

TOTAL ECONOMIC IMPACT

# The Total Economic Impact™ Of Google Workspace For Education Plus In K-12 Education

A FORRESTER TOTAL ECONOMIC IMPACT STUDY COMMISSIONED BY  
GOOGLE, APRIL 2026

COST SAVINGS AND BENEFITS ENABLED BY GOOGLE WORKSPACE FOR EDUCATION PLUS IN  
K-12 EDUCATION

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## Executive Summary

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**K-12 school systems face increasing pressure to provide safe, secure, and modern digital environments that meet the needs of students, teachers, and staff. Rising security threats, growing expectations for responsible AI-enabled tools, and the need to modernize while managing constrained budgets all place new demands on school technology. As a result, schools are prioritizing solutions that strengthen security, streamline technology management, and enhance teaching and learning through collaborative, easy-to-use, and increasingly AI-powered tools.**

Google Workspace for Education Plus is the most comprehensive edition of Google Workspace for Education, providing advanced security protections and insights, Gemini-powered collaboration and instructional tools, and foundational Google AI tools. By unifying core applications, instructional tools, enhanced security features, and AI tools like Gemini for Education and Google NotebookLM that are designed for K-12 environments in a single platform, the solution helps school systems modernize their digital environments and better support teachers, staff, and students. With Education Plus, K-12 organizations see improvements in security and technology management, efficiencies from consolidating legacy tools, and greater effectiveness and productivity across teaching, learning, and district operations.

Google commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) K-12 organizations may realize by deploying Education Plus.<sup>1</sup> The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Education Plus on their organizations.

**260%**

**Return on investment (ROI)**

**\$1.7M**

**Net present value (NPV)**

*“The Education Plus ecosystem is just effortless and easy.”*

**Head of digital, K-12 education**

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed four decision-makers at K-12 organizations and surveyed 206 respondents with experience using Education Plus in K-12 education. For the purposes of this study, Forrester aggregated the experiences of the interviewees and survey respondents and combined the results into a single composite organization, which is a K-12 school system with 15,000 students.

Before adopting Education Plus, interviewees’ and survey respondents’ organizations typically relied on a mix of legacy teaching, learning, collaboration, and security tools that were difficult to manage and did not sufficiently ease the workload pressures on teachers and staff. These environments often made it challenging to meet security requirements and instructional demands across classrooms and lacked the enhanced protections, responsible AI capabilities, and unified approach that interviewees and survey respondents wanted. In response to these challenges, these organizations sought a comprehensive and secure platform to better support modern teaching and operational needs.

After implementing Education Plus, interviewees and survey respondents reported improvements in security posture, operational efficiency, and teaching and learning experiences. Key results from the investment included strengthened security, improved IT efficiency, cost savings from consolidating tools, and responsible, AI-powered assistance that supported teachers and staff while enhancing the student learning experience.

## Key Findings

**Quantified benefits.** Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Improved security and IT operations efficiency, saving 15% of total IT team time and \$629,000.** Education Plus's enhanced security features reduce risk and strengthen the security posture at the composite organization. These security features include centralized visibility and controls, proactive threat detection and remediation tools, advanced device and endpoint management, AI-powered threat detection, actionable analytics and insights, Zero Trust access controls, and data loss prevention (DLP) tools. With these capabilities, the composite lowers exposure to spam, phishing, malware, and ransomware, as well as decreases the time required to detect, investigate, and respond to threats. These improvements, together with Education Plus's cloud-native architecture and integrated security stack, simplify the security environment, lessen manual effort, and save time across the IT team.

*"[The enhanced security with] Education Plus has been a huge benefit for us. It saves us a ton of time and increases our security posture."*

**Cloud applications engineer, K-12 education**

- **Security tool and storage cost savings, totaling \$537,000.** Education Plus's expanded security controls and built-in tooling enable the composite organization to realize direct cost savings from consolidating, retiring, or avoiding third-party security solutions that would otherwise be needed (e.g., tools to protect content and documentation, secure communications, manage identity and access, defend against malware and ransomware, filter spam, and enforce DLP). The composite organization also benefits from the additional storage included with Education Plus, which allows it to avoid separate storage solutions and their associated costs.
- **Collaboration and learning tool cost savings, totaling \$448,000.** Education Plus serves as a comprehensive collaboration and learning platform for the composite organization. It includes Classroom for teaching and assignment management, Read Along for literacy support, integrated capabilities for videoconferencing through Meet, plagiarism detection, translation and accessibility, electronic signature, and AI assistance and integrations. As such, the composite organization retires or consolidates overlapping legacy tools across these areas and realizes direct cost savings.

*"[Education Plus provides] a huge cost savings. We have originality reports with Education Plus, so we don't have to buy a plagiarism solution. Practice sets and the translation features [in Education Plus] are used all the time, every day. That also saves us from having to buy external tools."*

**Cloud applications engineer, K-12 education**

## More than 3 hours

**Average weekly time nonteaching employees at survey respondents' organizations saved due to Gemini and NotebookLM**

- **AI-augmented assistance for nonteaching staff, saving up to 3 hours per week per user and delivering \$739,000 in value.** Education Plus enables administrators and nonteaching staff at the composite organization to communicate and collaborate in real time with apps such as Gmail, Drive, Meet, Chat, Docs, Sheets, and Slides. They can also effectively leverage AI with Gemini for Education and NotebookLM to improve efficiency and work quality. Employees save meaningful time as they use Gemini for Education and NotebookLM to automate administrative tasks, streamline data analysis and reporting, create content, and summarize documents. In Education Plus, Gemini is embedded directly in Docs, Slides, Classroom, Forms, and Vids, making AI assistance available and easy to use within existing workflows. Education Plus enables the composite organization to adopt AI responsibly and at scale, with the security, data privacy protections, and control over organizational data that the composite organization requires to use AI tools across the school system.

## 82%

of survey respondents reported that Gemini and NotebookLM were “Important,” “Very important,” or “Essential” to their organization

**Benefits to teachers and students.** Benefits that provide value for teachers and students at interviewees’ and survey respondents’ organizations but are not quantified for the purposes of the ROI analysis include:

- **Enhanced teacher experience.** Interviewees and 76% of survey respondents reported that Education Plus enhanced teacher productivity, and furthermore, that the platform supported efficient collaboration, real-time communication, and AI assistance with Gemini and NotebookLM.<sup>2</sup> Survey respondents estimated that teachers using Gemini and NotebookLM saved over 4 hours per week on average, and 69% of respondents said these tools significantly or moderately empowered teachers.<sup>3</sup> Teachers used Gemini to streamline administrative tasks, make complex topics more relatable to students, and create lesson plans and rubrics, while NotebookLM helped them prepare and organize class materials more effectively. The time savings helped ease burnout and allowed a greater focus on high-impact work such as teaching and student support.

*“Gemini and NotebookLM really support teachers [as opposed to] replace teachers. [The AI tools] support the administrative aspects of teaching, learning, and planning. They also help when they have a lot of information and need to create summaries, chronologies, and so on. They are really powerful from a teaching perspective.”*

**Head of digital, K-12 education**

## More than 4 hours

**Average weekly time teachers at survey respondents’ organizations saved due to Gemini and NotebookLM**

- **Improved student learning.** Interviewees and survey respondents reported that Education Plus helped strengthen classroom learning and the broader student learning experience by providing students with clearer and easier to use learning resources, supporting comprehension of challenging material, and giving teachers tools to tailor instruction to diverse learning needs. Seventy-six percent of survey respondents said Education Plus enhanced the student learning experience, and 72% said Gemini and NotebookLM moderately or significantly improved student outcomes.<sup>4</sup> Students used Gemini to quickly access accurate information and clarify complex topics, while NotebookLM helped students better understand material using trusted sources. Interviewees also emphasized the importance of providing students with responsible, age-appropriate access to AI and said Google’s approach enabled them to provide AI access safely and at scale.

