

A Forrester Total Economic Impact™
Study Commissioned By Intel
February 2019

The Total Economic Impact™ Of The Intel Unite® Solution

Cost Savings And Business Benefits
Enabled By The Intel Unite Solution, A
Content Sharing And Collaboration Tool

Table Of Contents

Executive Summary	1
Key Findings	1
The Intel Unite Solution Customer Journey	3
Interviewed Organizations	3
Key Challenges Before The Intel Unite Solution	3
Why The Intel Unite Solution?	4
Key Results With The Intel Unite Solution	5
Composite Organization	6
Analysis Of Benefits	7
Analysis Of Costs	8
Financial Summary	9
Intel Unite Solution: Overview	10
Appendix A: Total Economic Impact	11
TEI Framework And Methodology	12
Appendix B: Benefits And Costs Details	13
Benefit 1: Reduced Meeting Downtime	13
Benefit 2: Increased Meeting Productivity	14
Benefit 3: New And Replacement Cabling Cost Avoidance	15
Unquantified Benefits	16
Flexibility	17
Cost 1: Intel Unite Solution Hardware Costs	18
Cost 2: Intel Unite Solution Internal Implementation, Maintenance, And Recurring Costs	18

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Benefits And Costs



Downtime avoided during meetings:

\$507,117



Increased meeting productivity:

\$169,039



Reduced meeting downtime:

15%

Executive Summary

Intel commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying the Intel Unite® solution. The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of the Intel Unite solution on their organizations.

Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine what, if any, financial impact the Intel Unite solution could have on their organizations.

The Intel Unite solution is a content sharing and collaboration solution that helps its customers present, collaborate, and share screens from anywhere in the world without the need for cables or adaptors. To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed four customers with experience using the Intel Unite solution.

The interviewed organizations decided to deploy the Intel Unite solution due to its intuitive and secure conferencing and screen sharing technology, ease of deployment, and wireless capabilities. This resulted in significant benefits, as detailed in the case study. With the Intel Unite solution, organizations improved meeting efficiency, reduced downtime, and eliminated the need to install and maintain legacy cables and adaptors.

Prior to using the Intel Unite solution, the interviewed organizations primarily used pre-installed cables (HDMI, VGA, USB, etc.) in their conference rooms and/or collaboration spaces. However, organizations reported that the cables were unreliable, costly, and difficult to maintain due to the constantly changing display and device technology, causing delayed and inefficient meetings.

Forrester developed a composite organization based on data gathered from the customer interviews to reflect the total economic impact that the Intel Unite solution could have on an organization. The composite organization is representative of the organizations that Forrester interviewed and is used to present the aggregate financial analysis in this study. All values are reported in risk-adjusted three-year present value (PV) unless otherwise indicated.

Key Findings

Quantified benefits. The following benefits reflect the financial analysis associated with the composite organization.

- › **Avoided downtime from meeting start-up and switching presenters created \$507,117 in savings.** The ease of connecting to meetings and switching between presenters with the Intel Unite solution reduced meeting downtime by up to 15% compared to legacy solutions.
- › **Meetings are up to 5% more productive, saving 2.25 minutes per meeting on average and resulting in \$169,039 in efficiency gains.** Interviewed organizations reported that meetings with the Intel Unite solution were more productive and collaborative than meetings leveraging the legacy solution. Features like multi-screen sharing, remote access from anywhere, and seamless plug-in integration made meetings up to 5% more efficient compared to the legacy solution.



ROI
470%



Benefits Present Value
\$742,946



Net Present Value
\$612,673



Payback
< 6 months

- › **Avoided cable installation and maintenance costs lead to \$66,790 in savings.** After installing the Intel Unite solution, organizations no longer needed to install cables and adapters in new conference rooms, avoiding cable and labor costs. In addition, organizations no longer need to maintain and replace old and broken cables and adapters, leading to additional savings.

Unquantified benefits. The interviewed organizations experienced additional qualitative benefits. These are not quantified in the financial analysis, but were mentioned as significant benefits by customers.

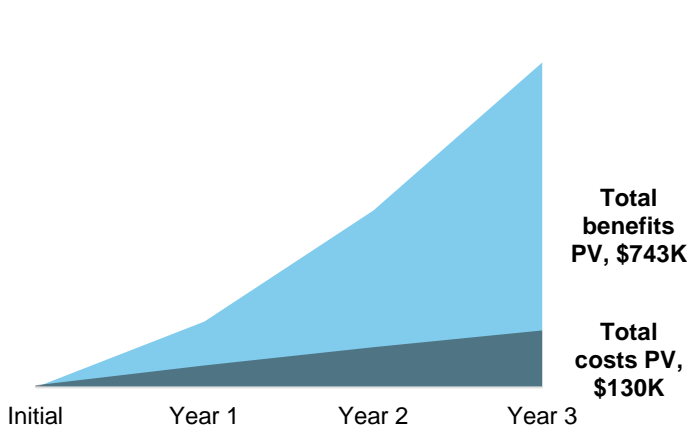
- › **Telemetry data enables workspace optimization.** The Intel Unite solution's telemetry data provides organizations with data and insights into how their employees are leveraging collaboration spaces, and how well utilized the collaboration spaces are.
- › **Flexibility of the Intel Unite solution devices.** Organizations are able to leverage the Intel Unite solution devices in creative ways that create value outside of meeting collaboration and presenting, such as displaying real-time company metrics whenever the Intel Unite device is not being actively used.
- › **Easy integration into security architecture.** The Intel Unite solution is easy to deploy within an organization's existing architecture and meets existing security requirements.

