

Appendix A: Composite Organization Description

For this TEI study, Forrester has created a composite organization, *Organization A*, to illustrate the quantifiable benefits and costs of implementing inSync. The composite company is intended to represent a \$2.5 billion global enterprise with headquarters in the US. *Organization A* has 4,500 employees and is based on characteristics of the interviewed customers.

The composite organization that Forrester synthesized from these results represents a global organization that deployed inSync to 3,000 users and over 4,500 endpoints that consist of mostly laptops and desktops. The composite organization was facing rising infrastructure costs to support extending its previous on-premises solution to meet its data growth and backup requirements. In purchasing inSync, *Organization A* has the following objectives:

- › Implement a reliable and secure solution for centralized backup and recovery of endpoint data.
- › Improve compliance by facilitating an easier data collection process for litigation.
- › Manage costs by deploying inSync as part of its overall cloud strategy.

The composite organization had a mix of endpoint backup and recovery solutions, which included a homegrown on-premises solution as well as other out-of-the-box solutions deployed inconsistently throughout the organization. End users would not reliably back up their data as the user experience was typically too time-consuming and cumbersome. Some of the organization's end users would have not backup at all, while others would just use external hard drives. The organization's workforce was also growing increasingly mobile, and there was an executive management push to prevent data loss and protect data in the case of laptop loss.

FRAMEWORK ASSUMPTIONS

Table 12 provides the model assumptions that Forrester used in this analysis.

The discount rate used in the PV and NPV calculations is 10%, and the time horizon used for the financial modeling is three years. Organizations typically use discount rates between 8% and 16% based on their current environment. Readers are urged to consult with their respective company's finance department to determine the most appropriate discount rate to use within their own organizations.

TABLE 12
Model Assumptions

Ref.	Metric	Calculation	Value
G1	Hours per year (M-F, 9-5)		2,080
G2	IT administrator salary		\$85,000
G3	IT help desk salary		\$65,000
G4	Additional percentage added for benefits		30%

Source: Forrester Research, Inc.