

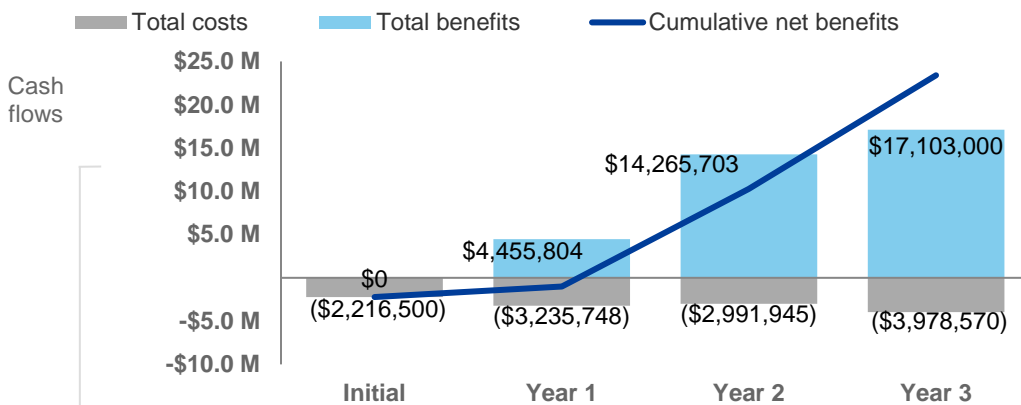
Maximizing Your ROI From Microsoft 365 Enterprise With Microsoft Surface

Forrester Consulting conducted a Total Economic Impact™ (TEI) study to provide readers with a framework to evaluate the potential financial impact of implementing Microsoft 365 Enterprise on Microsoft Surface devices. To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed six customers and surveyed hundreds more, all with experience using Microsoft 365 on Microsoft Surface devices across seven countries: Australia, China, France, Germany, Japan, the United Kingdom, and the United States. This summary is based on a full TEI study, available here.

Through the interviews, the survey, and subsequent financial analysis, Forrester concluded that organizations using Microsoft Surface devices powered by Microsoft 365 Enterprise have the following three-year financial impact: \$28.7 million in benefits versus costs of \$10.6 million, resulting in a net present value (NPV) of \$18.1 million and an ROI of 170%.

Financial Summary

The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for an investment in Microsoft 365 powered Surface devices. Forrester assumes a yearly discount rate of 10% for this analysis.



ROI
170%



Benefits PV
\$28.7 million



Costs PV
\$10.6 million



Payback
14 months

SUMMARY

Based on a commissioned study, “Maximizing Your ROI From Microsoft 365 Enterprise With Microsoft Surface.”

METHODOLOGY

The objective of the TEI framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact of using Microsoft 365 on Surface devices, including interviews with Forrester analysts, Microsoft stakeholders, and hundreds of current Microsoft 365-powered Surface device customers. Forrester constructed a financial model representative of the survey and interviews using the TEI methodology.

COMPOSITE ORGANIZATION

This analysis uses a composite organization, based on the interviewees, to present the aggregate financial analysis.

RISK ADJUSTMENT

Forrester risk-adjusted the financial model based on issues and concerns of the interviewed organizations to account for uncertainties in benefit and cost estimates.

Surface Adds To The Business Value Of Microsoft 365

To improve employee experience across their entire organizations, firms plan to replace legacy device technologies with more flexible hardware solutions and cloud technologies that lend themselves to modern work environments, where employees can remain productive, communicative, and secure from any location.

This case study examines the potential ROI enterprises may realize by implementing Microsoft 365 Enterprise on Microsoft Surface devices, looking closely at how Microsoft Surface augments and compounds the business benefits of Microsoft 365. The results are based on a composite organization of 5,000 employees, 1,500 of which are using Microsoft Surface devices after three years. See below for more details on the composite organization and methodology.

The following risk-adjusted quantified benefits are representative of those experienced by the companies surveyed and interviewed:

- › **Increased efficiency and productivity* from improved collaboration.** End users equipped with Surface devices saw significant time savings when pairing them with Microsoft 365 Enterprise collaboration and cloud storage technologies. According to our survey, **this pairing saved each user on average 2 hours daily in terms of efficiency and productivity.**
- › **Increased end user productivity from device and interface.** Similarly, end users equipped with Surface devices saved time daily from the device interface, flexibility, and peripherals. **Survey respondents shared that Surface users experienced productivity savings from such features averaging 1.6 hours daily.**
- › **Improvement in IT costs related to device management.** IT departments also saw significant cost and time savings related to Microsoft 365-powered Surface device deployments. For example, **application updates required approximately 3.25 hours less time to complete per device, while help desk call times decreased on average by 75%.**
- › **Reduced costs and increased efficiency related to improved security environment.** Firms also received benefits related to their security environments. Not only could they reduce their use of third-party security solutions, saving on expenses, but **firms could also reduce the number of security breaches they experienced annually by about 20% for Surface device users.**
- › **Reduced IT costs to provision and deploy Surface devices.** IT professionals saw cost and time savings to both Surface device management and Surface device deployment. Thanks to Microsoft Autopilot and Microsoft Endpoint Manager, which includes Intune, **IT departments saved an average of 4 hours for each Surface device deployed.**
- › **Reduction in device and on-premises hardware costs.** Because of the flexible form factor of Microsoft Surface devices, IT departments were able to replace more than one device with each Surface deployment, saving on device costs.
- › **Unquantified benefits included improved employer branding and customer reputation.** The VP and CISO from the HR services industry shared: “We do talk about the fact we issue Surface devices in our recruiting process. This news is favorably received, especially among tech employees.” He continued: “We especially benefit using Surface devices in front of our clients. When our field teams are presenting to clients and flip the device from its laptop to its tablet mode, that’s impressive.”

“Our internal studies have shown anywhere from a 10% to 15% overall increase in productivity and reduction in time on task. We’ve also seen a 25% drop in support incidents and support time on task. So these devices are productive for employees, but also IT.”

CTO, professional services



*Efficiency represents a time savings in like-for-like work. Productivity represents the ability to save time on one task and use that time productively for another.

“We’ve seen a 50% uptick in collaboration measured by Teams meetings, screen sharing, and whiteboarding among Surface device users compared to non-Surface device users.”

VP and CISO, HR services



“To update any given non-Surface device, it could take anywhere from one day to one week. Using Microsoft Endpoint Manager, including Configuration Manager, with Surface devices, it takes 45 minutes.”

VP and information security officer, financial services



A Microsoft 365-Powered Surface Investment Today Can Create Future Opportunities

The value of flexibility is clearly unique to each customer, and the measure of its value varies from organization to organization. There are multiple scenarios in which a customer might choose to implement Microsoft 365-powered Surface devices and later realize additional uses and business opportunities, including:

- › **Flexibility in times of crisis.** Firms reported improved flexibility during the COVID-19 pandemic thanks to their Microsoft 365-Powered Surface device investment. The CTO from the professional services organization described the ease of issuing new devices in a decentralized manner: “We’ve been able to hire people and have them simply enroll their personal device with their work account and have secure apps that our application can service without having to fully manage and enroll those devices. It’s been a great boon our ability to be agile, even in unforeseen circumstances.”

Flexibility, as defined by TEI, represents an investment in additional capacity or capability that could be turned into business benefit for a future additional investment. This provides an organization with the “right” or the ability to engage in future initiatives but not the obligation to so.

The Microsoft 365 Powered Surface Device Customer Journey

For this study, Forrester conducted six in-depth interviews and surveyed 315 IT and business decision makers across seven countries who provided both Microsoft 365 Enterprise and Microsoft Surface devices to a subset of their workforces. Interviewed customers include the following:

“For Surface users, even during COVID-19, they’ve been able to be efficient and effective even though they haven’t been able to go into the office.”

Global corporate account director, manufacturing



INDUSTRY	REGION	INTERVIEWEE	TOTAL EMPLOYEES AND SURFACE USERS
Financial services	US	VP and information security officer	500 employees and 125 Surface users
Manufacturing	EMEA	Head of product group	10,000 employees and 2,000 Surface users
HR services	US	VP and CISO	17,000 employees and 5,000 Surface users
Enterprise IT	US	Director of corporate development, strategy, and GTM	75,000 employees and 10,000 Surface users
Professional services	EMEA	CTO	100,000 employees and 5,000 Surface users
Manufacturing	US	Global corporate account director	114,000 employees and 55,000 Surface users

Key Investment Drivers And Results

The interviewed and surveyed organizations shared the following investment drivers:

- › **Improving employee experience (EX).** Improving EX, including remote work support, was the most common investment driver among survey respondents at 48%.
- › **Boosting employee productivity.** Boosting employee productivity was the second most common investment driver (43% of survey respondents).
- › **Improving IT workflows.** Improving IT workflows, especially regarding the provisioning and management of devices, was the third most common driver of investment (42% of survey respondents).

The interviewed and surveyed organizations achieved key investment results:

“Everything Surface users are doing is faster. The machines perform better and are more consistent. If they were spending an hour in an Office file on another device, they’re probably now spending anywhere from 45 to 50 minutes doing the same thing on Surface.”

