The Total Economic Impact™
Of Google Chrome Browser
For Enterprise

Through five customer interviews and data aggregation, Forrester concluded that Google Chrome Browser has the following three-year financial impact.

FINANCIAL SUMMARY
Three-year risk-adjusted NPV

- **Benefits**
  - $504K: IT Resource Savings
  - $5.8M: Improved End-User Productivity
  - $1.1M: Improved Remediation Times
- **Costs**
  - $516K: Implementation and ongoing IT support costs

**ROI**: 1344%
**NPV**: $6.9M
**PAYBACK**: < 6 months

Security threats reduced by 97% by year 3

Productivity efficiencies of 25% for IT admin and 10% for developers

Time savings of 30-minutes per week for knowledge workers

“Our business has evolved and now employees need to be always connected, access information, share data, and collaborate from any place. Chrome provides us with the necessary tools to help us achieve without compromising our security.”

IT advisor, Retail industry

---

This document is an abridged version of a case study commissioned by Google titled: The Total Economic Impact Of Google Chrome Browser, June 2018.

© 2018 Forrester Research, Inc. All right reserved. Forrester is a registered trademark of Forrester Research, Inc.