of previously manually resolved issues that are resolved through Remote Management is 30%.
- The average amount of time to resolve an in-person issue is 30 minutes.
- The fully burdened hourly salary of an IT support technician is \$65.
- The number of issues that need manual resolution prior to Teams Rooms is 500.

**Risks.** The value of this benefit can vary across organizations due to variations in the following:

## ANALYSIS OF BENEFITS

- Variations in the number of issues the composite organization required FTEs to resolve issues in-person at respective rooms.
- Differences in the average amount of time organizations spend on average resolving each issue.
- Differences in the number of issues that need manual resolution in organizations prior to Teams Rooms.
- Average fully loaded salaries of IT support technicians would vary by industry and geography.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$41,000.

Improved IT Efficiency Driven By Remote Configuration And Device Analytics					
Ref.	Metric	Source	Year 1	Year 2	Year 3
E1	Issues that require FTEs to resolve them in person	Composite	1,000	1,000	1,000
E2	Reduction of issues that were previously resolved manually that are resolved through remote management	Composite	30%	50%	70%
<b>E3</b>	<b>Subtotal: Number of issues automated through remote management</b>	<b>E1*E2</b>	<b>300</b>	<b>500</b>	<b>700</b>
E4	Average amount of time to resolve an in-person issue (hours)	Interviews	0.5	0.5	0.5
E5	Average fully burdened hourly salary of an IT support FTE	TEI standard	\$65	\$65	\$65
<b>E6</b>	<b>Subtotal: Reduced cost as a result of use of remote management</b>	<b>E3*E4*E5</b>	<b>\$9,750</b>	<b>\$16,250</b>	<b>\$22,750</b>
E7	Issues that needed manual resolution prior to using Teams Rooms	Interviews	500	500	500
E8	Percent reduction of issues that were previously resolved manually that are automated with Teams Rooms	Composite	10%	10%	10%
<b>E9</b>	<b>Subtotal: Issues automated through portal recognition and automation capabilities</b>	<b>E7*E8</b>	<b>50</b>	<b>50</b>	<b>50</b>
E10	Average time to resolve an in-person issue (hours)	Interviews	0.5	0.5	0.5
E11	Average fully burdened hourly salary of an IT support FTE	TEI standard	\$65	\$65	\$65
<b>E12</b>	<b>Subtotal: Reduced cost as a result of automation of issue resolution</b>	<b>E9*E10*E11</b>	<b>\$1,625</b>	<b>\$1,625</b>	<b>\$1,625</b>
Et	Improved IT efficiency driven by remote configuration and device analytics	E6+E12	\$11,375	\$17,875	\$24,375
Risk adjustment		↓5%			

## ANALYSIS OF BENEFITS

Etr	Improved IT efficiency driven by remote configuration and device analytics (risk-adjusted)	\$10,806	\$16,981	\$23,156
Three-year total: \$50,944			Three-year present value: \$41,256	

**\$41,256**

Value of improved IT efficiency driven by remote configuration and device analytics

## UNQUANTIFIED BENEFITS

Interviewees mentioned the following additional benefits that their organizations experienced but were not able to quantify:

- **Standardization around one tool or solution.** Interviewees told Forrester their organizations were able to go from using numerous tools or solutions (e.g., competing videoconference and web conferencing solutions, email attachments, sharing via online texting apps) to using one solution with Teams Rooms.
- **Increased ability to communicate and collaborate effectively in hybrid work environments.** Interviewees noted that other solutions did not allow their organizations to communicate and collaborate as effectively as Teams Rooms do. They said that with other solutions, remote participants found it difficult to understand and view who was talking in a conference room in the office. Similarly, remote participants felt like second-class citizens from not being in-person participants.
- **Optimized ability for non-IT users to start meetings on time through easier-to-use solutions.** Interviewees unanimously lamented the delays in starting meetings and said most last at least 5 to 10 minutes per meeting. They explained that using Teams Rooms allows for immediate access of meetings through one-touch functionality.

- **Increased ability to operate meetings from any location, in the field or home, and on any device.** Interviewees said using Teams Rooms allows their organizations' employees to access meetings from anywhere — whether they are in the office or in the field — and from any device — whether it's a laptop, desktop, or mobile device.
- **High adoption of meeting rooms with Teams Rooms.** Interviewees told Forrester that the adoption of Teams Rooms at their organizations is extremely high. The senior director of information services at a nonprofit organization said, "We have 90% to 95% adoption of Teams Rooms."
- **Streamlined ability to include participants using other solutions.** Interviewees said that while most solutions are focused on their own ecosystems, Teams Rooms allow organizations to run meetings that offer other solutions (e.g., Zoom) to be answered through its touch pad.