*“[The AI tools in Education Plus] are exciting. They’re an equalizer for us. They’re a springboard and great for students. Students look things up, bring ideas together, and collaborate.”*

**Teaching and learning lead, K-12 education**

**76%**

**of survey respondents reported that Education Plus enhanced the student learning experience**

**Costs.** Three-year, risk-adjusted PV costs for the composite organization include:

- **Subscription costs.** The composite organization pays subscription costs to Google for the use of Education Plus. This cost is driven by the number of users and is a risk-adjusted \$112,200 per year for the composite organization.
- **Internal labor.** The composite organization incurs internal labor costs when deploying Education Plus, including the time IT staff dedicate to implementation, migration, and ongoing management. Additionally, the broader workforce, especially nonteaching staff and power users, spend time learning and becoming familiar with Education Plus and its AI capabilities. These costs total \$375,000 for the composite organization over three years.

The financial analysis that is based on the interviews and survey found that a composite organization experiences benefits of \$2.4 million over three years versus costs of \$654,000, adding up to a net present value (NPV) of \$1.7 million and an ROI of 260%.

*“Education Plus provides communications at scale. Google Meet and the extra capacity we’re afforded [with Education Plus] is hugely important. It’s really helpful day to day for staff and students, along with premium features in Meet like breakout rooms, polls, attendance tracking, and noise cancellation.”*

**Head of digital, K-12 education**

### Voice Of Survey Respondents

- **76%** reported that Education Plus enhanced teacher productivity
- **69%** said Gemini and NotebookLM significantly or moderately empowered teachers
- **59%** of teachers used Gemini and NotebookLM daily or weekly
- **72%** believed Gemini and NotebookLM moderately or significantly improved student learning outcomes

## Key Statistics

**260%**

Return on investment (ROI)

**\$2.4M**

Benefits PV

**\$1.7M**

Net present value (NPV)

**<6 months**

Payback

### Benefits (Three-Year)



## The Google Workspace For Education Plus In K-12 Education Customer Journey

### Drivers leading to the Education Plus investment

Interviews			
Role	Region	Number Of Students	Number Of Employees
Cloud applications engineer	North America	35,000	5,000
Technology advisor	LATAM	600,000	70,000
Teaching and learning lead	APAC	55,000	8,000
Head of digital	EMEA	33,000	4,000

### Key Challenges

Before adopting Education Plus, interviewees' and survey respondents' organizations relied on legacy productivity, teaching, and learning suites along with point solutions as needed. Interviewees and survey respondents reported struggling with common challenges in their prior environments, including:

- Insufficient security capabilities.** Interviewees said their prior environments did not always provide adequate controls for safeguarding student and staff data and that limited security features created risk and administrative overhead. Sixty percent of survey respondents indicated that insufficient security capabilities in their legacy environments led their organization to adopt Education Plus.<sup>5</sup> The cloud applications engineer said: “[A motivation for investing in Education Plus] was security. That’s much easier with Education Plus. There’s a lot less scripting now, and there’s the investigation tool, DLP controls, and context-aware access.”
- Time-consuming IT administration.** Prior to Education Plus, interviewees' organizations struggled to manage multiple systems, integrations, and inconsistent security features. The same interviewee observed, “The big thing [with our legacy solution] was the cost and complexity of management.” Additionally, 45% of survey respondents cited complex or time-consuming IT administration as a driver for adopting Education Plus.<sup>6</sup>
- Teacher workload and gaps in collaboration and learning tools.** Teacher workloads and burnout were a persistent concern for interviewees, who sought solutions to ease the problem. The cloud applications engineer said: “Teachers are just insanely overwhelmed. Any tools that make their jobs easier are a win.” Interviewees often said their legacy tools were cumbersome and insufficient to support teaching, learning, and videoconferencing needs, and 71% of survey respondents reported gaps in teaching and learning tools prior to Education Plus.<sup>7</sup>
- Student outcomes and adopting AI responsibly.** Delivering strong student outcomes and experiences was the core mission of interviewees' and survey respondents' organizations, and 62% of respondents said difficulty doing so was a reason for investing in Education Plus.<sup>8</sup> Furthermore, interviewees emphasized that any adoption of AI tools needed to be done responsibly and in ways that supported student learning, while meeting school-system and government safety and compliance requirements.

*“Education Plus is high value. The tools are easy and accessible.”*

**Teaching and learning lead, K-12 education**

## Composite Organization

Based on the interviews and survey, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the interviewees' organizations, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

- **Description of composite.** The composite organization is a K-12 school system with 15,000 students, 1,000 teachers, and 1,000 nonteaching staff. Education Plus serves as its primary teaching, learning, and collaboration platform, replacing legacy tools.
- **Deployment characteristics.** The composite organization deploys Education Plus across 17,000 users following a six-month implementation and migration effort led by an internal IT team. A small subset of staff leads ongoing management. All 17,000 students, teachers, and nonteaching staff are Education Plus users.

### KEY ASSUMPTIONS

- 17,000 Education Plus users
- 15,000 students
- 1,000 teaching staff
- 1,000 nonteaching staff

## Analysis Of Benefits

Quantified benefit data as applied to the composite

Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Improved security and IT operations efficiency	\$253,125	\$253,125	\$253,125	\$759,375	\$629,484
Btr	Security tools and storage cost savings	\$216,000	\$216,000	\$216,000	\$648,000	\$537,160
Ctr	Collaboration and learning tools cost savings	\$180,000	\$180,000	\$180,000	\$540,000	\$447,633
Dtr	AI-augmented assistance for nonteaching staff	\$202,500	\$303,750	\$405,000	\$911,250	\$739,406
	Total benefits (risk-adjusted)	\$851,625	\$952,875	\$1,054,125	\$2,858,625	\$2,353,683

### Improved Security And IT Operations Efficiency

**Evidence and data.** Interviewees and survey respondents reported that their organizations experienced a strengthened security posture after implementing Education Plus, pointing to features such as centralized visibility and controls, proactive threat detection and remediation tools, advanced device and endpoint management, AI-powered threat detection, actionable analytics and insights, Zero Trust access controls, and DLP tools. These capabilities reduced exposure to spam, phishing, malware, and ransomware, and decreased the time required to detect, investigate, and respond to threats. As a result, Education Plus made their environments easier to manage. Interviewees and most survey respondents saw improvements in IT efficiency, with survey respondents estimating an average time savings of 15% across their IT teams due to Education Plus.<sup>9</sup>

- The cloud applications engineer noted that Education Plus improved their organization’s security and made their engineers more efficient: “For example, we were able to audit every external file share across 60 million files and identify those with PII set to public. Education Plus let us use custom DLP detectors to label those files as confidential and block external sharing attempts.”

*“There are several ways that Education Plus improves our security posture, [and] we can do more with less effort.”*

**Cloud applications engineer, K-12 education**

- Interviewees emphasized Education Plus’s centralized visibility and control as a key security benefit. The technology advisor said, “[With Education Plus], we can run so many security reports.” The cloud applications engineer added: “Being able to build custom dashboards [in Education Plus] is incredibly helpful. I really appreciate the ability to have different metrics as graphs and clicking on one of those to launch the investigation tool and perform actions directly in the investigation tool. I probably use that once a day.”

