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Maximizing Your ROI From Microsoft 365 Enterprise With Microsoft Surface

Forrester Consulting conducted a Total Economic Impact™ (TEI) study to examine the potential return on investment (ROI) enterprises may realize by implementing Microsoft 365 Enterprise on Microsoft Surface devices. To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed and surveyed hundreds of customers with experience using Microsoft 365 on Microsoft Surface devices across seven countries, including Australia, China, France, Germany, Japan, the United Kingdom, and the United States. This summary is based on a full TEI study, which can be downloaded here.

Through these interviews, the survey, and subsequent financial analysis, Forrester concluded that organizations that use Microsoft Surface devices powered by Microsoft 365 Enterprise have the following three-year financial impact: $21.06 million in benefits versus costs of $9.93 million, resulting in a net present value (NPV) of $11.13 million and an ROI of 112%.

Financial Summary

The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment in Microsoft 365 powered Surface devices. Forrester assumes a yearly discount rate of 10% for this analysis.
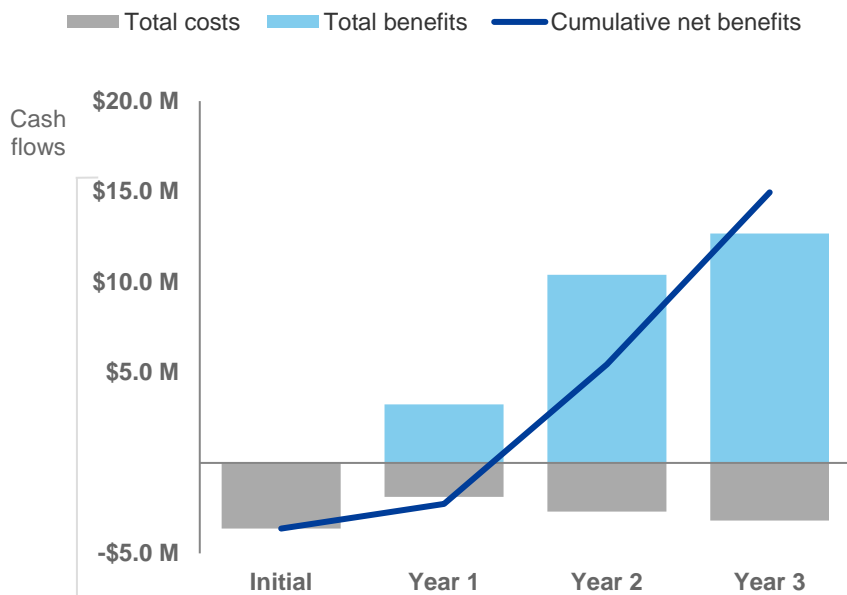
ROI
112%

NPV
$11.13 million

Payback
16 months

SUMMARY

Based on a commissioned study, "Maximizing Your ROI From Microsoft 365 Enterprise With Microsoft Surface"

METHODOLOGY

The objective of the TEI 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 of using Microsoft 365 on Surface devices, including interviews with Forrester analysts, Microsoft stakeholders, and hundreds of current Microsoft 365 powered Surface device customers. Forrester constructed a financial model representative of the survey and interviews using the TEI methodology.

COMPOSITE ORGANIZATION

This analysis uses a composite organization, based on the interviewees, to present the aggregate financial analysis.

RISK ADJUSTMENT

Forrester risk-adjusted the financial model based on issues and concerns of the interviewed organizations to account for uncertainties in benefit and cost estimates.

Surface Adds To The Business Value Of Microsoft 365

To rapidly innovate, better serve customers, and engage workers, organizations across the globe are using technology-driven solutions that improve information sharing, enhance teamwork, accelerate decision making, and drive process efficiencies. Organizations are leveraging modern devices with next-generation capabilities, including voice recognition, digital pens, and touchscreens, to further empower their digitally-driven workforces. This strategy is working: 62% of information workers agree that using these next-generation technologies help to make them more productive in their jobs.

This case study examines the potential return on investment (ROI) enterprises may realize by implementing Microsoft 365 Enterprise on Microsoft Surface devices, looking closely at how Microsoft Surface helps augment and compound the business benefits of Microsoft 365.

The following risk-adjusted quantified benefits are representative of those experienced by the companies surveyed and interviewed:

› **Employees more than doubled the communication, information sharing, and business workflow productivity gains seen from using Microsoft 365 Enterprise without Surface**. Workers realized nearly five hours in weekly productivity gains using Microsoft 365 on Surface, equating to more than 12% of the average workweek.

