Forrester worked with IBM to analyze the total economic impact that IBM Connections social collaboration platform has on a number of its customers, who shared these business challenges, objectives, and mandates.

“Improve productivity by managing all social networking capabilities through one consistent platform”

“Reduce the burden on our IT resources of managing disparate social networking systems”

“Provide flexibility to our employees to access information anytime and anywhere”

“Provide our business users and employees with better reporting and connectivity”

TEI quantified specific benefits, costs, and metrics that mattered to customers:

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Costs</th>
<th>Net Present Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in end user productivity</td>
<td>Annual subscription cost</td>
<td>$16.6M</td>
</tr>
</tbody>
</table>

Total Economic Impact™ Of IBM Connections
IBM Connections Social Collaboration platform increases end user productivity and reduces operating costs

- 20% overall reduction in IT operating costs compared to previous ways of managing and facilitating collaboration
- 10% increase in end user productivity across the organization by implementing IBM Connections social networking platform
- Less than one year investment payback for the representative organization

IBM Connections ROI By The Numbers

- 5% reduction in employee attrition rate for the representative organization by facilitating more seamless collaboration
- $5.4 million total benefits realized by the representative organization in 3 years

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 Connections: July 2015
- 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.

IBM Connections ROI By The Numbers

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</thead>
<tbody>
<tr>
<td>Implementation costs</td>
<td>Reduction in cost of employee turnover</td>
<td>$16.6M</td>
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IBM Connections Total Economic Impact™
IBM Connections 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)