### Survey Respondents Reported Reductions In Security Threats

- **56%** decrease in spam
- **42%** decrease in phishing
- **30%** decrease in malware
- **21%** decrease in ransomware

- Survey respondents reported reductions in malicious activity with Education Plus, including average decreases in spam of 56%, phishing of 42%, malware of 30%, and ransomware of 21%.<sup>10</sup> The cloud applications engineer added, “There’s probably a 70% decrease in spam just due to the [Education Plus] tools and a 50% decrease in the labor that goes into investigating phishing attacks.”

### Survey Respondents Reported Faster Security Threat Management

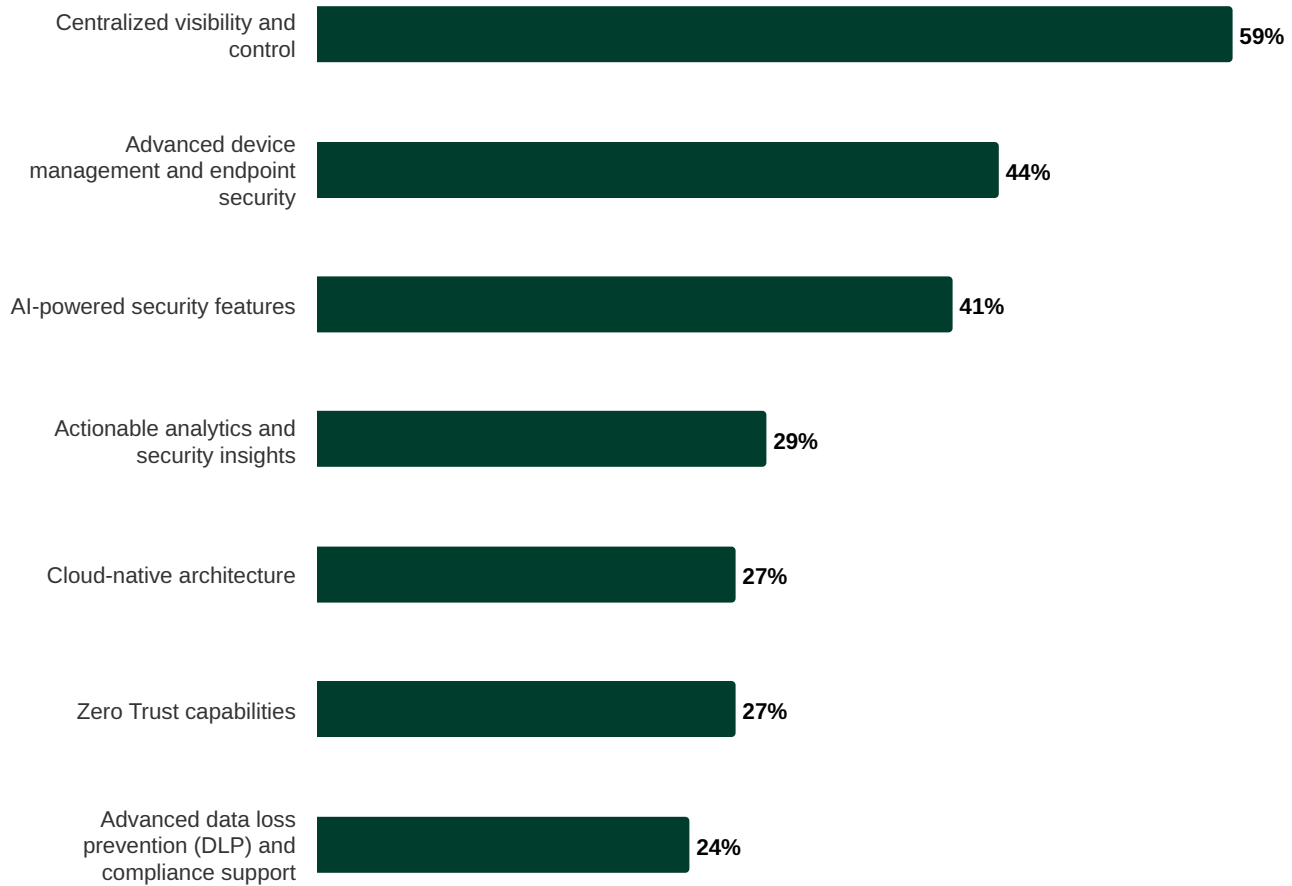
- **36%** faster detecting threats
- **26%** faster investigating threats
- **16%** faster responding to threats

- Survey respondents also reported that Education Plus strengthened their organizations’ security operations by improving the efficiency of threat-management workflows. On average, survey respondents reported that Education Plus decreased time to detect threats by 36%, time to investigate by 26%, and time to respond by 16%.<sup>11</sup>
- Interviewees also emphasized the importance of deploying AI responsibly and at scale in K-12 environments and credited Google with enabling them to do so. The head of digital said: “[Google’s work to make AI safe and compliant for student use] is what enabled us to create a paper [promoting the use of Gemini for Education and NotebookLM] for our leadership team and an opt-in option for schools. There are other suppliers that can’t offer the assurances needed. We felt an urgency and moral imperative to provide safe access to our students [so they could] learn about how to use these tools safely.”

*“[Without Education Plus], we’d need more engineers. Education Plus is a lot easier. There was a lot more complexity in [our legacy] environment.”*

**Cloud applications engineer, K-12 education**

“What features and capabilities of Education Plus have improved security posture at your organization?”



Note: Showing seven responses

Base: 59 global IT and administrative decision-makers at K-12 organizations with improved security posture using Education Plus

Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026

**Modeling and assumptions.** Based on the interviews and survey, Forrester assumes the following about the composite organization:

- There are 30 employees on the IT team.
- Due to Education Plus, these 30 IT employees see time savings of 15% on average.
- The fully burdened annual salary for IT employees is \$125,000.
- The productivity recapture rate for employees is 50%. This means employees convert 50% of their saved time into productive time.

**15%**

**Time savings across the IT team**

**Risks.** The benefit of improved security and IT operations efficiency will vary based on:

- The tools and solutions used prior to Education Plus.

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- The extent to which the organization leverages the security features of Education Plus.
- The size and skill set of the IT team.
- The average annual fully burdened salary of an IT team employee.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$629,000.

