



## **End-User Service Offering: Collaborative ROI**

**Problem:** The end-user is having problems generating an urgent need for introducing collaborative technology throughout the organization. Often this is because they have not yet tied the collaboration technology to important business needs and specific projects, nor have they been able to show the value through clear metrics, like an ROI.

**Service Offering:** This innovative service offering is composed of four areas:

1. Developing an initial ROI for the collaborative solution, based on research and interviews with the end-user.
2. Mapping a number of critical business processes, and analysis of those processes for specific collaborative leverage points.
3. Choosing two to three specific business processes with high collaborative leverage, and supporting the application of the vendor's collaborative technology to these processes.
4. Looking at measurement and metrics, doing a final ROI, and also looking at adoption level metrics.

**Solution/Outcome:** If the problem is low adoption rates of collaborative technologies in an organization, one common reason is that the technology is not tied to specific and critical business processes. The goal of the Collaborative ROI service offering is to help drive adoption of collaboration technologies through clearly demonstrating the increased value generated by its introduction. To show this, we not only measure “before and after” values for the collaboration technology, we also increase the value of the technology by tying it to specific critical business processes that are “discovered” and mapped as part of the engagement. The outcome of the Collaborative ROI engagement is a happy customer who knows that collaborative technology has had a positive and measurable impact on the organization.

**Engagement Time Line:** The initial ROI assessment (Step 1) usually represents about one day of a CS analyst/consultant's time. The next two steps in the engagement (process mapping and choosing target processes) takes about one week of a CS analyst/consultant's time and will result in six to eight mapped processes, and at least two processes being chosen for use with the collaborative technology. Step 4 often depends on the end-user and how rapidly they deploy the technology the new processes. If deployment is rapid, then, after two months, CS can come back and look at adoption and ROI metrics, and compare them to the initial metrics for both the end-user and vendor. The final step in the engagement results in a short report summarizing the engagement for the end-user.