The Total Economic Impact™ Of Chrome Browser

Business Benefits And Cost Savings Organizations Can Achieve By Deploying Chrome Browser For Enterprise

Improved IT resource productivity: **$504K**

Improved remediation times: **$1.1M**

Improved end-user productivity: **$5.8M**

Recognize benefits: **6 months**

Executive Summary

Organizations across industries are realizing that their employees increasingly rely upon web-based applications to help them gain access anytime, from anywhere, and on any device to support their work. IT organizations are scrambling to not only make sure they are providing their workforce with the flexibility to access business applications (with the browser becoming a central entry point), but also to ensure that security, speed, and user experience are not compromised as a result. According to Forrester's research, most knowledge workers spend much of their day using browser-based business applications across various devices, and their ability to access information from any location is crucial to their productivity. Eighty-one percent of the organizations that use cloud services are prioritizing the cloud for any new applications. This highlights the importance of having a fast, secure, and reliable browser to enable business productivity.[1]

Google commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by leveraging Chrome as their default browser. The purpose of this study is to provide organizations with a framework to evaluate the potential financial impact of deploying the Chrome Browser across all devices in their business.

Across all devices, including desktops, laptops, and mobile, Chrome is the world's most used browser. While it's most known for its use by individuals, Chrome is now being deployed more by organizations due to the additional business solutions and features that it offers. With Chrome Browser, organizations can provide IT teams with more control to govern their employees' internet use, to standardize processes that can be managed centrally, and to increase security in protecting the company data from malware and phishing attacks. In addition, employees can improve their productivity through faster performance of websites and business applications as well as saving and synching preferences across devices.

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed several customers with years of experience using Chrome Browser. Customers participating in the study have deployed Chrome Browser across all their devices to improve efficiency and reduce the burden on IT. The interviewed customers mentioned the following reasons for deploying Chrome Browser in their organization:

› Consolidate the versions, and number, of web browsers across stores and corporate, retail, and remote offices, for better control and easier manageability.

› Enable a cloud-first strategy for new applications so employees access information from anywhere without high investment in on-premises servers.

› Reduce the need to deploy and manage updates regionally, and automatically update across the company's global presence of 80 countries.

› Drive customer experience by ensuring that data is secure and new product features work without glitches or slowdowns.

› Drive customization of home pages across segments of employees and have pre-built policies eliminating manual-work effort.

ROI
1,344%

Benefits PV
$7.4 million

NPV
$6.9 million

Payback
<6 months

> "Our business has evolved and now employees need to have instant connection and information access, to be able to share data and collaborate from any place. Chrome provides us with the necessary tools to help us achieve this without compromising our security."
>
> *IT advisor, retail company*

Forrester interviewed five customer-facing global enterprises across a range of industries from healthcare, manufacturing, and retail. These organizations have deployed Chrome as a part of their journey to move to the cloud. To create the total economic impact the Chrome Browser could have on an organization's business, Forrester developed a composite organization based on benefit and cost data gathered from customer interviews. The composite organization is representative of the companies that Forrester interviewed and is used to present the aggregate financial analysis in this study. While the study aims to quantify direct cost savings and incremental benefits related to an investment in Chrome Browser, organizations may achieve additional benefits such as the ability to increase scale, reduce data breaches, and attain rich customer and user analytics data, which were not quantified as part of this study.

Key Findings

Forrester's interviews with five existing Chrome Browser customers and subsequent financial analysis found that an organization with 50,000 employees and 75,000 endpoint devices (across desktops, laptops, and mobile) would experience benefits of over $7.4 million over three years versus costs of $515,000 adding up to a net present value (NPV) of $6.9 million. Over three years, the composite organization could achieve a 1,344% return on their investment in Chrome Browser (ROI). The interviewed organizations also noted that they were able to get a payback on their investment within six months of full implementation. Payback is based on companies recovering their costs of deploying and integrating Chrome Browser into their business environment.

Quantified benefits. The following risk-adjusted quantified benefits are representative of those experienced by the organizations surveyed and interviewed and reflect the financial analysis associated with the composite organization. All values are reported in three-year net present value (NPV):

Improved IT resource productivity resulting in ~$504K of savings. Customers interviewed for this study noted an increase in efficiency by making Chrome their official browser company-wide. Chrome makes the IT team's job much easier by giving administrators the ability to define more than 300 policies and quickly set device-level and user-level policies from a central admin console in the cloud. In addition, developers have a single, easy-to-use browser to build, test, and deploy business applications and manage extensions across the organizations. For any legacy applications that are not compatible, Chrome offers extensions that will redirect websites to legacy browsers, further giving reason for organizations to deploy Chrome throughout their entire company.

Improved remediation by avoiding security issues by 97% over three years. Chrome Browser is equipped with features that proactively detect advanced malware and phishing techniques that can easily be pushed out to ensure that the organizations' ecosystem has the latest updates. These updates are also automatically deployed to reduce the burden on IT teams to deploy, test, and ensure performance. Chrome strengthens security by using best-in-class technologies, such as safe browsing, tab sandboxing and site isolation, to mitigate any potential security issues. Interviewed customers all noted that over three years the number of malware and phishing attacks and other browser-based security issues had reduced by 97%.

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Improved end-user productivity by 30 minutes a week per knowledge worker. Customers found that Chrome not only helped business applications to run faster, but it also drove employee productivity by keeping consistent the employee's preferences across devices in bookmarks, history, and extensions. The customers noted that knowledge workers throughout the organization would see at least 30 minutes of productivity savings each week due to the better performance, increased flexibility, and enhanced business features. When annualized, this benefit results in over 3 full-time days of additional productivity per employee.

Unquantified benefits. The interviewed organizations experienced the following benefits, which are not quantified for this study:

› **Improved productivity gains from non-knowledge worker employees.** Customers noted that all employees benefit from having the flexibility of Chrome Browser. Forrester has only quantified the benefits for end users who primarily rely on browser-based applications to conduct their daily business operations.

› **With Chrome Browser, customers saw a reduced number of help-desk calls** from employees regarding performance issues with business applications.

› **IT resources can redeploy time** from reactive technical tasks to more value-added, strategic initiatives.

› **Reduced data and security breaches and related costs**.

› **Accessing 24x7 phone and email support for Chrome Browser.** As a paid add-on, Google can help with troubleshooting, deployment, management, and configuration through its enterprise support offering.

Costs. The following risk-adjusted costs are representative of those experienced by the companies interviewed and reflect the financial analysis associated with the composite organization. All values are reported in the three-year NPV.

Please note that in the analysis, Forrester did not include an enterprise upgrade charge for Chrome Browser. For the organizations interviewed, the Chrome Browser came as a package with their Chrome Enterprise upgrade and no additional cost for the browser was allocated. Enterprises can purchase support services for Chrome Browser for a per-user, per-year fee, but none of the organization's interviewed had opted for that option. Highlighted below are only the internal implementation and ongoing resource costs associated with managing Chrome Browser.

Chrome Browser implementation and integration costs totaling approximately $230K. Customers noted that during implementation about eight full-time IT resources from administrators, management, developers, and desktop engineers spent 50% of their time across five months deploying Chrome Browser onto all their endpoints. This time included planning and testing of all legacy applications, developing and executing policies, setting up profiles and accessibilities, and change management time to make Chrome the default browser.

Chrome Browser annual support costs of approximately $115K per year. This includes the annual internal IT resource cost to manage policies and updates, compatibility with new and legacy applications, and troubleshooting requirements from Chrome.

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