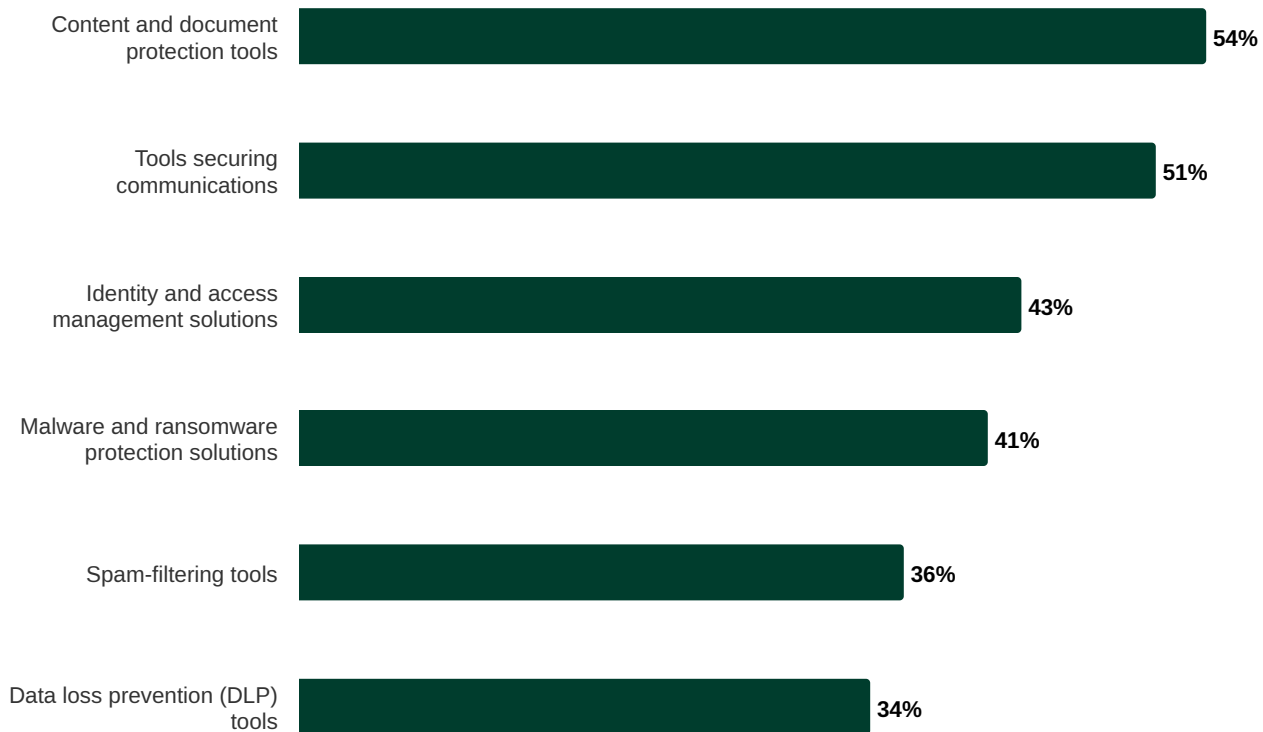
Improved Security And IT Operations Efficiency					
Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	IT team employees	Composite	30	30	30
A2	Time savings across IT team due to Education Plus (percentage)	Interviews and survey	15%	15%	15%
A3	Fully burdened annual salary for an IT team employee	Composite	\$125,000	\$125,000	\$125,000
A4	Productivity recapture	TEI standard	50%	50%	50%
At	Improved security and IT operations efficiency	A1*A2*A3*A4	\$281,250	\$281,250	\$281,250
	Risk adjustment	±10%			
Atr	Improved security and IT operations efficiency (risk-adjusted)		\$253,125	\$253,125	\$253,125
<b>Three-year total: \$759,375</b>			<b>Three-year present value: \$629,484</b>		

## Security Tools And Storage Cost Savings

**Evidence and data.** Given the expanded security controls available with Education Plus, interviewees and survey respondents reported direct cost savings from consolidating, retiring, or avoiding third-party security tools, such as those used to protect content and documentation, secure communications, manage identity and access, defend against malware and ransomware, filter spam, and enforce DLP.

- Interviewees described Education Plus as a cost-effective means to obtain the security tooling they needed, eliminating the need to procure separate single-use solutions. A survey respondent who served as an IT and security decision-maker reported, “[The primary quantifiable benefit of Education Plus is that] security expenses shrink due to the built-in protection tools.”
- Interviewees and survey respondents also noted the additional storage available with Education Plus, and 68% of survey respondents identified it as a benefit.<sup>12</sup> The cloud applications engineer explained: “Because of the additional storage for each user account [with Education Plus], we’ve had no storage problems. It’s nice to not have to worry about storage being full, and there’s absolutely a cost savings from not having to get storage from elsewhere.” The teaching and learning lead added: “Storage is certainly not a concern [with Education Plus]. We have enough for our needs.”

“Which of the following security tools or products have you been able to retire or consolidate due to the improved protection with Education Plus?”



Note: Showing seven responses

Base: 74 global IT and administrative decision-makers at K-12 organizations using Education Plus that are retiring or consolidating legacy tools

Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026

**Modeling and assumptions.** Based on the interviews and survey, Forrester assumes the composite organization consolidates or retires security and storage solutions, saving \$240,000 annually.

**Risks.** The benefit of security tools and storage cost savings will vary based on:

- The cost of legacy solutions and how quickly they are consolidated or retired.
- The extent to which the organization fully leverages Education Plus’s built-in security and storage capabilities to replace or avoid third-party tools.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$537,000.

Security Tools And Storage Cost Savings					
Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Cost savings from consolidating and retiring security and storage solutions	Interviews and survey	\$240,000	\$240,000	\$240,000
Bt	Security tools and storage cost savings	B1	\$240,000	\$240,000	\$240,000
	Risk adjustment	↓10%			
Btr	Security tools and storage cost savings (risk-adjusted)		\$216,000	\$216,000	\$216,000
<b>Three-year total: \$648,000</b>			<b>Three-year present value: \$537,160</b>		

## Collaboration And Learning Tools Cost Savings

**Evidence and data.** At interviewees’ and survey respondents’ organizations, Education Plus served as a comprehensive platform for communication and collaboration that enabled cost savings from retiring or consolidating legacy tools, such as those used for learning and collaboration, translation and accessibility, e-signature, videoconferencing, AI assistance, and plagiarism detection.

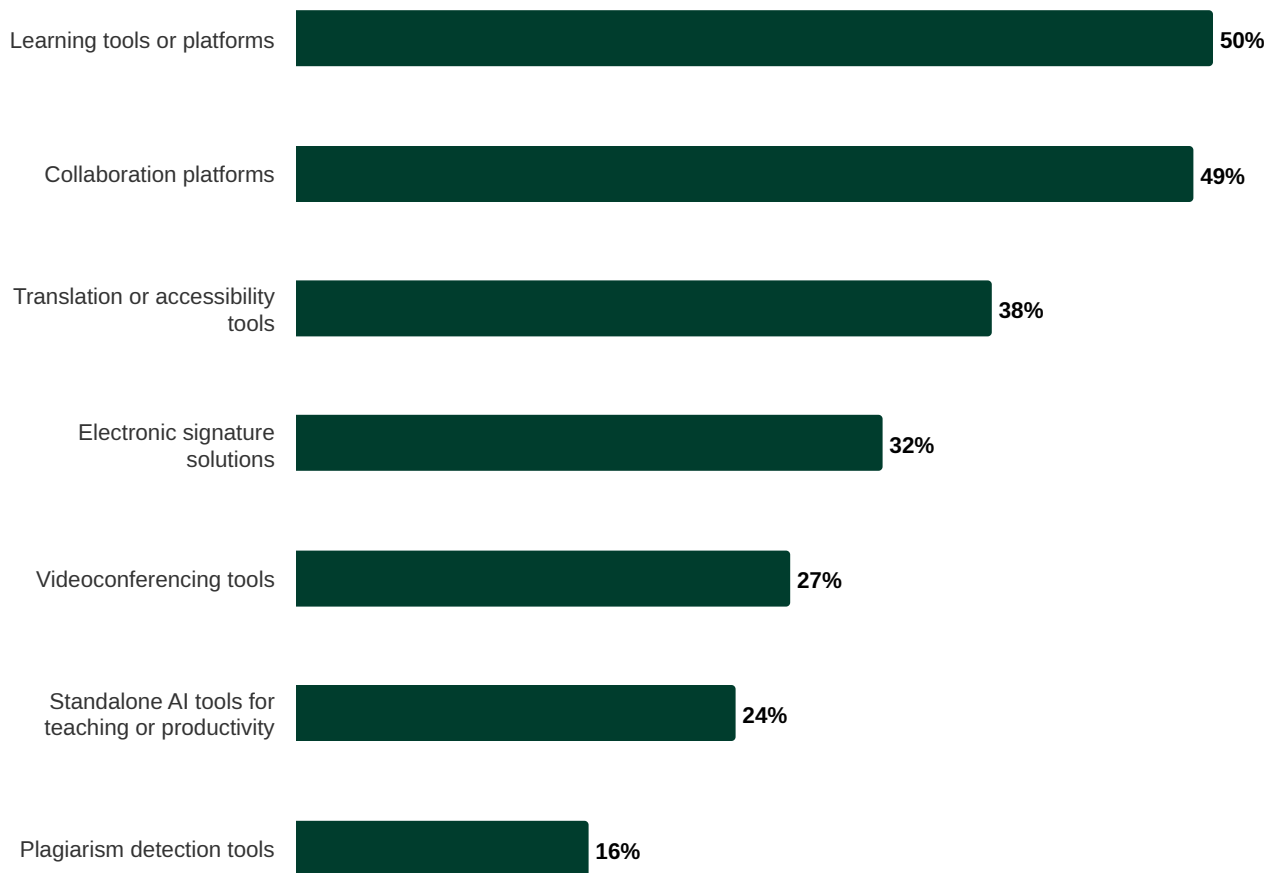
- Education Plus served as the primary collaboration platform at interviewees’ organizations, eliminating the need for alternatives. The head of digital remarked, “There’s a benefit of moving to Education Plus where suddenly your entire organization is connected.”
- The cloud applications engineer reported that having originality reports, practice sets, AI tools, and translation capabilities all built into Education Plus eliminated the need to purchase additional tools for those functions and resulted in measurable cost avoidance. A survey respondent who served as an information security decision-maker added, “Lower software expenses by consolidating multiple tools [is a primary benefit of Education Plus].”

