

# ROI Analyst™

## Develop customized and compelling business cases for proposed projects

Alinean's ROI Analyst™ solution empowers your IT project managers, executives and business units to deliver credible cost-justification business cases for any proposed project.

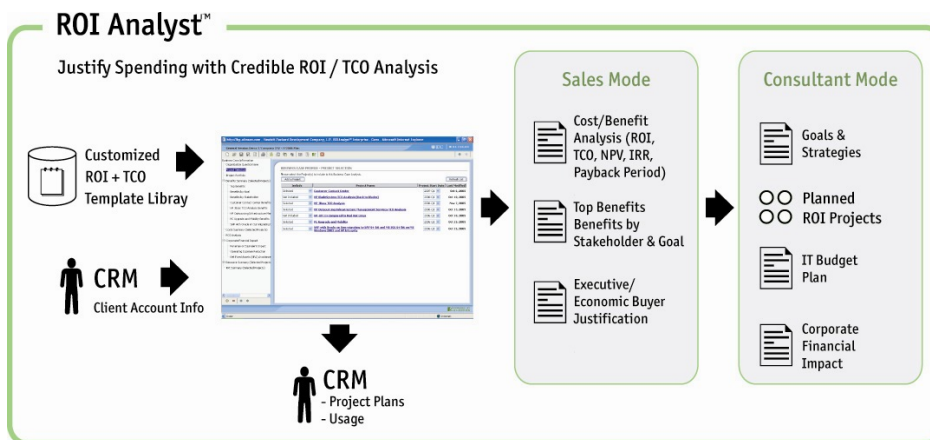
The Alinean ROI Analyst is the first enterprise application to help you prove and improve the value of IT projects and investments. The enterprise software consists of the easy to use and deploy web-based software to create CFO-ready ROI reports, enable enterprise business value standardization and collaboration and deliver a platform to select best-of-breed high reward / low risk projects. The software is loaded with customized business case models for most IT and business process improvement projects, allowing users to quickly and easily create personalized, unique and compelling cases for why to purchase a proposed solution, and the competitive advantages which can be delivered.

**How can credible business cases be created for proposed projects?**

**How can the portfolio of proposed projects be optimized to minimize risks and maximize rewards?**

**How can a single corporate standard be created for business value analysis of all projects?**

**How can current spreadsheet-based ROI/TCO tools be migrated to more credible, easier to use, more scalable and more maintainable solution?**



*The ROI Analyst software guides the user through a three step data collection and analysis process to produce credible ROI reports and presentations.*

The Alinean ROI Analyst solution consists of three components:

**The ROI Analyst™ software** - delivers easy to use business value assessment, ROI / TCO analysis tools to help reduce the time and effort in building business cases for proposed projects, improving selection effectiveness, speeding proposal approval and delivering a platform to assess and select the highest reward, lowest risk projects. The software walks the user through the process via an easy to use questionnaire, cost-benefit analysis, detailed ROI worksheets, vertical and geographic specific metrics, benefit documentation and report building capabilities. The simple five step process culminates in producing the industries most credible and personalized ROI reports and presentations.

**Customized ROI Models** - custom developed by Alinean and partner IDC, around your specific solutions. Guides the team precisely to select and configure the correct solution, communicate the unique value proposition and generate a competitive-advantage business case. Customized models can be researched developed and deployed in as little as 30 days.

**ROI Live** - maintain the content and business cases with the latest product sets, pricing, cost-benefit metrics, industry metrics and business case methodologies.

