Hi everyone, in this video we are going to look at an internal tool that enables you to demonstrate the rapid return on investment that you get from Ivanti’s software.

Back in the day I took an internal flight to Newcastle in the north of England to interview a customer for a marketing case study. The customer collected me from the airport and then insisted on joining a lengthy line so he could pay an actual person and get a receipt for his expense claim, rather than pay at a machine. I thought nothing of it – airport parking is famously expensive; I understood the desire to claim it back. It cost 50p – even back then this was just the price of a chocolate bar. I shouldn’t have been surprised that most of the journey to his office involved him telling me how expensive our software was.

The interview went well. Our software had revolutionized their support operation, streamlining everything and making everything so much more efficient. They’d discovered and resolved problems they didn’t even know they had. “Has it saved you any money?” I asked. He then reeled off an impressively long list of the ways in which our software had saved them money. Then he caught himself, and said “but your software is really expensive, isn’t it?”

Demonstrating return on investment can be difficult: all too often all that prospects see is what they perceive as a huge initial outlay (although with a subscription, this may be smaller than for a perpetual license). The challenge is to draw focus away from the initial outlay to all the cost savings that will quickly accrue until the software has more than paid for itself.

Fortunately, we have a tool that can help with that. Let’s take a look.