*“More access to collaboration tools, practice sets, and originality reports are some of the most valuable things [with Education Plus].”*

**Cloud applications engineer, K-12 education**

- The head of digital highlighted the value of added Classroom capabilities with Education Plus, stating, “The [advanced teaching and learning tools in] Classroom that we get through Education Plus like Read Along are a really powerful way to get our teachers access to these tools at scale, across more than a thousand classrooms.” The teaching and learning lead said, “My colleagues love Read Along and think it’s sensational.”
- Interviewees reported that Meet met their organizations’ videoconferencing needs. They spoke highly of the additional features included with Education Plus, including breakout rooms, polls, attendance tracking, noise cancellation, and the support of larger meeting sizes.
- The technology advisor said: “The possibility to record in Meet and have a large number of participants is important. Meet is intuitive and easier to use than alternatives — we hear this a lot.” The teaching and learning lead added: “Breakout rooms are used a lot. Meet is certainly one of the tools that’s used extensively.”

“Which of the following teaching or learning tools have you been able to retire or consolidate due to Education Plus?”



Note: Showing seven responses

Base: 74 global IT and administrative decision-makers at K-12 organizations using Education Plus that are retiring or consolidating legacy tools

Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026

**Modeling and assumptions.** Based on the interviews and survey, Forrester assumes the composite organization consolidates or retires collaboration and learning solutions, saving \$200,000 annually.

**Risks.** The benefit of collaboration and learning tool cost savings will vary based on:

- The cost of legacy solutions and how quickly they are consolidated or retired.
- The extent to which the organization fully leverages Education Plus to replace or avoid third-party tools.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$448,000.

Collaboration And Learning Tools Cost Savings					
Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Cost savings from consolidating and retiring collaboration and learning tools	Interviews and survey	\$200,000	\$200,000	\$200,000
Ct	Collaboration and learning tools cost savings	C1	\$200,000	\$200,000	\$200,000
	Risk adjustment	±10%			
Ctr	Collaboration and learning tools cost savings (risk-adjusted)		\$180,000	\$180,000	\$180,000
<b>Three-year total: \$540,000</b>			<b>Three-year present value: \$447,633</b>		

## AI-Augmented Assistance For Nonteaching Staff

**Evidence and data.** Interviewees and survey respondents reported that administration and nonteaching staff benefited from Education Plus, as it allowed them to communicate and collaborate in real time and use Gemini and NotebookLM to improve the efficiency and quality of their work. Interviewees said Education Plus enabled their organizations to securely and effectively use AI tools. Respondents reported that nonteaching employees leveraging Gemini and NotebookLM saved more than 3 hours per week on average.<sup>13</sup> Nonteaching employees used Gemini and NotebookLM to automate administrative tasks, streamline data analysis and reporting, create content, and summarize documents. Interviewees emphasized that secure AI was critical for their organizations, and that Education Plus enabled them to adopt these tools across the school system with the security, data privacy protections, and control over organizational data they required.

- Survey respondents highlighted a wide range of Gemini use cases across administrative and support roles, including classifying incoming support tickets to speed up response times, structuring compliance processes, assisting with staff orientation and training, and streamlining data retrieval, analysis, and reporting.
- Beyond time savings, interviewees said Gemini improved employee decision-making and creativity. The teaching and learning lead noted, “Gemini is used for creativity and as a springboard to develop new ways of thinking and doing.”
- Interviewees described Gemini as an assistant that helped administrators and staff improve the quality of their work and operate with greater confidence. The cloud applications engineer added: “Our leadership uses Gemini before sending out announcements and statements to make sure they’re complete and framed properly.” Moreover, Gemini integrated with apps like Docs, Slides, Classroom, Forms, and Vids for greater availability and ease of use.

*“[The AI in Education Plus] provides a huge value. Only Gemini and NotebookLM can be used with our sensitive category data, because they’re safe. There are other providers where we can’t guarantee data protection.”*

