



# Raising the Bar; Selling Smarter

Case Study

**IDC Custom Solutions**  
Custom Research + Go-To-Market Services

# Raising the Bar; Selling Smarter



Business Value Practice

PLAN | GO TO MARKET | MEASURE

## What was the Client Challenge?

- Client needed to build its arsenal of selling collateral, backed by objective, independent third-party perspectives and support. To further reinforce the selling impact of their message, they sought to quantify the business value of their IT storage solutions.

## What was the IDC Custom Solution?

- IDC's Business Value Practice designed a custom consulting engagement utilizing IDC's proprietary ROI methodology, an industry-leading methodology of open data variables and formulae, to comprehensively review and underscore the cost, time, and performance advantages of utilizing the client's products.
- The IDC ExpertROI® White Paper content was supported by IDC research with 10 current customers whose experiences were used to capture critical metrics to develop the ROI model and various decision criteria.

## What were the Measurable Results?

Client was able to:

- Demonstrate that reducing service disruptions/outages, backup and disk failures, and capacity issues improved end-user productivity and created significant annual cost savings.
- Establish metrics that illustrate how speeding up data flow and enabling multiple users to access data simultaneously can increase operations productivity.

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## Interactive ROI Tool

File View Options Help

Quantum ROI Calculator

Profile Storage Environment Results

**ABC Company's expected ROI is 143%**

- > This means that for every \$1 invested, your organization can expect \$2.43 in return.
- > The payback period for your investment is expected to be 12.8 months.

Annual Benefits vs. Cash Flow

<Click to Enlarge>

Read the IDC White Paper, [Demonstrating the Business Value of Quantum's Deduplication for Your Environment](#), which provides full details of the research and methodology used to create this tool.

Average Annual Benefits	
Storage Environment Cost Savings	\$46,345.09
Storage savings from deduplication	\$46,345.09
IT Staff Productivity Optimization	\$110,127.19
Performing recovery tests	\$17,438.22
Performing restores	\$12,371.47
Storage provisioning/allocating	\$2,883.78
Managing backups	\$3,945.44

Quantum. IDC Analyze the Future

Previous Report

# Raising the Bar; Selling Smarter

IDC Whitepaper



 **IDC**  
Analyze the Future

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**DYNAMIC WHITE PAPER**

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**Online Transaction Processing (OLTP) and the IBM zEnterprise Systems  
A Customized Business Value View for ABC Company**

Sponsored by: \_\_\_\_\_

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Jean S. Bozman                      Randy Perry

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Dynamic White Paper Prepared for ABC Company on March 1, 2012

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**EXECUTIVE SUMMARY**

Many enterprises have deployed mission-critical end-to-end workloads — often combining applications and database functionality — across a relatively heterogeneous, distributed server infrastructure environment. This has happened largely for historical reasons, as new systems have been added within the datacenter and across the network.

The range of these business workloads is wide, including online transaction processing (OLTP); data warehousing (DW); business analytics (BA); business process management (BPM); and enterprise applications such as enterprise resource planning (ERP), customer relationship management (CRM), and supply chain management (SCM). Over time, the computational needs of many of these workloads have grown as the number of users and the volume of transactions and data supporting the underlying business processes have increased.

But with typical server deployments, most IT organizations have chosen to handle this growth by growing the number of servers, both large and small. Such "distributed" deployments, often consisting of a large number of heterogeneous servers (different platforms running different operating systems), can become inefficient and costly to operate, and the increasing computational demands for some leading-edge application workloads continue to stretch many system architectures to the limit. However, enterprises could reduce operating costs —

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# Custom Research + Go to Market Services

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