



IDC Business Value Practice Case Study

Global IT Firm gains \$24M in business from IDC asset

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What was the Challenge?

A global international IT firm requested IDC's assistance in creating a whitepaper that demonstrated the value of their integration services offering.

What was the Solution?

3 IDC-developed business value sales and marketing assets that outlined the ROI, increase in efficiency, and cost savings that clients experiences when implementing the vendor's cloud integration services.


- 17 page white paper
- 1 page Executive Summary
- 1 page "Business Value Snapshot" data visualization of product value

What were the measurable results?

- 2,205 responses of interest to the vendor's marketing campaign that leveraged these IDC assets
- 409 validated leads (influenced)
- \$23.5 M win revenue

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IDC White Paper | Driving Strategic Value with Integration Services



Driving Strategic Value with Integration Services

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Business Value Highlights
More than \$4 in business benefits per \$1 invested*
308% average ROI*
7.8 months to payback
75% less time for call center support
65% less staff time to support B2B operations
\$3 million per organization in additional revenue
*over a three-year period

EXECUTIVE SUMMARY

Digital transformation initiatives and the need for innovation are causing enterprises to rethink their IT landscapes including business-to-business (B2B) integration. Modern B2B integration is critical for enabling enterprises to achieve goals like increasing revenue, speeding up time to market, and improving efficiencies because these outcomes are dependent on having a successful business network. B2B practitioners have two goals — enable critical business initiatives and control costs — and cloud-based B2B services have been successful in helping enterprises achieve both goals.

These organizations reported achieving strong value with Integration Services, and IDC projects that their investment will yield an average three-year return on investment (ROI) of 308%, or more than \$4 in benefits for \$1 invested, by:

- Serving as a scalable and flexible B2B platform that supports business growth and peak periods of B2B activity, including partner onboarding
- Enabling B2B staff time savings and efficiencies through increased B2B automation and repeatable processes
- Reducing the frequency of B2B-related downtime and errors
- Providing a cost-effective platform for B2B operations

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TABLE 3

Integration Services

Partner Support	Before	After	Difference	% Benefit
Number of calls per year	1,222	547	675	55
Average time per call (hours)	1.0	0.9	0.1	13
Internal User Support				
Number of calls per year	3,455	1,259	2,196	64
Average time per call (hours)	1.3	1.2	0.1	11
Total hours per year for internal and partner support calls	5,714	2,003	3,711	65
B2B-Related Unplanned Downtime				
Number of instances per year	3.8	1.7	2.1	57
Mean Time To Recover (MTTR) (hours)	4.4	2.3	2.1	48
B2B-Related Errors				
Number of errors per year	5,231	1,377	3,854	74
Mean Time To Recover (MTTR) (hours)	0.9	0.8	0.1	5
Total FTE Impact	9.5	2.4	7.1	75

Source: IDC, 2015


We've improved our compliance and can better enforce HIPAA and FERPA rules, which saves us time. We'd have to hire more people if we didn't have this, probably at least several just to deal with all of those issues.

has provided benefits in terms of regulatory compliance. As a result of the improved ability to demonstrate compliance with Integration Services, these organizations require less staff time to demonstrate compliance and are at lower risk of incurring compliance-related fines or penalties. One higher education organization noted: "We've improved our compliance and can better enforce HIPAA and FERPA rules, which saves us time. We'd have to hire more people if we didn't have this, probably at least several just to deal with all of those issues."

B2B-Related Cost Reductions

Integration Services has also helped the interviewed organizations maintain cost-effective B2B operations. Benefits such as retiring servers and avoiding server- and datacenter-related costs result from moving to a cloud-based B2B service, while several interviewed organizations also reported being able to retire previous B2B platforms. IDC calculates that in total, interviewed organizations will achieve three-year cost reductions

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Business Value Analysis

Clients cited a number of reasons for migrating their B2B operations. Objectives such as reducing the burden on staff of supporting B2B operations, having a scalable B2B platform to support partner ecosystems, and putting in place a uniform process for B2B operations were mentioned by several interviewed organizations. These organizations have grown their B2B environments to a substantial extent on average (since moving to Integration Services, adding new suppliers and clients (80% more each, respectively), and conducting almost three times as many B2B transactions (182% growth in transaction volume). This growth has made it imperative for these organizations to make their B2B operations as efficient and scalable as possible. Figure 1 shows the growth of B2B operations.

FIGURE 1
Growth of B2B Operations with Integration Services



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Business Value Snapshot Data Visualization



Average Annual Benefits per Organization



Business Impact - Per Organization





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