Costs. The following costs reflect the financial analysis associated with the composite organization's deployment of 150 Intel Unite solution devices.

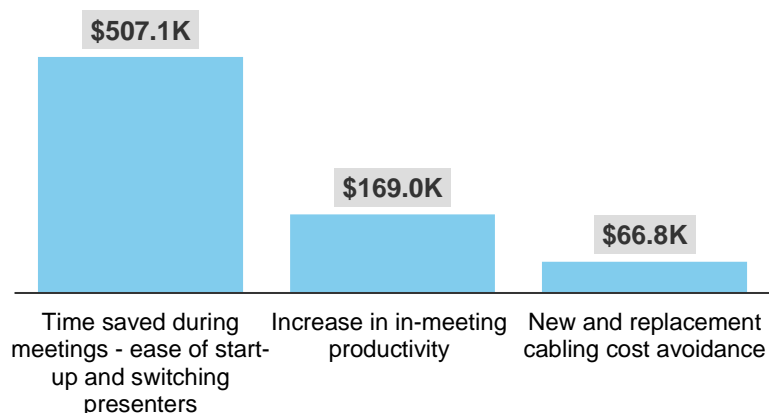
- › **The Unite solution hardware cost \$104,448.** The composite organization deployed 150 Intel Unite solution devices over three years. There are no licensing fees for the Intel Unite software itself.
- › **Internal implementation, maintenance, and recurring costs totaling \$25,825.** Interviewed organizations described implementation and ongoing labor costs associated with the deployment and maintenance of the Intel Unite solution.

Forrester's interviews with four existing customers and subsequent financial analysis found that an organization based on these interviewed organizations experienced benefits of \$742,946 over three years versus costs of \$130,273, adding up to a net present value (NPV) of \$612,673 and an ROI of 470%.

Financial Summary



Benefits (Three-Year)



The Intel Unite Solution Customer Journey

BEFORE AND AFTER THE UNITE SOLUTION INVESTMENT

Interviewed Organizations

For this study, Forrester conducted four interviews with Intel Unite solution customers. Interviewed customers include the following:

INDUSTRY	REGION	INTERVIEWEE	NUMBER OF EMPLOYEES
Healthcare technology	Global	Senior technology architect	31,000
Financial Services	Global	Technical delivery lead	50,000
Finance	Global	IT implementation consultant	6,000
Manufacturing	Global	Project manager	40,000

Intel Unite solution customers deploy anywhere between a few devices to thousands of devices for their organizations. The approximate breakdown regarding number of devices deployed across all Intel Unite solution's enterprise customers is:

- › 20% with 100-350 total devices deployed
- › 35% with 350-1,000 total devices deployed
- › 45% with 1,000+ total devices deployed

Based on the interviews conducted for this study, Forrester believes the findings are relevant and robust for smaller and larger deployments.

Key Challenges Before The Intel Unite Solution

Before the investment in the Intel Unite solution, interviewees described the following challenges with their previous solution:

- › **Meeting start times were often delayed.** Interviewed organizations reported a desire to reduce the time it took for participants to log into the meeting platform and actually start the meeting. A technical delivery lead in the financial services industry revealed that: "We have been in a lot of meetings where we spend 15-20+ minutes at the beginning of the meeting getting the technology set up. People started booking conference rooms for the half-hour before the meeting started so they can get everything set up on time."
- › **Legacy technology was cumbersome for presentation, collaboration and video conferencing.** Organizations described poor user experience, confusing and outdated systems, and a lack of innovation with legacy solutions.

"Before Intel Unite, we were getting to a point where we're requiring a VGA port on our laptops just to match what's available in the conference rooms. It becomes a limiting factor on our options for laptop purchase decisions."

Technical delivery lead, financial services industry



- › **Cables and adapters were expensive and unreliable.** Interviewed organizations agreed that managing the various cables and adapters necessary to connect all devices was a near-impossible task, leading to the desire for a wireless environment in meeting and collaboration spaces. A senior technology architect in the healthcare technology industry noted: “It seemed like every time someone went into the conference room they didn’t have their adapter, they had the wrong adapter, or they had to borrow someone else’s adapter – then, the adapter may not even work for one reason or another. It was pervasive. That’s why we looked at trying to create a wireless workspace.”

Why The Intel Unite Solution?

Interviewed organizations stated the following reasons on why they chose the Intel Unite solution to address their challenges:

- › **Desire for a wireless environment.** An IT implementation consultant in the finance industry noted: “Workers have different products from laptops to tablets, and each product has different models with different adapters. Sometimes, the rooms won’t have the correct adapter; the cable won’t work; we need to present two screens at the same time but don’t have the technology to support it. That’s why we needed a solution that can do it wirelessly. That’s why we chose the Intel Unite solution.”
- › **Security.** A senior technology architect in the healthcare technology industry said: “With regards to security, our adoption was simple because the architecture absorbed what we already used. Our controls were identical to what we use for our end user devices. So, we were able to work with security pretty quickly.”
- › **Ease of integration.** A technical delivery lead in the financial services industry stated: “What we quickly found that really was a huge benefit with the Intel Unite solution was the ability to integrate third-party meeting applications into the solution. With one touch, we can launch a meeting through the tool and everything shows up on the screen in our conference rooms, whether the attendees are in person or out in the field. Having that one-touch meeting join interface was a big one for us.”

