Calculating ROI on your Colligo Investment

A guide to evaluating enterprise email management and secure mobile access for SharePoint

The decision to purchase and implement enterprise software depends on the financial return on investment (ROI). If the solution does not add measurable value to your organization—with benefits clearly outweighing costs—then the purchase does not get approved.

This whitepaper will guide you through calculating the ROI for Colligo's suite of SharePoint apps. It enumerates the benefits of Colligo software, and shows how to express those benefits in dollars, to enable a calculation of your payback period.

Colligo and SharePoint

Many organizations are familiar with the benefits of Microsoft SharePoint, including ready access to information, increased compliance with information governance policies, and enhanced collaboration. The more content that is managed properly in SharePoint, the greater benefit to your organization.

Colligo's suite of SharePoint apps for email and document management significantly improves content management in SharePoint by simplifying storage and retrieval, improving content quality, increasing productivity by integrating SharePoint with familiar tools such as Microsoft Outlook and the desktop, and enabling offline access for mobile users, on multiple devices and platforms.

ROI Calculations

This ROI analysis assumes you have already chosen SharePoint, and that your consideration of Colligo is to enhance and extend SharePoint's out-of-the-box capabilities. Therefore, the benefits and costs of Colligo software are measured relative to the standard SharePoint implementation.

There are many ways to calculate ROI, with one of the most common being a calculation of the payback period on the purchase price, including software and training costs. This is a calculation of benefits over time, minus costs over time.

A payback period of between one and two years is generally targeted for software purchases, meaning the monetary value of gains (e.g. cost reduction, increased compliance, or greater efficiency) must equal or exceed the investment within 24 months.

Colligo

Research by TechValidate

ROI on Colligo SharePoint Apps

85% of surveyed IT organizations saw a return on investment (ROI) with Colligo software in 24 months or less.

Source: Survey of 34 users of Colligo SharePoint Apps

www.techvalidate.com/product-research/colligo-sharepoint-apps TVID: 9C4-6A6-D2D

Benefits of deploying Colligo software

To simplify your ROI calculations, this paper groups the benefits of deploying Colligo software into three categories:

Productivity

In many organizations, SharePoint is selected as a collaboration platform that facilitates document management and content sharing, and enables everyone to make better decisions. Yet out-of-the-box SharePoint is extremely complex, and is often rejected by end users with years of ingrained collaboration habits centered on email, attachments, and network file shares, as opposed to SharePoint's comparatively sophisticated collaboration requirements, such as metadata and versioning. In addition, its interface can be daunting, lacking the simplicity and ease-of-use of modern websites.

Ensuring that end users adopt SharePoint so that your organization can achieve productivity gains and increased efficiency requires reducing the impact of these new processes by integrating SharePoint with their existing collaboration behaviors.

Colligo dramatically simplifies tasks for your users, accelerating your business processes. Using Colligo apps in conjunction with SharePoint significantly reduces the number of steps required to move content to SharePoint, and ensuring its discoverability once moved. Another example is the ability to make more informed business decisions, based on more accurate, up-to-date information. Across an organization and over time, these gains have a significant financial impact.

Cost Reduction

Cost reduction calculations include both measurable savings, where existing known costs are reduced, and also cost avoidance, where potential future costs are not incurred. For example, with Colligo apps, your

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organization may realize ongoing cost savings on storage, mobile data, technical support, and training; and eliminate the need for costly customizations. Overall, extending SharePoint to the entire organization with Colligo also allows the cost of SharePoint itself to be amortized over new divisions and across different workflows.

Compliance

If your business is conducted by email (and whose isn't?) then the content of your corporate emails must be retained and managed, like any other record. In many cases, it's the email itself, sometimes it's the attachment, and often it's both, but the message is clear: emails are records and need to be managed as such. Colligo apps allow your organization to easily manage their email and document records in a way that meets compliance and legal requirements within tight financial constraints. Most importantly, they do this without negatively impacting employee productivity.

Together, the impact Colligo solutions have in these three areas provides a simple, accurate way to calculate ROI. Let's look at specific examples for each:

Productivity

Increased Collaboration

Integrating SharePoint into a user's regular workflow significantly increases the quantity and quality of information stored in SharePoint. Collaboration across local and remote teams is streamlined, by ensuring related email and documents are accurately tagged and readily accessible.