"We do a lot of field work. And, so, those in the field can call into a Teams room on their phone or on their [tablet] or if they're at home or if they're in the office or if they're in a conference room. They can really do it from anywhere. And the way we have it configured is that all of our senior leadership — our directors and deputies — have a device, and our conference rooms all have a device in them."

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“The ability for [Teams Rooms] to transcribe is very beneficial just like the recording is very beneficial for people to go back and look at. It’s very helpful for us in a lot of ways. For people who can’t make it to a meeting for whatever reason, they always have access to the recording after it has been recorded.”

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## 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
Ftr	Teams Rooms devices	\$74,384	\$37,192	\$37,192	\$0	\$148,768	\$138,932
Gtr	Installation of devices and other hardware	\$86,763	\$43,381	\$43,381	\$0	\$173,525	\$162,052
Htr	IT setup, configuration time, and support for rooms and devices	\$21,840	\$10,920	\$10,920	\$0	\$43,680	\$40,792
Itr	Annual Teams Rooms license cost	\$0	\$7,680	\$11,520	\$15,360	\$34,560	\$28,043
Total costs (risk-adjusted)		\$182,987	\$99,173	\$103,013	\$15,360	\$400,533	\$369,819

## TEAMS ROOMS DEVICES

**Modeling and assumptions.** The composite organization pays Microsoft a risk-adjusted total of \$138,932 over three years for devices.

**Risks.** The value of this cost can vary across organizations due to variations in the following:

- The number of large, medium, and small rooms the organization adds each year.
- Changes in kit device costs, which depends on negotiation between Microsoft and its suppliers and partners.

**Results.** To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$139,000.

## ANALYSIS OF COSTS

Teams Rooms Devices						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
F1	Large rooms	Interviews	2	1	1	0
F2	Estimated cost of Teams Rooms devices for one large room	Composite	\$5,170	\$5,170	\$5,170	
F3	Medium rooms	Interviews	8	4	4	0
F4	Estimated cost of Teams Rooms devices for one medium room	Composite	\$4,616	\$4,616	\$4,616	
F5	Small rooms	Interviews	6	3	3	0
F6	Estimated cost of Teams Rooms devices for one small room	Composite	\$3,930	\$3,930	\$3,930	
Ft	Teams Rooms devices	F1*F2+F3*F4+F5* F6	\$70,842	\$35,421	\$35,421	\$0
	Risk adjustment	↑5%				
Ftr	Teams Rooms devices (risk-adjusted)		\$74,384	\$37,192	\$37,192	\$0
<b>Three-year total: \$148,768</b>			<b>Three-year present value: \$138,932</b>			

## INSTALLATION OF DEVICES AND OTHER HARDWARE

**Modeling and assumptions.** The composite organization pays Microsoft a risk-adjusted total of \$162,052 over three years for the installation of devices and other hardware according to varying rates by room size.

**Risks.** The value of this cost can vary across organizations due to variations in the following:

- The average fully burdened annual salaries and hourly rates of the FTEs who install Microsoft Teams Rooms devices at the organization.
- The availability of skilled FTEs required to install Microsoft Teams Rooms devices.

**Results.** To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$162,000.

## ANALYSIS OF COSTS

Installation Of Devices And Other Hardware						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
G1	Estimated installation costs for one large room	Composite	\$7,438	\$7,438	\$7,438	\$0
G2	Estimated installation costs for one medium room	Composite	\$6,009	\$6,009	\$6,009	\$0
G3	Estimated installation costs for one small room	Composite	\$3,280	\$3,280	\$3,280	\$0
Gt	Installation of devices and other hardware	F1*G1+F3*G2+F5* G3	\$82,631	\$41,316	\$41,316	\$0
	Risk adjustment	↑5%				
Gtr	Installation of devices and other hardware (risk-adjusted)		\$86,763	\$43,381	\$43,381	\$0
<b>Three-year total: \$173,525</b>			<b>Three-year present value: \$162,052</b>			

## IT SETUP, CONFIGURATION TIME, AND SUPPORT FOR ROOMS AND DEVICES

**Modeling and assumptions.** The composite organization pays Microsoft a risk-adjusted total of \$40,792 over three years for IT setup, configuration time, and support for rooms and devices.

**Risks.** The value of this cost can vary across organizations due to variations in the following:

- The average fully burdened annual salaries and hourly rates of the FTEs who set up, configure, and support Microsoft Teams Rooms at the organization.
- The availability of skilled FTEs required to set up, configure, and support Microsoft Teams Rooms.