After an extensive business case process evaluating multiple vendors, interviewed organizations chose the Intel Unite solution and began deployment.

“We like that Unite fit with our current management modules, the interface was easy to use, it supported the platforms we had at the time, and offered flexibility for tools we will work with in the future.”

*Senior technology architect,
healthcare technology industry*



“With the Intel Unite solution, we have a lot more possibilities in the future. We use a standard client and it is fully integrated, so we can connect things like motion sensors and cameras that may be used in the future of collaboration spaces.”

*Project manager, manufacturing
industry*



Key Results With The Intel Unite Solution

The interviews revealed that the investment in the Intel Unite solution addressed the challenges interviewees were facing and provided additional benefits as well:

MORE EFFECTIVE AND EFFICIENT MEETINGS

- › **Enables creative and ad-hoc collaboration spaces.** A senior technology architect in the healthcare industry noted: “We put the Intel Unite solution device and a display on a mobile cart, and these are used in scrum meetings at our offices. It’s interesting because we were not sure how the technology would be adopted, but when I visited the facilities I learned that those things are heavily used, all of the time.”
- › **Reduced downtime in starting meetings and switching between presenters.** The Intel Unite solution enabled interviewed organizations to reduce meeting start-time delays from minutes to seconds. A senior technology architect in the healthcare technology industry noted: “The Intel Unite PIN approach – it’s so simple. We’ve noticed that people seem to just ‘get it.’ The time it takes for them to launch the Intel Unite solution, to look at the screen, type in the PIN code and start presenting – it’s seconds.”

INTUITIVE AND SECURE VIDEO CONFERENCING AND SCREEN SHARING TECHNOLOGY

- › **Freedom of choice in productivity tools and easy integration with partners and add-ons.** An IT implementation consultant in the finance industry said: “The fact that Intel is continuously deploying new plug-ins was very important to us because it gives our organization more freedom in choosing what tools we use and who we partner with. The Intel Unite solution makes our company ready for collaboration.”
- › **One touch presenting and screen sharing.** A technical delivery lead in the financial services industry noted: “The meeting join capability for integrated third-party solutions is great. This ability to go in and click one button, launch the meeting and have full control is pretty much unmatched by any of the other hardware options that we’ve seen.”

WIRELESS SOLUTION

- › **Organizations no longer rely on cables and adapters.** A technical delivery lead in the financial services industry said: “We want our employees to be able to just walk in our conference rooms and connect, regardless of what technology they have. The Intel Unite solution does just that.”
- › **Cost savings on cables and adapters.** A technical delivery lead in the financial services industry said: “We figured out very quickly that if we could eliminate the cable run in each conference room, we could save a good amount of money. The savings ended up paying for the Intel Unite solution hardware and then some.”

“Unite changed the way we interact with our remote workers. We had a case where an executive was at one of our remote facilities and wanted to see what was being presented on the screen in our meeting room. Prior to Unite, there was no efficient way for that to happen, but with the Unite solution, the executive simply entered the PIN and was instantly able to join the meeting, see the presentation and even share his screen.”

*Senior technology architect,
healthcare technology industry*



“Intel Unite makes our meeting rooms ready for the digital age. It makes work easier and faster for our employees.”

*IT implementation consultant,
finance industry*



“We have only received positive reviews from the users, it makes work easier for them. One feature that is particularly exciting is the remote view. It’s great to have the ability to join a meeting when not physically in the office. It has enabled more flexibility in our workforce and overall there is more productivity versus our previous solution.”

*IT implementation consultant,
finance industry*



Composite Organization

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an associated ROI analysis that illustrates the areas financially affected. The composite organization is representative of the four companies that Forrester interviewed and is used to present the aggregate financial analysis in the next section. The composite organization that Forrester synthesized from the customer interviews has the following characteristics:

Description of composite. The composite is a global conglomerate with 10,000 employees and annual revenue of \$1B per year. The organization has a distributed workforce with 10 locations across six countries and a small percentage of remote and field workers. Collaboration spaces are heavily leveraged, averaging 15 meetings per week per collaboration space. On average, each meeting lasts 45 minutes and has four attendees.

Deployment characteristics. The composite organization has decided to roll out the Intel Unite solution into any new conference room builds, and to install the Intel Unite solution in any existing rooms that are due for an update. Following this plan, the composite rolls out 50 Intel Unite solution devices per year, with a total of 150 Intel Unite solution devices deployed after three years.