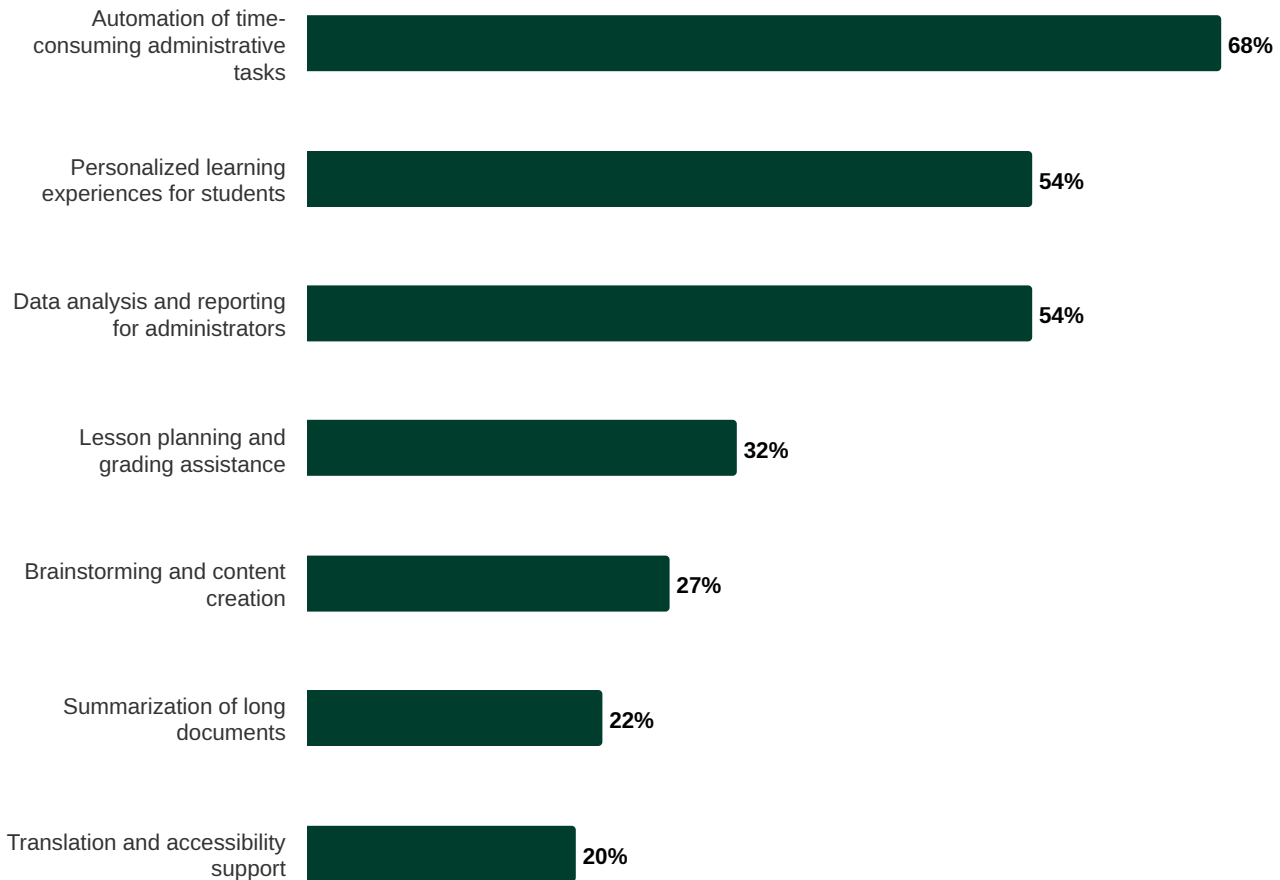
**Head of digital, K-12 education**

- Interviewees said staff leveraged NotebookLM to quickly and accurately understand and act on complex information in a single, trusted environment. Interviewees and survey respondents highlighted NotebookLM use cases such as managing institutional reports more effectively, accelerating the completion of compliance and accreditation processes, identifying key dates and scheduling approaches, and providing stakeholders with more coherent and complete case files.

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- A survey respondent who served as an IT decision-maker said, “NotebookLM empowers our administrators to make faster, research-driven decisions.” Another survey respondent in school leadership added, “Lower-level staff now access policies without confusion [given NotebookLM].”

### “Which of the following are benefits of Gemini and/or NotebookLM at your organization?”



Base: 81 global IT and administrative decision-makers at K-12 organizations using Education Plus that benefited from Google’s AI stack  
Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026

**Modeling and assumptions.** Based on the interviews and the survey, Forrester assumes the following about the composite organization:

- In Year 1, there are 100 nonteaching employees who are power users of the AI capabilities in Education Plus. This expands to 150 power users in Year 2 and 200 power users in Year 3.
- Due to AI capabilities in Education Plus (e.g., Gemini, NotebookLM, and Gemini in Docs, Slides, Classroom, Vids, and Forms), these employees save 3 hours per week on average.
- The fully burdened hourly rate for nonteaching employees is \$30.
- The productivity recapture rate for employees is 50%. This means employees convert 50% of their saved time into productive time.

**Risks.** The benefit of AI-augmented assistance for nonteaching staff will vary based on:

- The extent of Gemini and NotebookLM adoption.

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- The tools and AI capabilities available to employees prior to the adoption of Education Plus.
- The number of nonteaching employees and their fully burdened hourly salary.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$739,000.

AI-Augmented Assistance For Nonteaching Staff					
Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	Staff power users of the AI capabilities in Education Plus	Composite	100	150	200
D2	Average time saved per week per user due to the AI capabilities in Education Plus (hours)	Interviews and survey	3	3	3
D3	Fully burdened hourly rate for a nonteaching employee	Composite	\$30	\$30	\$30
D4	Productivity recapture	TEI standard	50%	50%	50%
Dt	AI-augmented assistance for nonteaching staff	$D1 \times D2 \times D3 \times D4 \times 50$	\$225,000	\$337,500	\$450,000
	Risk adjustment	↓10%			
Dtr	AI-augmented assistance for nonteaching staff (risk-adjusted)		\$202,500	\$303,750	\$405,000
<b>Three-year total: \$911,250</b>			<b>Three-year present value: \$739,406</b>		

## Benefits To Teachers And Students

Interviewees and survey respondents mentioned the following benefits to teachers and students, though they are not quantified in the ROI analysis:

- **Enhanced teacher experience.** Interviewees and 76% of survey respondents said that Education Plus enhanced teacher productivity, allowing teachers at their organizations to work efficiently and effectively with collaboration, productivity, and AI tools across the Education Plus suite.<sup>14</sup> Interviewees and survey respondents emphasized the value of the AI tools in Education Plus, and survey respondents reported average time savings of over 4 hours per week for teachers due to Gemini and NotebookLM.<sup>15</sup> Teachers used Gemini and NotebookLM to reduce administrative work, accelerate the preparation of lessons and classroom materials, support day-to-day planning, and close knowledge gaps.
  - Survey respondents reported robust adoption of AI tools among teachers, with an average of 59% using Gemini or NotebookLM daily or weekly.<sup>16</sup>
  - Interviewees emphasized that Gemini provided time savings for overworked teachers. The cloud applications engineer said: “Gemini can easily make a teacher 25% more productive. Gemini jump starts creating templates, generating ideas, and making concepts more interesting to students.”
  - Survey respondents further reported that Gemini improved clarity, made complex topics easier to approach, and created lesson plans and rubrics to support teachers.
  - Interviewees emphasized that AI tools augmented, rather than replaced, teacher ability. Sixty-nine percent of survey respondents said Gemini and NotebookLM moderately or significantly empowered teachers.<sup>17</sup>

*“Gemini and NotebookLM have become almost like a personal assistant to teachers. They add extra brain power for teachers. They’re great tools for delivering quality learning.”*

**Teaching and learning lead, K-12 education**

- Survey respondents said NotebookLM helped teachers reduce the time spent finding reference materials, improve curriculum review workflows, and devote more attention to student engagement.
- The cloud applications engineer elaborated: “Teachers create notebooks in NotebookLM to curate content right in there and share with their entire class. They don’t need to go to the copy center or send a bunch of links. They can fire away from there — add sources, remove them, [and] manipulate them in any way they want. That gets them a long way toward teaching them. Education Plus has given us a lot of better tools.”
- Interviewees also noted that Gemini helped teachers re-level content for differing student needs. The cloud applications engineer said: “Using Gemini and NotebookLM is a huge win. It gives teachers the ability to differentiate assignments and create curriculum that appeals to different learning styles, backgrounds, and demographics.”
- The teaching and learning lead added: “We always talk about meeting students at their point of need, and we are finally actually giving teachers tools that will enable them to do that. ... We hear stories about how [Gemini and NotebookLM] spark teacher imagination and creativity.”

*“Teachers are using Gemini and NotebookLM for lesson design, daily reviews, quizzes, all sorts of things. They’re astoundingly good. Teachers are really confident about the security and capability of the [Education Plus] system.”*

**Teaching and learning lead, K-12 education**

- Interviewees also noted that Education Plus helped reduce teacher burnout. The teaching and learning lead said: “NotebookLM and Gemini help with the workload reduction piece. It’s the ability to have a little assistant helping you.”
- Interviewees also emphasized the value of Education Plus’s broader teaching tools. The head of digital said, “We’re at scale with Classroom, so all teachers can share content, post assignments, and keep students oriented through course material.”
- **Improved student learning.** Interviewees and survey respondents reported that Education Plus provided students with clearer and easier to access learning resources, supported comprehension of challenging material, and gave teachers tools to tailor instruction to diverse learning needs. This helped strengthen classroom learning and the broader student learning experience. Seventy-six percent of survey respondents said Education Plus enhanced the student learning experience, and 72% said Gemini and NotebookLM moderately or significantly improved student outcomes.<sup>18</sup>
  - Interviewees highlighted Education Plus tools that support classroom learning, such as originality reports and Read Along. The head of digital said: “We’re starting to really see [unlimited] originality reports be beneficial, particularly in the era of AI. Read Along is absolutely fantastic, particularly for our primary schools but also in our secondary schools where students need extra support with reading. It’s a really powerful tool.”
  - The cloud applications engineer added: “Read Along is huge. We use that a ton, especially for our English language learners and special education students. Read Along and translation are probably the most heavily used tools on the student end.”
  - Interviewees also emphasized the importance of providing students with responsible, age-appropriate access to AI and noted that Google is one of the few vendors offering tools suitable for their students. The teaching and learning lead said:

“AI is a bit like the advent of the internet all over again, and we’re aspirational about providing access to students. We need to incorporate it into the curriculum and help students learn. Google is one of the very few that have offered these tools for all ages.”