› **Using the combined creative features and capabilities of Surface and Microsoft 365, including Pen, Touch, Dial, 3D in PowerPoint, collaboration features in Skype, and Microsoft Teams, organizations streamlined creative tasks.** Streamlining such tasks saved creative workers 27 minutes per day, or over 5% of their average workweek.

› **Organizations eliminated many of the unnecessary inefficiencies that typically plague effective teamwork**. Enhanced teamwork capabilities using Microsoft 365 Enterprise powered Surface devices saved employees over three hours each week.

› **Business decision making by senior leadership was accelerated by nearly 21%.** Using Microsoft 365 Enterprise with Microsoft Surface, leaders reduced decision-making time by nearly 21% versus 18% for leaders using Microsoft 365 Enterprise on other devices.

› **Organizations reduced product development overhead costs by 11%.** Organizations accelerated time-to-market and reduced product development costs through better task prioritization, research and development (R&D) collaboration, and improved data management and analytics capabilities using Microsoft 365 on Surface.

› **Surface's mobility features — including eSIM to enable secure work from anywhere, strong battery life, and the ability to run multiple applications side-by-side — compounded the mobility benefits of Microsoft 365 Enterprise**. The mobility benefits of Surface combined with secure remote access features of Microsoft 365 Enterprise saved mobile workers over four hours per week, equating to over 11% of the average workweek.

› **IT saved two and a half hours per application provisioning request and over 25 minutes configuring each device.** The combined device, application, and security configuration and provisioning synergies of Microsoft Surface, Windows AutoPilot, Windows 10, and EMS improved IT and user productivity.

> "Microsoft 365 powered Surface devices have greatly eased access to critical information and content in the field, improving our sales function and helping us drive growth."
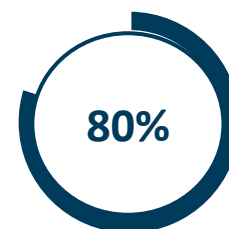>
> *~Survey respondent*

Increased Productivity

Additional hours saved weekly with Surface

Hours per week saved with Microsoft 365
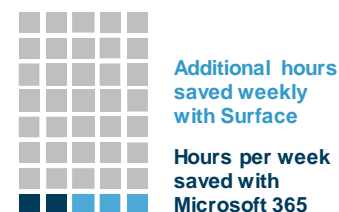
3 additional hours per week saved using Microsoft 365 Enterprise on Surface

80%

Of survey respondents indicated that Microsoft Surface + Microsoft 365 helped employees be more creative.

Enhanced Mobility

Additional hours saved weekly with Surface

Hours per week saved with Microsoft 365
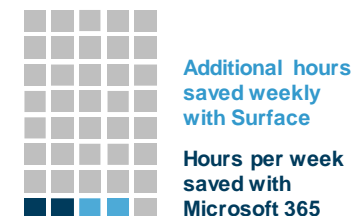
2 additional hours per week saved using Microsoft 365 Enterprise on Surface

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› **The stability of Surface resulted in fewer incidents of crashing, while the number of password reset-focused help desk tickets were nearly eliminated using the self-service capabilities from EMS to administer password resets.** Help desk calls for password resets were reduced by over 86%, while device and application performance-related tickets were reduced by 15%.

› **Security breach remediation costs were reduced by 80%, and the number of annual breaches was reduced by 50%.** Using two-factor authentication, Advanced Threat Analytics, and Surface Enterprise Management Mode (SEMM), organizations cut the volume of breaches experienced annually in half while reducing breach remediation costs by 80%.

› **The organizations reduced several third-party technology costs, devices, infrastructure, and IT support requirements.** A wide variety of third-party technology, device, and support costs were reduced or eliminated using Microsoft 365 powered Surface devices.

80% reduction in security breach costs

50% reduction in annual breach volume

The Microsoft 365 Powered Surface Device Customer Journey

For this study, Forrester conducted two in-depth interviews and surveyed 308 IT and business decision makers across seven countries who provided both Microsoft 365 Enterprise and Microsoft Surface devices to a subset of their workforces.

Key Investment Drivers And Results

The interviewed and surveyed organizations shared the following investment drivers:

› **Boosting employee productivity.** Organizations were looking to improve employee productivity through tools and technologies that foster collaboration and streamline business workflows.

› **Reducing costs and improving IT manageability.** Organizations were looking to reduce costs, eliminate redundant applications and infrastructure, and improve IT manageability over their IT estates.

› **Improving security and compliance**. Organizations needed to deliver a solution that enhances mobility and teamwork, while concurrently meeting the security needs of their businesses.