Key assumptions

- 10,000 employees
- 50 Unite devices per year for three years
- 15 meetings per room per week

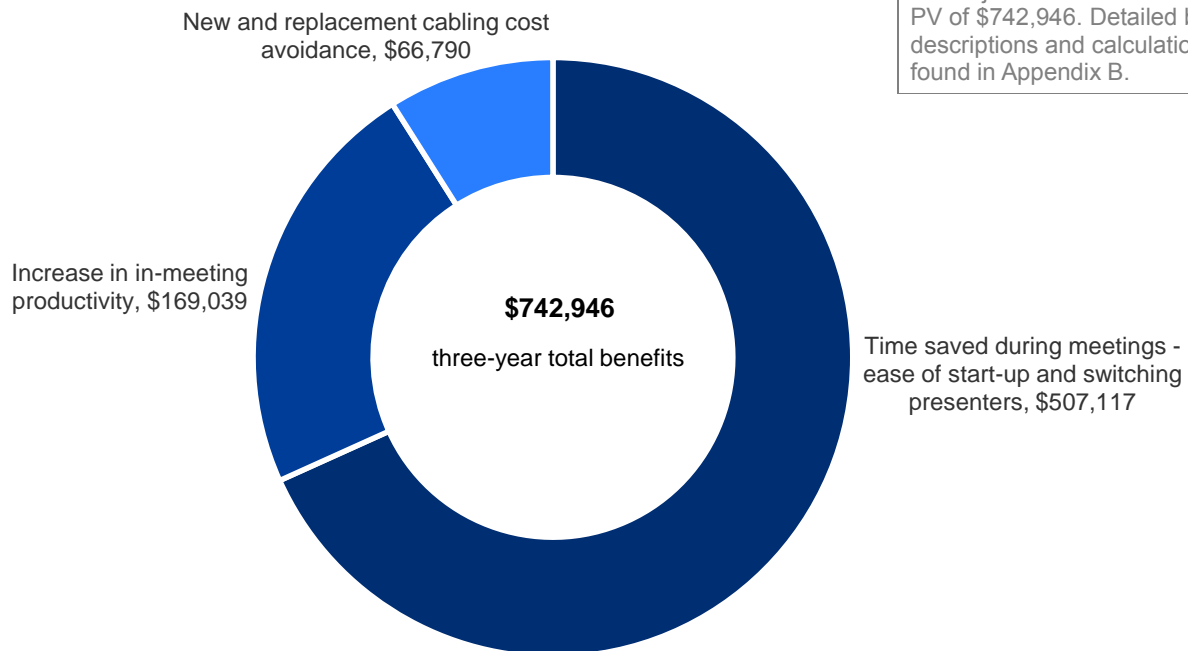
Analysis Of Benefits

QUANTIFIED BENEFIT DATA AS APPLIED TO THE COMPOSITE

Total Benefits

REF.	BENEFIT	YEAR 1	YEAR 2	YEAR 3	TOTAL	PRESENT VALUE
Atr	Reduced meeting downtime	\$105,300	\$210,600	\$315,900	\$631,800	\$507,117
Btr	Increased meeting productivity	\$35,100	\$70,200	\$105,300	\$210,600	\$169,039
Ctr	New and replacement cabling cost avoidance	\$24,750	\$27,000	\$29,250	\$81,000	\$66,790
Total benefits (risk-adjusted)		\$165,150	\$307,800	\$450,450	\$923,400	\$742,946

The table above shows the total of all benefits across the areas listed below, as well as present values (PVs) discounted at 10%. Over three years, the composite organization expects risk-adjusted total benefits to have a PV of \$742,946. Detailed benefits descriptions and calculations can be found in Appendix B.



Analysis Of Costs

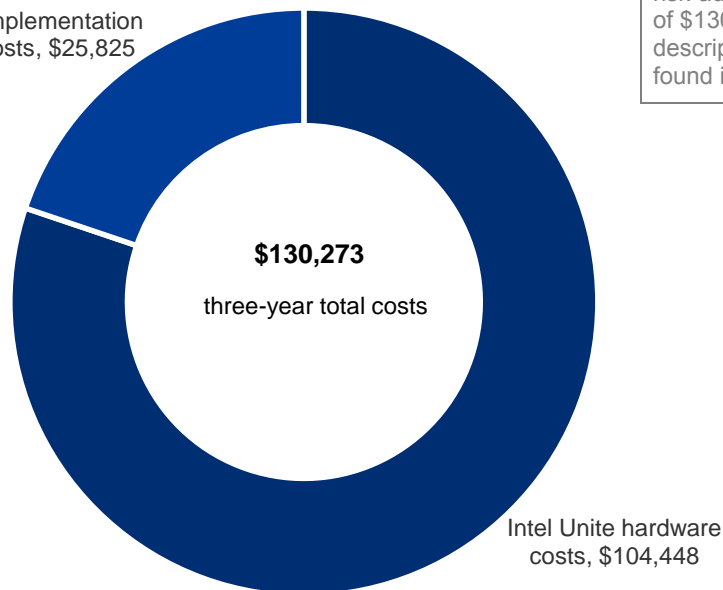
QUANTIFIED COST DATA AS APPLIED TO THE COMPOSITE

Total Costs

REF.	COST	INITIAL	YEAR 1	YEAR 2	YEAR 3	TOTAL	PRESENT VALUE
Dtr	Intel Unite solution hardware costs	\$0	\$42,000	\$42,000	\$42,000	\$126,000	\$104,448
Etr	Intel Unite solution internal implementation, maintenance, and recurring costs	\$4,600	\$8,087	\$8,565	\$9,044	\$30,296	\$25,825
Total costs (risk-adjusted)		\$4,600	\$50,087	\$50,565	\$51,044	\$156,296	\$130,273

The table above shows the total of all costs across the areas listed below, as well as present values (PVs) discounted at 10%. Over three years, the composite organization expects risk-adjusted total costs to have a PV of \$130,273. Detailed costs descriptions and calculations can be found in Appendix B.