- The cloud applications engineer added that Google’s approach to owning and securing its own models contributed significantly to confidence in student use: “That Google is not using somebody else’s model is a huge confidence builder. They’re using their own model and their own infrastructure. That gives me a lot more assurance that data is not going to be leaked out or shared.”

*“[Gemini and NotebookLM are] a lot more student-friendly than [alternatives] in my opinion. They’re really valuable because it’s a safe environment.”*

**Cloud applications engineer, K-12 education**

- Survey respondents reported that students used Gemini to quickly access accurate information, clarify complex topics, and transform disorganized material into clear summaries and notes.
- Interviewees and survey respondents reported that NotebookLM helped students better understand material using trusted sources. Education and IT decision-makers responding to the survey described students benefiting from NotebookLM as follows:
  - “Assists students in learning using reliable sources.”
  - “Effective in generating student-friendly summaries from complex documents.”
  - “Students receive simplified notes for difficult chapters more easily.”
  - “Helps in creating individualized review sessions before assessments.”
- Interviewees shared that familiarity with Education Plus tools helped students transition effectively to higher education. The teaching and learning lead noted: “Students find the transition to university really easy as a result of using Google. We hear those sorts of stories all the time.” The technology advisor added: “Students like Google a lot.”
- Interviewees further noted that Education Plus exposed students to tools they are likely to use later in life, including modern AI tools. The cloud applications engineer said: “Education Plus proves a nice, simple, safe space for students. I think it’s a lot better than a bespoke AI suite for kids. Nobody is going to grow up and use that. They’re going to use a tool like Gemini.”

*“Education Plus provides a great environment for our students to learn in. By giving students access to tools that are intuitive and easy to use, they can just jump in and start learning. It’s a huge boon for a student.”*

**Cloud applications engineer, K-12 education**

## Flexibility

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Education Plus and later realize additional uses and opportunities, including:

- **AI and education leadership.** Interviewees expressed confidence in Google’s pace of innovation and its long-term commitment to supporting K-12 teaching and learning. They believed Education Plus would continue to evolve with responsible, age-appropriate AI tools and capabilities.

- **Ongoing innovation and feature expansion.** Interviewees noted that Education Plus delivers increased value over time due to consistent product enhancements and the frequent addition of new AI capabilities to the platform.

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in [Total Economic Impact Approach](#)).

*“Google has been the mainstay based on that idea of learning anywhere, anytime.”*

**Teaching and learning lead, K-12 education**

## Analysis Of Costs

Quantified cost data as applied to the composite

Total Costs							
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Total	Present Value
Etr	Subscription costs	\$0	\$112,200	\$112,200	\$112,200	\$336,600	\$279,025
Ftr	Internal labor	\$196,075	\$72,050	\$72,050	\$72,050	\$412,225	\$375,253
	Total costs (risk-adjusted)	\$196,075	\$184,250	\$184,250	\$184,250	\$748,825	\$654,278

### Subscription Costs

**Evidence and data.** Interviewees' organizations paid annual subscription fees to Google for the use of Education Plus. These costs varied by organization and were driven by the number of users and customer-specific pricing.

**Modeling and assumptions.** Based on the interviews and survey, Forrester assumes the following about the composite organization:

- There are 17,000 Education Plus users.
- Annual cost per user is \$6.
- Pricing may vary. Contact Google for additional details.

**Risks.** The subscription costs will vary based on:

- The number of users.
- Customer-specific pricing.

**Results.** To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$279,000.

Subscription Costs						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
E1	Education Plus users	Composite		17,000	17,000	17,000
E2	Annual cost per user	Interviews		\$6	\$6	\$6
Et	Subscription costs	E1*E2	\$0	\$102,000	\$102,000	\$102,000
	Risk adjustment	†10%				
Etr	Subscription costs (risk-adjusted)		\$0	\$112,200	\$112,200	\$112,200
Three-year total: \$336,600				Three-year present value: \$279,025		

### Internal Labor

**Evidence and data.** Interviewees said that a subset of the IT team supported the implementation and migration to Education Plus, after which one or two employees were responsible for its ongoing management. Interviewees also noted that employees,

## The Total Economic Impact™ Of Google Workspace For Education Plus In K-12 Education

particularly nonteaching staff and power users, spent time becoming familiar with Education Plus and its AI-enabled capabilities.

**Modeling and assumptions.** Based on the interviews and survey, Forrester assumes the following about the composite organization:

- Five FTEs are dedicated to the implementation of and migration to Education Plus over the course of six months. During this period, they spend 50% of their time on this effort.
- Two FTEs are dedicated to the ongoing management of Education Plus thereafter and dedicate 25% of their time.
- The average fully burdened annual salary for employees dedicated to the implementation and ongoing management of Education Plus is \$125,000.
- Employees, particularly power users of the AI capabilities in Education Plus, spend time learning, getting comfortable, and gaining proficiency with Education Plus’s capabilities. The time spent organizationwide translates to \$22,000 initially and \$3,000 per year thereafter.

**Risks.** The internal labor cost will vary based on:

- Organization size.
- The scope of the implementation.
- The number of employees.
- Employee skill set and salary.