**Results.** To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$41,000.

## ANALYSIS OF COSTS

IT Setup, Configuration Time, And Support For Rooms And Devices						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
H1	Total new rooms	F1+F3+F5	16	8	8	0
H2	IT setup and configuration time per room (hours)	Interviews	20	20	20	0
H3	Average fully burdened hourly salary of an IT support technician	TEI standard	\$65	\$65	\$65	\$0
Ht	IT setup, configuration time, and support for rooms and devices	H1*H2*H3	\$20,800	\$10,400	\$10,400	\$0
	Risk adjustment	↑5%				
Htr	IT setup, configuration time, and support for rooms and devices (risk-adjusted)		\$21,840	\$10,920	\$10,920	\$0
<b>Three-year total: \$43,680</b>			<b>Three-year present value: \$40,792</b>			

## ANNUAL TEAMS ROOMS LICENSE COST

**Modeling and assumptions.** The composite organization pays Microsoft a risk-adjusted total of \$28,043 over three years for its Teams Rooms license cost.

**Risks.** The value of this cost can vary across organizations due to variations in the following:

- Whether or not the organization receives preferred pricing.
- Changes in pricing as the organization grows and requires additional rooms deployed with Teams Rooms.

**Results.** To account for these risks, Forrester adjusted this cost upward by 0%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$28,000.

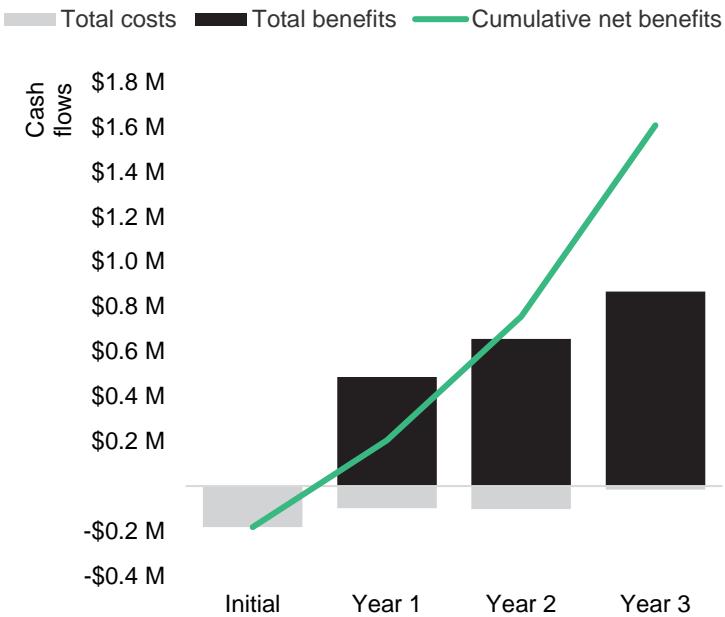
## ANALYSIS OF COSTS

Annual Teams Rooms License Cost						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
I1	Monthly license cost per room	Composite	\$0	\$40	\$40	\$40
I2	Annual license cost per room	I1*12	\$0	\$480	\$480	\$480
I3	Number of Teams Rooms	D3	\$0	16	24	32
It	Annual Teams Rooms license cost	G2*G3	\$0	\$7,680	\$11,520	\$15,360
	Risk adjustment	0%				
Itr	Annual Teams Rooms license cost (risk-adjusted)		\$0	\$7,680	\$11,520	\$15,360
<b>Three-year total: \$34,560</b>			<b>Three-year present value: \$28,043</b>			

# Financial Summary

## Consolidated Three-Year Risk-Adjusted Metrics

### Cash Flow Chart (Risk-Adjusted)



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.

The financial results calculated in the Benefits and Costs sections can be used to determine the ROI,

### Cash Flow Analysis (Risk-Adjusted Estimates)

	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(\$182,987)	(\$99,173)	(\$103,013)	(\$15,360)	(\$400,533)	(\$369,819)
Total benefits	\$0	\$485,613	\$655,501	\$867,369	\$2,008,483	\$1,634,870
Net benefits	(\$182,987)	\$386,440	\$552,487	\$852,009	\$1,607,950	\$1,265,051
ROI						342%
Payback						<6 months

## **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.”

### **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.

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.

## **APPENDIX B: SUPPLEMENTAL MATERIAL**

### *Related Forrester Research*

[The Future Of The Office](#), Forrester Research, Inc., September 7, 2022.