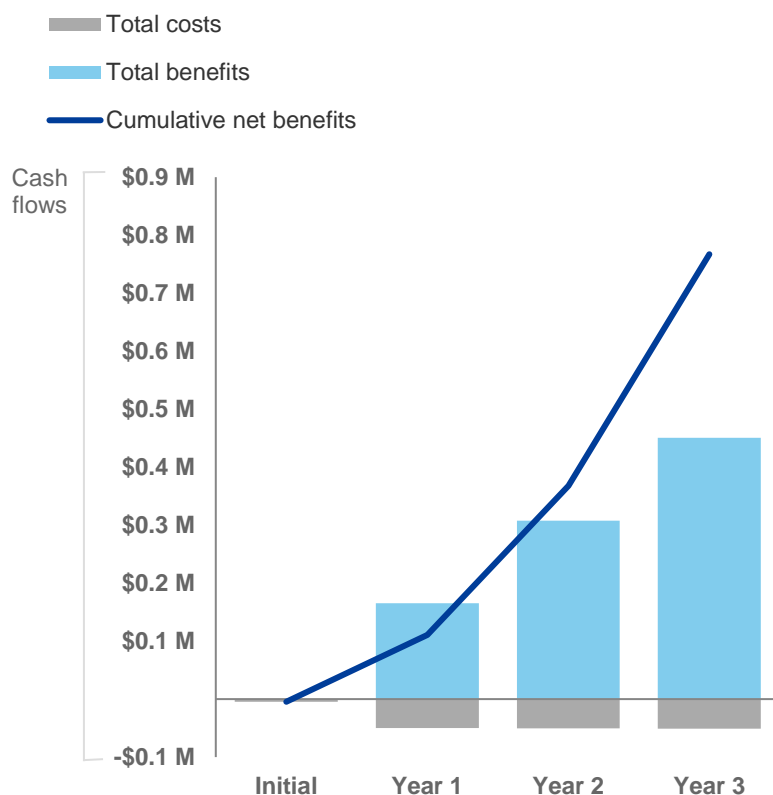
Intel Unite internal implementation and maintenance costs, \$25,825



Financial Summary

CONSOLIDATED THREE-YEAR RISK-ADJUSTED METRICS

Cash Flow Chart (Risk-Adjusted)



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.

Cash Flow Table (Risk-Adjusted)

	INITIAL	YEAR 1	YEAR 2	YEAR 3	TOTAL	PRESENT VALUE
Total costs	(\$4,600)	(\$50,087)	(\$50,565)	(\$51,044)	(\$156,296)	(\$130,273)
Total benefits	\$0	\$165,150	\$307,800	\$450,450	\$923,400	\$742,946
Net benefits	(\$4,600)	\$115,063	\$257,235	\$399,406	\$767,104	\$612,673
ROI						470%
Payback period						< 6 months

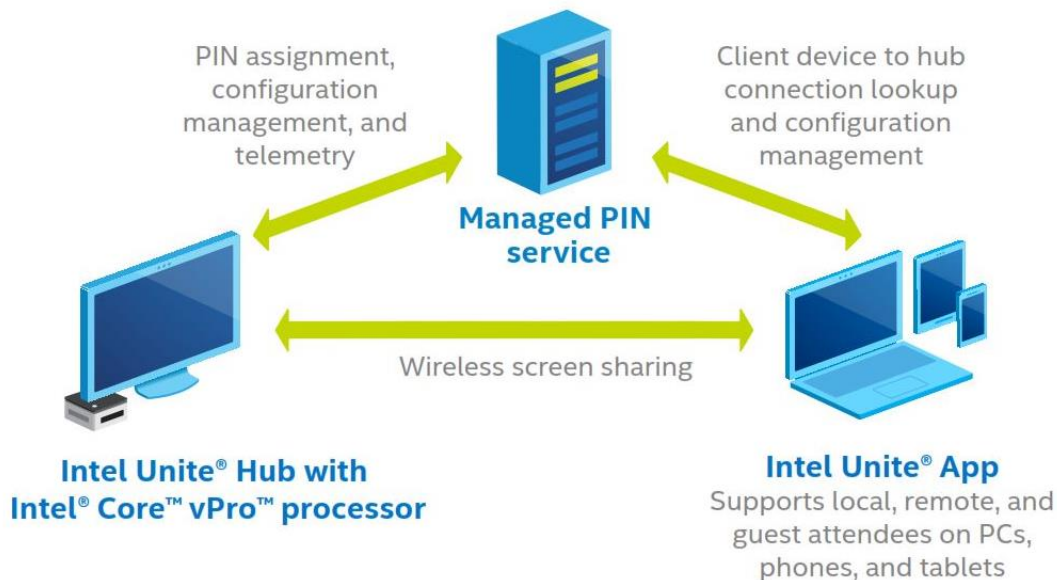
Intel Unite Solution: Overview

The following information is provided by Intel. Forrester has not validated any claims and does not endorse Intel or its offerings.