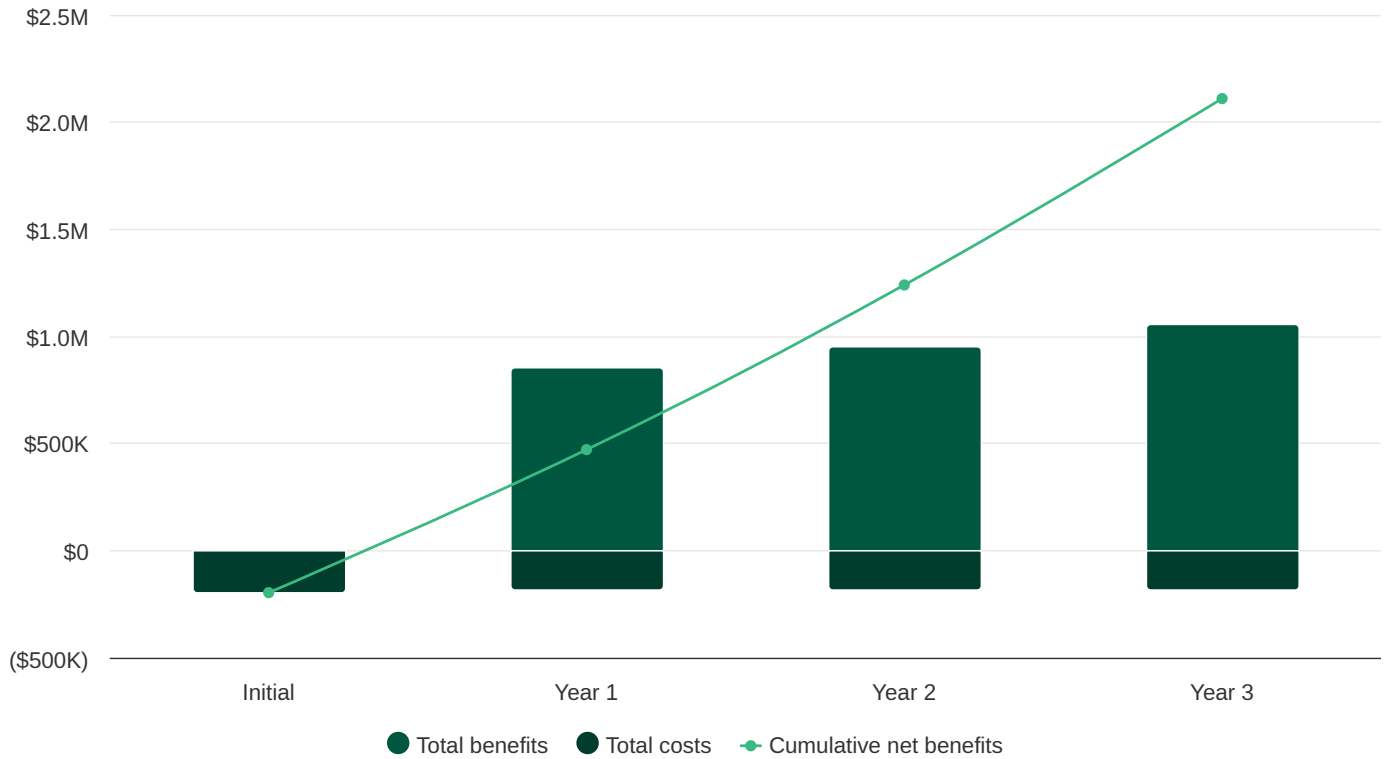
**Results.** To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$375,000.

Internal Labor						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
F1	FTEs dedicated to implementation and ongoing management	Interviews	5	2	2	2
F2	Time dedicated to implementation and ongoing management (percentage)	Interviews	50%	25%	25%	25%
F3	Fully burdened annual salary for an FTE involved in implementation and ongoing management	Composite	\$125,000	\$125,000	\$125,000	\$125,000
F4	Length of implementation (months)	Interviews	6			
F5	Implementation and ongoing management costs	Initial: $(F1 \times F2 \times F3 \times F4) / 12$ Y1 to Y3: $F1 \times F2 \times F3$	\$156,250	\$62,500	\$62,500	\$62,500
F6	Training costs	Interviews	\$22,000	\$3,000	\$3,000	\$3,000
Ft	Internal labor	F5+F6	\$178,250	\$65,500	\$65,500	\$65,500
	Risk adjustment	↑10%				
Ftr	Internal labor (risk-adjusted)		\$196,075	\$72,050	\$72,050	\$72,050
<b>Three-year total: \$412,225</b>			<b>Three-year present value: \$375,253</b>			

## Financial Summary

### Consolidated Three-Year, Risk-Adjusted Metrics

#### Cash Flow Chart (Risk-Adjusted)



#### Cash Flow Analysis (Risk-Adjusted)

	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(\$196,075)	(\$184,250)	(\$184,250)	(\$184,250)	(\$748,825)	(\$654,278)
Total benefits	\$0	\$851,625	\$952,875	\$1,054,125	\$2,858,625	\$2,353,683
Net benefits	(\$196,075)	\$667,375	\$768,625	\$869,875	\$2,109,800	\$1,699,405
ROI						260%
Payback period (months)						<6 months

## **Please Note**

The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.

## TEI Framework And Methodology

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From the information provided in the interviews and survey, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in Google Workspace for Education Plus.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Google Workspace for Education Plus can have on an organization.

### Due Diligence

Interviewed Google stakeholders and Forrester analysts to gather data relative to Google Workspace for Education Plus.

### Interviews And Survey

Interviewed four decision-makers and surveyed 206 respondents at organizations using Google Workspace for Education Plus to obtain data about costs, benefits, and risks.

### Composite Organization

Designed a composite organization based on characteristics of the interviewees' and survey respondents' organizations.

### Financial Model Framework

Constructed a financial model representative of the interviews and survey using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees and survey respondents.

### Case Study

Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see [Appendix A](#) for additional information on the TEI methodology.

## Glossary

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### Total Economic Impact Approach

#### Benefits

Benefits represent the value the solution delivers to the business. The TEI methodology places equal weight on the measure of benefits and costs, allowing for a full examination of the solution's effect on the entire organization.

#### Costs

Costs comprise all expenses necessary to deliver the proposed value, or benefits, of the solution. The methodology captures implementation and ongoing costs associated with the solution.

#### Flexibility

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. The ability to capture that benefit has a PV that can be estimated.

#### Risks

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

### Financial Terminology

#### Present value (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PVs of costs and benefits feed into the total NPV of cash flows.

#### Net present value (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.

#### Return on investment (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

#### Discount rate

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

#### Payback

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

## Appendixes

### APPENDIX A

#### Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

### APPENDIX B

#### Survey Demographics

##### ROLE

Administration or school leadership	50%
IT/information security	50%

##### REGION

North America	25%
LATAM	25%
EMEA	25%
APAC	25%

##### NUMBER OF STUDENTS

Fewer than 500	12%
500 to 999	35%
1,000 to 4,999	45%
5,000 or more	8%

##### NUMBER OF TEACHERS

Fewer than 100	49%
100 to 499	44%
500 or more	7%

## APPENDIX C

### Endnotes

<sup>1</sup> Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

<sup>2</sup> Base: 206 global IT and administrative decision-makers at K-12 education organizations using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

<sup>3</sup> Base: 78 global IT and administrative decision-makers at K-12 education organizations whose teachers use Gemini and/or NotebookLM using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

<sup>4</sup> Ibid; Base: 76 global IT and administrative decision-makers at K-12 education organizations whose students use Gemini and/or NotebookLM using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

<sup>5</sup> Base: 206 global IT and administrative decision-makers at K-12 education organizations using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

<sup>6</sup> Ibid.

<sup>7</sup> Ibid.

<sup>8</sup> Ibid.

<sup>9</sup> Base: 78 global IT and administrative decision-makers at K-12 education organizations whose teachers use Gemini and/or NotebookLM using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

<sup>10</sup> Base: 59 global IT and administrative decision-makers at K-12 organizations with improved security posture using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

<sup>11</sup> Ibid.

<sup>12</sup> Base: 206 global IT and administrative decision-makers at K-12 education organizations using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

<sup>13</sup> Base: 78 global IT and administrative decision-makers at K-12 education organizations whose teachers use Gemini and/or NotebookLM using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

<sup>14</sup> Base: 206 global IT and administrative decision-makers at K-12 education organizations using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

<sup>15</sup> Base: 78 global IT and administrative decision-makers at K-12 education organizations whose teachers use Gemini and/or NotebookLM using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

<sup>16</sup> Base: 81 global IT and administrative decision-makers at K-12 education organizations where Gemini and/or NotebookLM are identified as important using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

<sup>17</sup> Base: 78 global IT and administrative decision-makers at K-12 education organizations whose teachers use Gemini and/or NotebookLM using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

<sup>18</sup> Base: 206 global IT and administrative decision-makers at K-12 education organizations using Education Plus; Base: 78 global IT and administrative decision-makers at K-12 education organizations whose teachers use Gemini and/or NotebookLM using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

## Disclosures

Readers should be aware of the following:

This study is commissioned by Google and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Google Workspace for Education Plus.

Google reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Google provided the customer names for the interviews but did not participate in the interviews.

Forrester fielded the double-blind survey using a third-party survey partner.

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