

Custom ROI Analysis for a Large Software Company

An IDC Consulting Client Success Story from the Customer Outreach and Sales Enablement Practice Area

---

Client Challenge – With 40,000 employees and $10 billion in revenue, this client wanted to gain a deeper understanding of how their product achieves cost savings and business benefits for end-user clients. They needed vertical, market-specific case studies for each country and region worldwide. The client's core objective was to gain independent, third party validation of the customer benefits, allowing their sales team to utilize the results to prove the value to prospects – thus reducing the sales cycle, improving close rates, and limiting discounting.

IDC Consulting Proposal / Methodology – Six ROI case studies were conducted world wide. Each ROI study comprised primary research amongst several end-user company employees. The ROI analysis was based on actual customer experiences, making for a very compelling story for similar manufacturing-based companies where proving ROI is vital to overall success.

Results – The study results were presented and hosted on the client website as individual case studies, while press releases were developed in collaboration with IDC to promote the results. The project immediately allowed the client's sales teams to begin contract discussions for various verticals world wide.

IDC Consulting leverages the **trusted** research and analysis of IDC – the premier global provider of market intelligence, advisory services, and events for the information technology industry – to deliver fact-based, actionable advice on all phases of market strategy. With a worldwide perspective, product and service market depth and breadth, and proven **methodologies**, we offer unmatched **expertise** and a superior knowledge of today's marketplace challenges. Our technology and industry analysts join our experienced consultants on a project team with a **commitment** to delivering proprietary conclusions and recommendations that will make you more successful.

To learn more about IDC Consulting, visit us online at **www.idc.com/consulting**, call **1-508-872-8200**, or e-mail **idcconsulting@idc.com**.