Intel Unite® solution is a simple, customizable wireless collaboration solution that enables users to start meetings quickly - no need for dongles, adaptors or cables. Content is seamlessly shared to meeting rooms and remote users can easily connect into those sessions in a more secure way. The solution works with existing technologies including a range of devices and operating systems. Intel® security and encryption technologies help ensure that content and file sharing occurs only between designated meeting participants. Additionally, the solution offers visibility, control, and usage metrics for IT and facilities managers. The Intel Unite solution creates intelligent meeting spaces for an optimal collaboration experience.

THE INTEL UNITE SOLUTION COMBINES:

- An Intel® Core™ vPro™ processor-powered PC – enabled for the Intel Unite solution – serving as a hub in the conference room or other meeting space.
- The Intel Unite® app, which is a small client app available on a breadth of devices.
- A lightweight service running on your existing infrastructure, which orchestrates the PIN.



The on-premise option features an Intel Unite® solution PC hub, managed PIN service, and the Intel Unite client app

Learn more at intel.com/unite.

COST SAVINGS DISCLOSURE

Cost reduction scenarios described are intended as examples of how a given Intel-based product, in the specified circumstances and configurations, may affect future costs and provide cost savings. Circumstances will vary. Intel does not guarantee any costs or cost reduction.

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 vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

Total Economic Impact Approach



Benefits represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.



Costs consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.



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



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."

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.



Present value (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV 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 period

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

The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

TEI Framework And Methodology

From the information provided in the interviews, Forrester has constructed a Total Economic Impact™ (TEI) framework for those organizations considering implementing the Intel Unite solution.

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 the Intel Unite solution can have on an organization:



DUE DILIGENCE

Interviewed Intel stakeholders and Forrester analysts to gather data relative to the Intel Unite solution.



CUSTOMER INTERVIEWS

Interviewed four organizations using the Intel Unite solution to obtain data with respect to costs, benefits, and risks.



COMPOSITE ORGANIZATION

Designed a composite organization based on characteristics of the interviewed organizations.



FINANCIAL MODEL FRAMEWORK

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



CASE STUDY

Employed four fundamental elements of TEI in modeling the Intel Unite solution's impact: benefits, costs, flexibility, and risks. Given the increasing sophistication that enterprises have regarding ROI analyses related to IT investments, Forrester's TEI methodology serves to provide a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Intel 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 report to determine the appropriateness of an investment in the Intel Unite® Solution.

Intel 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.

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

Appendix B: Benefits And Costs Details

Benefit 1: Reduced Meeting Downtime

Interviewed organizations described the following benefits related to reduced meeting downtime:

- › Reduced time starting meetings and getting the initial presentation on-screen and shared to all attendees.
- › Ability to quickly and efficiently switch between presenters without cables or adapters.

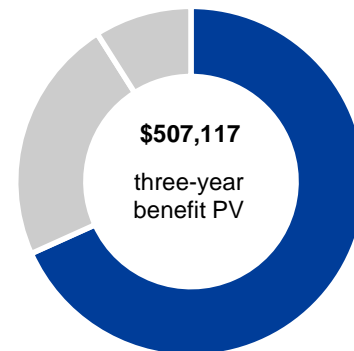
Based on the customer interviews, Forrester estimates for the composite organization:

- › There are 15 meetings per room per week, 50% of which require presenting and/or screen sharing.
- › On average, meetings last 45 minutes and have four attendees per meeting.
- › The average fully burdened annual salary for meeting attendees is \$100,000, which rounds to \$50 per hour.
- › Downtime is reduced by 15%, and workers leverage 30% of the time saved for productive tasks.

This benefit can vary due to uncertainty related to:

- › Average meeting length and number of attendees.
- › Number of meetings.
- › Fully burdened salary for attendees.

To account for these risks, Forrester adjusted this benefit downward by 20%, yielding an annual benefit ranging from \$105,300 with 50 Intel Unite solution devices deployed to \$315,900 with 150 Intel Unite solution devices deployed, with a three-year risk-adjusted total PV of \$507,117.



Reduced meeting downtime:
68% of total benefits

Impact risk is the risk that the business or technology needs of the organization may not be met by the investment, resulting in lower overall total benefits. The greater the uncertainty, the wider the potential range of outcomes for benefit estimates.

Benefit 1: Reduced Meeting Downtime Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
A1	Number of collaboration spaces with the Intel Unite solution	Composite organization	50	100	150
A2	Number of collaboration space meetings with presentations and/or screen sharing (per week)	$A1*15*50\%$	375	750	1,125
A3	Average attendees per meeting	Composite organization	4	4	4
A4	Average meeting duration (min)	Composite organization	45	45	45
A5	Downtime avoided with the Intel Unite solution	Composite organization	15%	15%	15%
A6	Meeting attendee average hourly rate	Composite organization	\$50	\$50	\$50
A7	Productivity capture	Forrester assumption	30%	30%	30%
At	Reduced meeting downtime	$A2*A3*(A4/60)*A5$ $*A6*A7*52$	\$131,625	\$263,250	\$394,875
	Risk adjustment	↓20%			
Atr	Reduced meeting downtime (risk-adjusted)		\$105,300	\$210,600	\$315,900

Benefit 2: Increased Meeting Productivity

Interviewed organizations noted that meetings run more efficiently with the Intel Unite solution due to:

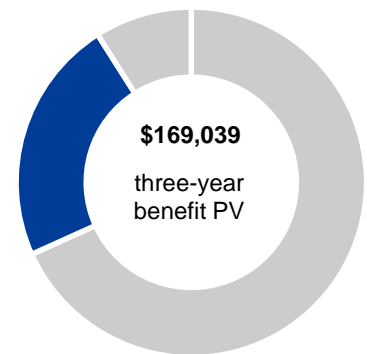
- › Third-party add-on integration.
- › Seamless participation for remote workers.
- › Ability to share multiple screens at a time.
- › Use of creative collaboration spaces like mobile carts.