## Features

- **Quick ROI** - Information is easily collected from the team. From this information and using research defaults from Alinean and IDC a Quick ROI analysis can be developed in 15 minutes or less. From this initial assessment, the team can then commit to dedicate more time to assess the solutions and project.
- **Detailed CFO Ready ROI** - Providing detailed information about the current AS IS business, costs and opportunities, a CFO-ready ROI can be developed in about one hour. Financial calculations include IT and business unit costs, IT cost reductions, business operating efficiency and strategic advantage improvements, direct and indirect benefits, risk, intangible (strategic) benefits, ROI, NPV, IRR and payback period.
- **Instant ROI Reports and Presentations** - By providing answers to simple questions about the current AS IS environment, business and opportunities, and by selecting the recommended solution, a 60+ page ROI analysis report is automatically generated. Reporting supports PDF and Word export, PPT copy and paste, and ad-hoc/customized reporting from the centralized database.
- **Point Solution and Portfolio Support** - Support for validating the ROI of a single solution, or a portfolio of solutions, with the ability to convey the unique value of each solution, and roll-up capability to convey the combined value of proposals for different projects, .
- **ROI Expertise and Credibility** - Customized research from our IDC | Alinean Value Base of 20,000 worldwide companies, and a customized white paper to explain the Alinean ROI Dashboard methodology, calculations and research.
- **“What-if” Analysis** - tools to simulate project timing, delays, risk impacts, direct vs. indirect (hard vs. soft) realized benefit differences and user adoption. Quarterly analysis for visibility into project timing and delays.
- **Resource and KPI Analysis** - Simulation of resource and project key performance indicators (KPI) benefits enabling post-project auditing and validation.
- **Corporate Impact Analysis (P/L, Balance Sheet, Cash Flow)** - Benefits are analyzed to not only show the project cash flow, but the impact on the corporate financials - translating the project ROI directly into the language of the CFO. Pre-tax and post tax views available.
- **Worldwide selling support** - including localized metrics, world content and logic and multiple currency support
- **Collaborative Environment** -IT executives, product managers, business unit leaders, consultants and partners can be invited to collaborate on the business case. Features and security are enabled based on user profiles and administration.
- **Personalization and Auditing** - Every metric, assumption and calculation can be customized to reflect the unique business case. Each entry is audited allowing the team to track who provided key information and defend results.
- **Benefits Documentation** - Benefit assumptions are documented to credibly support the benefit defaults and assumptions, and highlight the features and benefits of the proposed solution(s) in delivering tangible value. Clearly highlights benefits by different customizable groupings such as top benefits, goals and stakeholders.
- **Connected and Disconnected Operation** - Internet or desktop applications (pack n go)
- **Standardized Enterprise Wide** - Delivers a complete enterprise-wide standard for assuring credible ROI business cases worldwide using one software platform, one interface, one library and personalized content for the entire team
- **Open Authoring System** - the companies own ROI experts can author or edit their own business cases, and easily publish the content to the entire team. This provides a method to maintain customized models and capture unique ROI knowledge for enterprise institutionalization.
- **Usage and Data Reports** - With a centralized database usage reports can be generated to track usage and promote adoption. Data reports on proposed costs, benefits, ROI and KPIs can be run to validate benefit assumptions and performance vs. goals.
- **Enterprise Integration** - Integration with existing enterprise project management systems via Value Link web services option
- **IDC | Alinean Value Expert™ Certification** - Optional customized education and certification class on business value analysis and tools.

Benefits Summary	Year 1	Year 2	Year 3	Year 4	Year 5
Total Benefits	\$1,381,545	\$4,503,020	\$6,596,187	\$7,321,440	
<b>IT Cost Reduction</b>					
Direct Benefits					
Current Contact Center System Capital Cost Avoidance	\$80,000	\$10,000	\$296,000	\$225,000	
Current Contact Center System Operating Cost Avoidance	\$280,000	\$490,000	\$415,000	\$564,000	
Proposed Contact Center System Replacement Staff Productivity	\$108,165	\$262,913	\$394,953	\$497,515	
Total IT Cost Reduction	\$368,165	\$862,913	\$1,106,953	\$1,286,515	
<b>Business Operating Efficiency</b>					
Direct Benefits					
Proposed Contact Center Facilities Costs	\$19,425	\$140,220	\$179,857	\$164,759	
Proposed Contact Center Staff Productivity	\$107,130	\$942,826	\$1,137,815	\$1,266,360	
Proposed Contact Center Staff Costs	\$1,228,900	\$2,402,328	\$3,810,126	\$4,379,589	
Proposed Call Transfer Costs	\$26,849	\$45,120	\$58,962	\$68,286	
Proposed Inbound Toll Charge Costs	\$26,770	\$66,825	\$90,214	\$103,579	
Total Business Operating Efficiency	\$1,368,269	\$2,514,307	\$3,274,024	\$3,214,500	
<b>Business Strategic Advantage</b>					
Indirect Benefits					

ROI ANALYSIS (SELECTED PROJECTS)	Initial (Q1 2006)	Year 1 (Q1 2006 - Q4 2006)	Year 2 (Q1 2007 - Q4 2007)	Year 3 (Q1 2008 - Q4 2008)	Year 4 (Q1 2009 - Q4 2009)	Year 5 (Q1 2010 - Q4 2010)
<b>Benefits (Pre-Tax)</b>	\$0	\$7,243,621	\$9,283,096	\$11,248,309	\$12,964,680	\$15,704,443
<b>Costs</b>	\$1,894,134	\$4,644,941	\$1,299,040	\$1,249,040	\$1,249,040	\$1,249,040
<b>Net Cash Flow</b>	(\$1,894,134)	\$2,598,680	\$7,984,056	\$9,999,269	\$11,715,640	\$14,455,403
<b>NPV Savings</b>		\$11,972,485				
<b>Payback Period</b>		2 years 0 months				

## **Benefits**

- Improve the selection of highest reward, lowest risk projects
- Engage with business unit leaders and Cx level executives using compelling business value assessments and personalized business cases
- Decrease the decision cycle by building the business case automatically using an easy to use tool and templates
- Improve the credibility of business cases via third party research and validation, and industry standard methodology and tool-kit
- Reduce the time it takes to develop compelling and credible business cases from weeks to hours