

## What is the Forrester Total Economic Impact™ of IBM Information Management Solutions?

Forrester worked with IBM to analyze the total economic impact that IBM's Information Management solutions have on three specific big data use cases to help its customers solve important business problems.

### Enhanced 360 Degree View of the Customer

Extend existing customer views by incorporating additional internal and external information sources



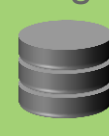
### Security and Intelligence Extension

Reduce risk, detect fraud, improve data security and privacy and monitor cybersecurity in real time.



### Data Warehouse Modernization

Modernize with new technology, including in-memory computing, Hadoop, appliances, social data, telematics and the internet of things while building confidence in existing data



Through interviews and data aggregation, Forrester concluded that IBM Information Management solutions have the following financial impact on a representative organization:



**ROI:  
148%**

**TOTAL BENEFIT (PV):  
\$3.2 Million**



Forrester worked with IBM's customers, who shared these business challenges and objectives:



“Success will be being able to appropriately manage and **take advantage of these incoming data sets** and **pivot that into business value.**”



“The way IBM's products are sold as a suite and designed to work together – **that brings major value to us.**”



“We **needed some better tools or capabilities** in order to monitor that activity in real time and do it more efficiently.”

More importantly, Forrester focused on the following three big data use cases with these specific benefits:

#### Enhanced 360-Degree View Of The Customer: \$23,028,754

- Increased revenue per customer.
- Increase customer acquisition.
- Savings due to reduced cost of creating marketing campaigns.
- Cost benefits associated with a decrease in customer attrition.
- Improved marketing employee productivity.
- Reduced IT spend.

#### Security and Intelligence Extension: \$3,184,876

- Improved process efficiency in meeting security requirements.
- Improvement in fraud detection rates.
- Improved efficiency of fraud management.
- Reduced likelihood of regulatory fines.
- Reduced cost to recover from a breach.

#### Data Warehouse Modernization: \$5,000,008

- Reduced cost to store and process persisted data.
- Reduced cost of infrastructure due to increased data warehouse performance and speed.
- Increased data warehouse analytic capabilities.

#### Disclosures

The reader should be aware of the following:

- This document is an abridged version of a full case study: The Total Economic Impact Of IBM Information Management Solutions, October 2014.
- The study was commissioned by IBM and delivered by the Forrester Consulting group.
- Forrester makes no assumptions as to the potential return on investment that other organizations will receive.
- Please read the full case study for additional disclosures.

#### TEI Methodology

Total Economic Impact™ (TEI) 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. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility. (<http://www.forrester.com/marketing/product/consulting/tei.html>)