Based on the customer interviews, Forrester estimates for the composite organization:

- › There are 15 meetings per room per week, 50% of which require presenting and/or screen sharing.
- › On average, meetings last 45 minutes and have four attendees per meeting.
- › The average fully burdened annual salary for meeting attendees is \$100,000, which rounds to \$50 per hour.
- › Productivity is improved by 5%, and workers leverage 30% of the time saved for productive tasks.

This benefit can vary due to uncertainty related to:

- › Average meeting length and number of attendees.
- › Number of meetings per year.



**Increased meeting productivity:
23% of total benefits**

- › Fully burdened salary for attendees.
- › Amount of time saved dedicated to productive tasks.

To account for these risks, Forrester adjusted this benefit downward by 20%, yielding an annual benefit ranging from \$35,100 with 50 Intel Unite solution devices deployed to \$105,300 with 150 Intel Unite solution devices deployed, with a three-year risk-adjusted total PV of \$169,039.

Benefit 2: Increased Meeting Productivity Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
B1	Total number of meetings using the Intel Unite solution (weekly)	Composite organization	375	750	1,125
B2	Average meeting length	Composite organization	45	45	45
B3	Average number of employees per meeting	Composite organization	4	4	4
B4	Productivity gains with the Intel Unite solution	Composite organization	5%	5%	5%
B5	Productivity capture	Forrester assumption	30%	30%	30%
B6	Average attendee hourly rate	Composite organization	\$50	\$50	\$50
Bt	Increased meeting productivity	$B1*(B2/60)*B3*B4*B5*52$	\$43,875	\$87,750	\$131,625
	Risk adjustment	↓20%			
Btr	Increased meeting productivity (risk-adjusted)		\$35,100	\$70,200	\$105,300

Benefit 3: New And Replacement Cabling Cost Avoidance

Interviewed organizations described savings and avoided costs as they no longer needed to install, repair, or replace cables in collaboration spaces.

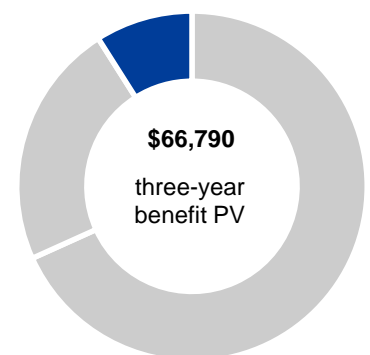
Based on the customer interviews, Forrester estimates for the composite organization:

- › It costs \$500 to purchase and run cables for all new collaboration spaces.
- › Maintenance and replacement cables and adapters cost \$50 per collaboration space annually.

This benefit can vary due to uncertainty related to:

- › Cabling and installation costs for new collaboration spaces.
- › Annual maintenance on cables and adapters for collaboration spaces.
- › Number of Intel Unite solution devices deployed.

To account for these risks, Forrester adjusted this benefit downward by 10%, yielding an annual benefit ranging from \$24,750 with 50 Intel Unite



**Avoided cabling costs:
9% of total benefits**

solution devices deployed to \$29,250 with 150 devices deployed, with a three-year risk-adjusted total PV of \$66,790.

Benefit 3: New And Replacement Cabling Cost Avoidance Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
C1	Number of new collaboration spaces with the Intel Unite solution added annually	Composite organization	50	50	50
C2	Per-space cabling cost	Composite organization	\$500	\$500	\$500
C3	Total collaboration spaces with the Intel Unite solution	Composite organization	50	100	150
C4	Annual maintenance and replacement cables cost	Composite organization	\$50	\$50	\$50
Ct	New and replacement cabling cost avoidance	$(C1 * C2) + (C3 * C4)$	\$27,500	\$30,000	\$32,500
	Risk adjustment	↓10%			
Ctr	New and replacement cabling cost avoidance (risk-adjusted)		\$24,750	\$27,000	\$29,250

Unquantified Benefits

While there were strong and quantifiable benefits the interviewed organizations observed by using the Intel Unite solution, there were significant qualitative benefits experienced as well. These could potentially be quantified in a financial analysis if given the appropriate data and metrics.

- › **Telemetry data enables workspace optimization.** Intel Unite solution's available telemetry data provides organizations with data and insights into how their employees are leveraging collaboration spaces. Data like the number of meetings, attendees per meeting, uptime, space utilization, and usage data allow organizations to redesign their physical workspaces to support the way their employees work most productively.
- › **Flexibility of the Intel Unite solution devices.** Organizations are able to leverage the Intel Unite solution devices in creative ways that create value outside of just meeting collaboration and presenting. One interviewed organization uses the devices to display real-time metrics and data anytime an Intel Unite solution device is not in use in a meeting. This adaptation increases the utility of the hardware while improving the efficiency and aesthetic of the physical office space.
- › **Easy integration into security architecture.** A technical delivery lead in the financial services industry noted: "We looked at a number of different solutions, but our network and security team wouldn't allow any of the other ones to be used. The Intel Unite solution was the only one that met our requirements and could securely be deployed within our architecture."