The interviewed and surveyed organizations achieved key investment results:

› **Improved employee experience.** Seventy-six percent of survey respondents indicated that Microsoft 365 and Surface improved employee retention; 75% agree that Microsoft 365 and Surface improved employee satisfaction; and 71% believe that Microsoft 365 and Surface positioned their organization as a top employer.

› **Enhanced employee productivity, teamwork, creativity, and mobility.** Relative to using Microsoft 365 Enterprise alone, Surface and Microsoft 365 users saw three additional hours in weekly productivity gains on common daily tasks, along with several incremental productivity gains around teamwork, the delivery of creative tasks, and mobile workflows.

› **IT cost savings and improvements in manageability.** Organizations saved money by reducing or eliminating redundant third-party technologies, infrastructure, and IT support requirements and by driving device and application configuration, provisioning, and management efficiencies that saved time for both IT and users.

76%
Agree that M365 powered Surface devices have helped improve employee retention

75%
Agree that M365 powered Surface devices improved employee satisfaction

71%
Agree that M365 powered Surface devices have helped position their organization as a top employer

Composite Organization

Based on the interviews and global survey, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected, covered in greater detail in the full study. The composite organization has the following characteristics:

Description of composite: The organization is a global financial services company with a highly distributed workforce and a strong presence throughout the US, Western Europe, China, Japan, and Australia. The company has 5,000 employees worldwide, with 1,000 employees initially using Microsoft Surface and Microsoft 365 Enterprise E5. Over the course of this three-year analysis, it plans to add an additional 250 Microsoft 365 powered Surface device users each year in years 2 and 3.

Deployment characteristics. The organization has a mix of Microsoft Surface device models, including Surface Pro, Surface Book, Surface laptop, and Surface Studio, across its Surface user group. These devices are set up and configured using AutoPilot. In addition, the composite organization invested in Surface Hubs for several team conference rooms and senior leaders. Full Microsoft 365 Enterprise E5 deployment assumptions can be found in the full case study.

Microsoft Surface And Microsoft 365 Enterprise Costs

The interviewed and surveyed organizations experienced the following risk- and present value-adjusted costs, which have been included in the financial analysis for the composite organization. Over three years, the composite organization expects risk-adjusted total costs to be a PV of $9.93 million.

› **All 1,500 users required Microsoft Surface devices and Microsoft 365 Enterprise E5 licenses.** These costs include Microsoft Surface device hardware costs outside of the normal refresh cycle, which assumes a mix of device models including Surface Pro, Surface laptop, and Surface Studio. In addition, the composite organization invested in Surface Hubs for several team conference rooms and for a small set of senior leaders. Lastly, this cost category includes the cost of Microsoft 365 Enterprise E5 licenses.

› **Internal and external implementation resources included IT and line-of-business employees over a 12-month period, along with outsourced services during the implementation phase and in subsequent years.** To pilot, build a proof-of-concept (POC), and deploy Microsoft 365 Enterprise E5, Surface devices, and Surface Hub, the composite organization used a combination of existing internal resources in IT and the lines of business, along with outsourced professional and managed services delivered by Microsoft partners.

› **IT and end user training was provided on an ongoing basis.** The IT organization received 150 training sessions related to Microsoft Surface, Surface Hub, and Microsoft 365 Enterprise E5 during the initial implementation phase of the project, along with occasional training in subsequent years of the analysis. In addition, two full-time equivalents (FTEs) were tasked with creating an end user training program, curriculum, and content, along with building a learning portal for end users on SharePoint Online.

› **Several FTE employees provided ongoing system administration and support for Microsoft 365 Enterprise E5 and Surface users.** The composite organization allocated several FTEs for ongoing system configuration, provisioning, and updating, along with device configuration and deployment, help desk ticket resolution, and other system administration and support activities. The organization's use of a managed service provider limited the amount of IT resources required for ongoing system administration and support.

For more information, you can download the full results of the Microsoft 365 + Surface TEI analysis here.

This document is an abridged version of a case study commissioned by Microsoft, titled: "Maximizing Your ROI From Microsoft 365 Enterprise With Microsoft Surface, April 2018." The full study can be downloaded here.

Forrester's Total Economic Impact™ (TEI) framework identifies the cost, benefit, flexibility, and risk factors that affect investment decisions. Forrester took a multistep approach to evaluate Microsoft 365 and Surface's impact, including interviews with Forrester analysts, Microsoft stakeholders, and two current Microsoft customers, along with fielding a survey of 308 customers using both Microsoft 365 and Microsoft Surface. Forrester constructed a composite organization and aggregate financial analysis based on the interviewees and survey, and risk-adjusted the financial model to account for uncertainties in estimates.

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