

# Evaluating the Total Value of BI for Mid-Market Companies

## Objective

To move beyond the common TCO evaluation to identify the business value mid-market companies receive from their business intelligence solutions and whether they are satisfied with their current BI use.

## Project Overview

Much research and analysis covers the topic of total cost of ownership (TCO) and what aspects should be evaluated when looking at implementing BI. Organizations understand the importance of considering software and hardware costs, maintenance requirements, customization times, license fees, and ongoing support and services. These aspects, among others, enable companies to look at both the short-term and long-term costs and benefits associated with their BI implementations. This type of analysis translates into balancing the cost expenditures with future savings. But this leaves the intangible or soft benefits out of the equation.

Without combining financial gain or savings with the overall value organizations are achieving through the use of their BI solutions, the TCO equation remains incomplete.

This project looks at what mid-market companies evaluate when looking at TCO, and combines these features with the overall value proposition they get from BI. Adding the business value gained to the equation gives mid-market companies the opportunity to understand how to choose the right solution for them by combining hard and soft evaluation criteria required to make the best long-term BI investment.

A report and distribution package includes a final report highlighting survey results and customer case studies that look at the business value mid-market customers attain in addition to their TCO evaluations. Sponsors will receive distribution access to their customized report (individualized based on customized case studies, etc.) and a general marketing package. This includes a Web event and report distribution.

## Research Methodology

Information will be collected in four ways:

1. End user survey – identifying how mid-market companies identify BI value, what criteria they look at beyond TCO, how they achieve defined value, how this value is communicated across the organization, tangible BI benefits, etc.
2. End user interviews – conducted to gain additional insights into how mid-market companies evaluate the value of BI solutions and attain value beyond cost savings
3. Vendor and expert interviews – conducted to understand the ways in which TCO is evaluated and the types of value propositions identified by customers and through related research
4. Secondary research – exploration of current TCO and mid-market BI related materials

## Deliverables

Project deliverables include:

1. 15 - 20 page report/white paper
2. 12 – 15 customized report
3. Webinar
4. 5 – 7 minute audio interviews related to evaluating BI business value
5. General distribution and lead generation program