CTO, professional services



- › **Better employee experiences.** Eighty-six percent of survey respondents with Microsoft 365-powered Surface devices agreed that their organizations successfully improved employee experience, compared to 76% of respondents using non-Surface devices. Additionally, 86% of survey respondents with Microsoft 365-powered Surface devices deployed agreed that their organization is better able to support a remote workforce, compared to 71% of respondents using non-Surface devices.
- › **Enhanced employee productivity, collaboration, and teamwork.** Eighty-nine percent of survey respondents with Microsoft 365-powered Surface devices agreed that their organizations are modern, productive workplaces, compared to 80% of respondents using non-Surface devices. The global corporate account director from the manufacturing company told Forrester, “We have a whole bunch of Microsoft tools that we use, and when everyone is standardized on the same software and hardware platform, it allows employees to be on a level playing field and makes being productive that much easier.”
- › **More efficient IT and better security.** Device and application configuration, provisioning, and management efficiencies of Microsoft Surface and Microsoft 365 Enterprise saved IT time and ensured that employees could remain productive with as little downtime as possible. Additionally, **49% of survey respondents with Surface devices deployed reduced their number of security incidents they experienced annually, compared to only 40% of non-Surface respondents.**

Composite Organization

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected, covered in greater detail in the full study. The composite organization has the following characteristics:

Description of composite. The organization is a global financial services company with a highly distributed workforce and a strong presence throughout the US, Western Europe, China, Japan, and Australia. The company has 5,000 employees worldwide, with 1,000 employees using Microsoft Surface and Microsoft 365 Enterprise E5. Over the course of this three-year analysis, it adds an additional 250 Microsoft 365-powered Surface device users in both Years 2 and 3, for a total of 1,500 Surface users.

Company characteristics. The organization has a choice of a mix of Microsoft Surface device models, including Surface Pro, Surface Laptop, Surface Book, Surface Go, and Surface Studio but decides to deploy mostly Surface Book 3 devices and Surface Pro 7 devices based on its current needs. These devices are set up and configured using Windows Autopilot. In addition, the composite organization invests in two Surface Hubs for each of its seven offices to be used in team conference rooms.

Microsoft Surface And Microsoft 365 Enterprise Costs

The interviewed and surveyed organizations experienced the following risk- and present value-adjusted costs, which have been included in the financial analysis for the composite organization. Over three years, the composite organization expects risk-adjusted total costs to be a PV of \$10.6 million.

- › **All 1,500 users required Microsoft Surface devices and Microsoft 365 Enterprise E5 licenses.** These costs include Microsoft Surface device hardware costs outside of the normal refresh cycle, including Surface Book, Surface Pro, and Surface Hub devices. Additionally, this cost category includes the cost of Microsoft 365 Enterprise E5 licenses.

“We used to spend the better part of a workday getting new devices ready for our end users. With Surface, the end user gets the device immediately and sets it up in 10 to 15 minutes. Microsoft Endpoint Manager, including Intune, does all the work for us.”

VP and CISO, HR services



“We have seen a 30% to 40% reduction in security incidents needing a person dispatched thanks to using Surface devices with Microsoft 365 E5.”

CTO, professional services



“We’re saving massive amounts of time across IT, risk management, and legal on the reporting process when devices are lost.”

VP and CISO, HR services



“We have seen a 20% increase in system performance with Microsoft Defender ATP versus our previous solution.”

CTO, professional services



- › **Internal and external implementation resources included IT and line-of-business employees over a 12-month period, along with outsourced services during the implementation phase and in subsequent years.** To pilot, build a proof-of-concept (PoC), and deploy Microsoft 365 Enterprise E5, Surface devices, and Surface Hub, the composite organization used a combination of existing internal resources in IT and the lines of business, along with outsourced professional and managed services delivered by Microsoft partners.
- › **IT and end user training was provided on an ongoing basis.** The IT organization received 150 training sessions related to Microsoft Surface, Surface Hub, and Microsoft 365 Enterprise E5 during the initial implementation phase of the project, along with occasional training in subsequent years of the analysis. In addition, two full-time equivalents (FTEs) were tasked with creating an end user training program, curriculum, and content, along with building a learning portal for end users on SharePoint.
- › **Several FTE employees provided ongoing system administration and support for Microsoft 365 Enterprise E5 and Surface users.** The composite organization allocated several FTEs for ongoing system configuration, provisioning, and updating, along with device configuration and deployment, help desk ticket resolution, and other system administration and support activities. The organization's use of a managed service provider limited the amount of IT resources required for ongoing system administration and support.

For more information, you can download the full the Microsoft 365 + Surface TEI analysis here.

“Eighty percent or more of our executives have ditched their non-Windows tablets in addition to their laptops in favor of Surface devices. We're down to a few hundred of those non-Surface, non-Windows tablets from thousands. So, consolidation has been huge.”

CTO, professional services



Disclosures

The reader should be aware of the following:

- › The study is commissioned by Microsoft and delivered by Forrester Consulting. It is not meant to be a competitive analysis.
- › Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine the appropriateness of an investment in Microsoft 365-powered Surface devices.
- › Microsoft reviewed and provided feedback to Forrester. Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning.

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ABOUT TEI

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. <https://go.forrester.com/consulting/content-marketing-consulting/>

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