Time spent on internal communication is decreased, as accurate, available content requires less email, fewer phone calls and meetings, and less travel. Additionally, improvements in competitive processes (e.g. more informed decision-making by ensuring up-to-date access for all communication; faster response to an RFQ), will contribute directly to the bottom line.

Colligo apps run on PCs, laptops, and mobile devices, and feature "smart caching" technology that enables access to SharePoint content from anywhere—even offline. Tasks can be completed wherever users are located, vs. requiring them in the office, generating substantial business-process time savings.

Tagging content in context while offline can also improve the quality of metadata and subsequent discoverability, vs. waiting until a user is again online, and inaccuracies may occur. This delivers more accurate search results, which in turn improves content discoverability, further accelerating business processes.

A typical enterprise with 1000 knowledge workers wastes $2.5 million to $3.5 million per year searching for nonexistent information, failing to find existing information, or recreating information that can't be found.

(Source: IDC)

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"44% of information workers access more than five different systems in the normal course of doing their job, and 68% must access more than three different systems. User-centric integration is key to our future."

(Source: Osterman Research)

Increased Workforce Efficiency

Colligo apps increase end user productivity in a number of ways:

- Reduction in the number of clicks to save content in SharePoint: 70%
- Reduction in the number of clicks to tag content with type or metadata: 80%
- Automatically tagging emails with metadata extracted from email properties, leading to a reduction in the number of clicks to tag emails: 100%
- Access to SharePoint from Outlook and Windows File Explorer, substantially reducing context-switching between the browser and the application
- Federated search and advanced metadata support eliminate the time spent searching for, not finding, and recreating content

Increased Business Continuity

For remote locations or certain industries, the likelihood of service interruption is significant. Colligo's smart caching also enables workers to continue working if the SharePoint server or connectivity goes down.

Cost Reduction

Amortized SharePoint Costs

SharePoint is a multi-faceted platform that can support a number of scenarios, or "workloads". For example, supported workloads in SharePoint 2010 include Intranet sites, custom business workflow applications, business intelligence, collaboration, content and records management, and search.

Often an organization will base the initial SharePoint deployment decision on one workload, and then expand from there. The deployment of Colligo enables an organization to utilize its existing SharePoint platform for a new content or records management application. This new content application runs on their existing SharePoint servers, enabling Colligo customers to amortize their SharePoint investment across many new users, or even across new divisions.

59% of Fortune 500 companies experience a minimum of 1.6 hours of downtime per week. For an average Fortune 500 company with 10,000 employees who are paid an average of $56 per hour, the labor component of downtime would be $896,000 weekly, or over $46 million per year.

(Source: Dun & Bradstreet)

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80% of organizations using out-of-the-box SharePoint report that employees continue to share documents as email attachments.

(Source: uSamp survey, 2011)

Reduced Storage Costs

Colligo apps enable users to easily store, classify, find, and access document and emails in SharePoint. Email attachments can be replaced by links to SharePoint content, so valuable space is freed in Exchange, PSTs, and network file shares.

Reduced Mobile Data Costs

With Colligo Briefcase, users can sync SharePoint content to their mobile devices over low cost or free Wi-Fi connections, for offline use while travelling, which may significantly reduce or eliminate mobile data costs.

Reduced IT and End User Training Costs

Making SharePoint accessible from everyday applications and devices dramatically reduces the requirement for end user training. Colligo's features are designed to be native to their context (e.g. drag-and-drop in Outlook or double-click from Windows File Explorer) vs. SharePoint's unfamiliar and less intuitive browser interface. Typical Colligo training costs are only $100 per user, vs. up to $1500 per employee for learning how to use SharePoint without Colligo.

Reduced SharePoint Server Customization Costs

The SharePoint platform enables organizations to develop custom collaboration applications that simplify communication; however, these applications can be costly to develop, deploy, and manage. Colligo eliminates the need for many of these apps; for example, by enabling collaboration with remote workers and simplifying internal and external information sharing, representing thousands of dollars saved in UI design and development costs for each custom application that is no longer required.