[Master Hybrid Meetings With These Five Steps](#), Forrester Research, Inc., March 6, 2023.

[The Forrester Wave™: Unified Communications As A Service \(UCaaS\), Q3 2023](#), Forrester Research, Inc., September 19, 2023.

[The Future Of Work Requires A Better Collaboration Model](#), Forrester Research, Inc., July 17, 2023.

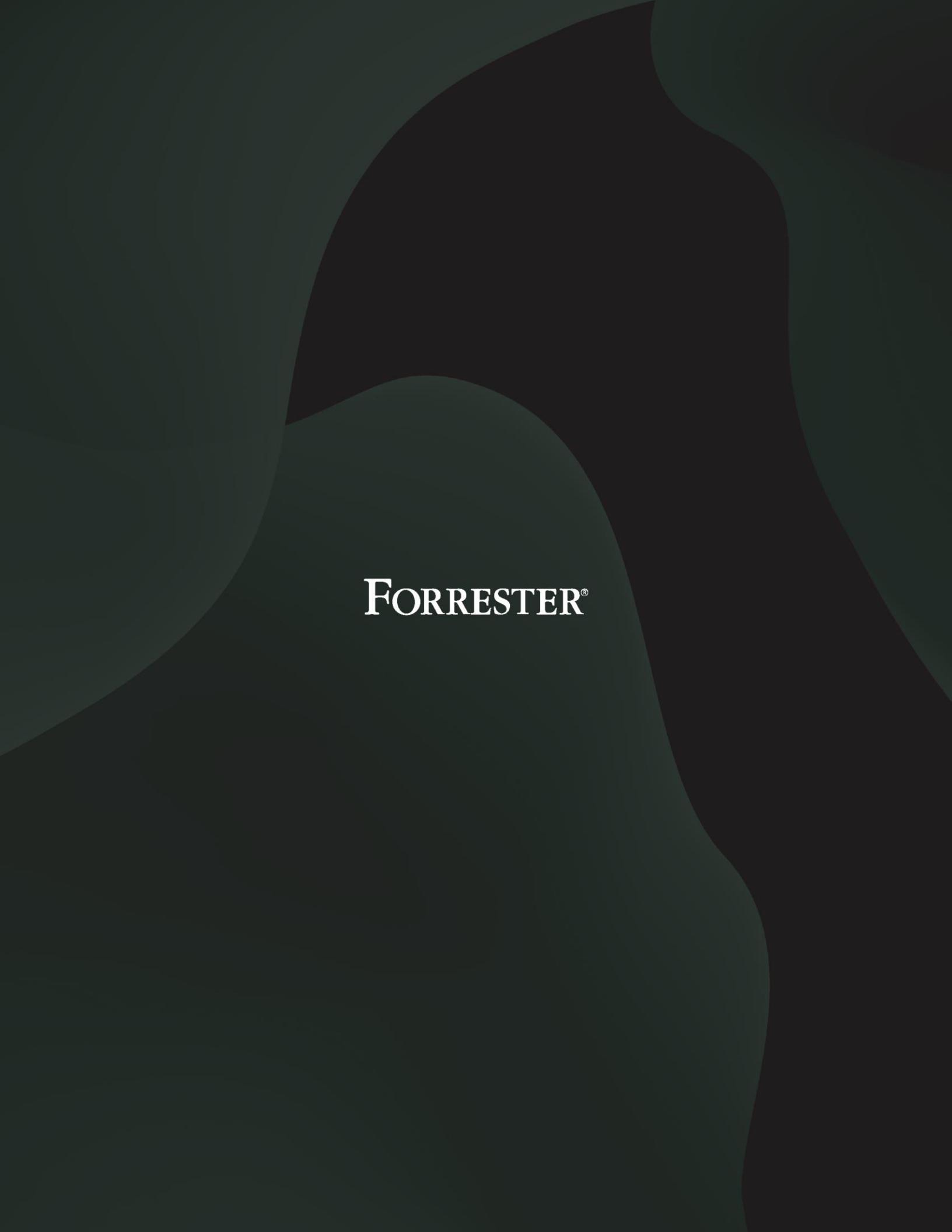
## APPENDIX C: ENDNOTES

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<sup>1</sup> 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.

<sup>2</sup> Source: Jose Maria Barrero, Nicholas Bloom, Steven J. Davis, [The Evolution of Working from Home](#), Stanford Institute for Economic Policy Research, July 2023.

<sup>3</sup> Source: Nicholas Bloom, Ruobing Han, James Liang, [How Hybrid Working From Home Works Out](#), National Bureau of Economic Research, January 2023.



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