Reduced Support Costs

Colligo customers report a measurable reduction in SharePoint-related support costs, due to:

- Reduced support calls as a result of familiar user interface, allowing users to bypass SharePoint's complicated browser-driven processes for file operations and metadata application.
- Colligo Administrator's ability to "push out" sites and configurations, eliminating the need for end users to configure their own SharePoint access. Users are automatically connected to SharePoint document libraries and lists, regardless of where they are located.
- User credentials securely cached (encrypted) on devices, reducing calls to IT for forgotten passwords.

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Compliance

Ensure Compliance with Corporate and Regulatory Standards

Failure to manage your corporate communication exposes your organization to significant risk and potentially disastrous consequences; from the risk of being unable to produce records subpoenaed during discovery initiatives, and the very real possibility of fines, sanctions, and litigated damages.

Legal horror stories abound about information that couldn't be found in time, or, conversely, of "smoking gun" emails or documents stored in personal PSTs or file shares that were not disposed of according to requirements.

66% of records managers have concerns about information accuracy and accessibility, particularly with regard to email.

(Source: AIIM State of the Industry Survey 2011)

In the context of compliance, the cost of getting email management wrong can be exorbitant. One recent industry study put the cost of eDiscovery for a typical lawsuit at $3.5 million[1], while another found that some Fortune 200 companies "reported average per-case discovery costs ranging from $2,354,868 to $9,759,900"[2].

(Sources: 1: Institute for the Advancement of the American Legal System at the University of Denver, "Electronic Discovery: A View from the Front Lines"; 2: "Litigation Cost Survey of Major Companies," U.S. Chamber Institute for Legal Reform)

Reduced eDiscovery Costs

Colligo's easy filing options and rich metadata support make it easy to store email and documents in accordance with corporate and regulatory requirements, Federated Outlook/SharePoint search capabilities ensure easy accessibility during eDiscovery initiatives. Central management across desktop and mobile devices provides corporate-sanctioned access, in the office and on the road.

Reduced Risk of IP Leakage

Information workers using mobile devices pose potentially high legal and corporate risk. A recent Colligo survey of 984 IT professionals showed security of corporate data stored on mobile devices was the top concern. Colligo apps are designed to be highly secure. For example, Colligo Briefcase Enterprise features encrypted file and metadata cache using hardware encryption, encrypted credentials, required passcode entry, remote wipe capability, and is jailbreak-proof.

Industry studies show the cost of exposure can be massive, and the true value lies in ensuring your organization is protected. Dollar assessment of this risk can be measured by considering things like savings from lower liability insurance premiums, avoiding costly law suits, or competitive savings from IP loss prevention.

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Costs of deploying Colligo software

Costs include: software licenses, pilot project support, customization, deployment, training, annual maintenance and support, and internal IT support. As with benefits, costs are broken down into one-time and recurring.

Up-front Costs

Software licenses

Colligo's sales team will provide a quote for any configuration scenarios under consideration.

Pilot project

A pilot project will roll out Colligo apps to a limited number of users, and can last anywhere from a week to several months. Colligo's services group will provide a quote for any services required to support pilot projects.

Customization

Typically, Colligo customers use the software without modification. Easy-to-manage settings can adjust the software for most needs. If additional customizations are required, these can also be made under a services contract.

Deployment

To ensure a smooth roll-out of Colligo apps, customers can augment their own IT resources by utilizing Colligo's deployment services. Note: a managed pilot project will reduce the deployment effort, as challenges are identified and addressed while Colligo apps are deployed to the subset of pilot participants.

Training

Typical training for Colligo apps is one hour per user and two hours per administrator, per product, offered through a services agreement.

Recurring Costs

Annual maintenance and support

Annual maintenance and support is part of every Colligo software purchase.

Internal IT support

Typically the organization's IT group provides first level support to end users.

Of course, your actual ROI from Colligo apps may be even higher than these calculations suggest, as calculating a truly accurate payback period will require a deeper understanding of how Colligo's integrated solutions and rich feature set will impact your end users, your IT staff, and your business.

We highly recommend that you schedule a solution demo to see first-hand how Colligo can improve your business processes. Once you understand the powerful impact of using Colligo, you'll be better prepared to complete this ROI tool.

Colligo Networks

Suite 400 - 1152 Mainland St.,
Vancouver, BC Canada
V6B 4X2

t 1.866.685.7962
f 1.604.685.7969
www.colligo.com

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