Telemetry data helps organizations optimize their physical space to promote efficiency and collaboration.

Flexibility

The value of flexibility is clearly unique to each customer, and the measure of its value varies from organization to organization. There are multiple scenarios in which a customer might choose to implement the Intel Unite solution and later realize additional uses and business opportunities, including:

- › **Eliminating conference room devices.** A senior technology architect in the healthcare technology industry said: “We’re interested in being able to deploy a single device in each conference room that can handle everything; conference calls, screen sharing, presenting, etc. With the Intel Unite solution’s current capabilities and third-party plug-in integration, this goal is starting to become a reality.”
- › **Ability to easily integrate new technology.** The Intel Unite solution gives the flexibility to integrate with many new technologies an organization may decide to invest in down the line. A project manager in the manufacturing industry said: “With the Intel Unite solution, we have a lot more possibilities in the future. We use a standard client and it is fully integrated, so we can connect things like motion sensors and cameras that may be used in the future of collaboration spaces.”

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in Appendix A).

Flexibility, as defined by TEI, represents an investment in additional capacity or capability that could be turned into business benefit for a future additional investment. This provides an organization with the "right" or the ability to engage in future initiatives but not the obligation to do so.

Cost 1: Intel Unite Solution Hardware Costs

Interviewed organizations noted hardware costs, but no licensing costs for the Intel Unite solution itself. Note that this analysis is based on the on-premises solution.

Based on the customer interviews, Forrester estimates for the composite organization:

- › A cost of \$700 per Intel Unite solution device.

This cost can vary due to uncertainty related to:

- › The number of Intel Unite solution devices deployed.
- › The cost per device.

To account for these risks, Forrester adjusted this cost upward by 5%, yielding an annual cost of \$42,000, with a three-year risk-adjusted total PV of \$104,448.



The Unite solution has no annual licensing costs.

Cost 1: Intel Unite Solution Hardware Costs Calculation Table

REF.	METRIC	CALC.	INITIAL	YEAR 1	YEAR 2	YEAR 3
D1	Number of new Intel Unite solution devices	Composite organization		50	50	50
D2	Hardware cost per device	Composite organization		\$700	\$700	\$700
D3	Intel Unite solution licensing costs	Composite organization		\$0	\$0	\$0
Dt	Intel Unite solution hardware costs	$D1*(D2+D3)$		\$40,000	\$40,000	\$40,000
	Risk adjustment	↑5%				
Dtr	Intel Unite solution hardware costs (risk-adjusted)		\$0	\$42,000	\$42,000	\$42,000

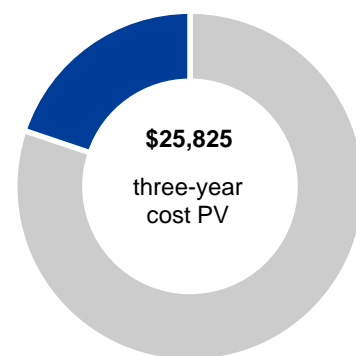
Cost 2: Intel Unite Solution Internal Implementation, Maintenance, And Recurring Costs

Interviewed organizations described the following internal implementation, maintenance, and recurring costs for the Intel Unite solution:

- › Server installation and network configuration.
- › Ongoing support and deployment planning.
- › Operating system license for each Intel Unite solution device.

Based on the customer interviews, Forrester estimates for the composite organization:

- › An initial 16 hours to install the solution on a database backend and configure the network for new Intel Unite solution devices, with 8 hours per year required for the subsequent implementations.
- › Operating system (OS) licenses cost \$100 per year per device.



Internal costs:
20% of total costs

- › One hour is required for software provisioning and one hour is required to install each Intel Unite solution device into a meeting room or collaboration space.

This cost can vary due to uncertainty related to:

- › Implementation and maintenance time.
- › Number of Intel Unite solution devices deployed.

To account for these risks, Forrester adjusted this cost upward by 15%, yielding an initial cost of \$4,600, and an annual cost ranging from \$8,087 with 50 Intel Unite solution devices deployed to \$9,044 with 150 devices deployed, with a three-year risk-adjusted total PV of \$25,825.



Two hours

Total software provisioning and hardware installation time.

Implementation risk is the risk that a proposed investment may deviate from the original or expected requirements, resulting in higher costs than anticipated. The greater the uncertainty, the wider the potential range of outcomes for cost estimates.

Cost 2: Intel Unite Solution Internal Implementation, Maintenance, And Recurring Costs Calculation Table

REF.	METRIC	CALC.	INITIAL	YEAR 1	YEAR 2	YEAR 3
E1	Number of new Intel Unite solution devices added annually	Composite organization		50	50	50
E2	Total Intel Unite solution devices	Composite organization		50	100	150
E3	IT fully burdened salary (hourly)	Composite organization	\$50	\$50	\$50	\$50
E4	Database backend installation and network configuration (hrs)	Composite organization	16	8	8	8
E5	Database backend cost	Composite organization	\$3,200	\$700	\$700	\$700
E6	<i>Subtotal: Installation on database backend</i>	$E3 * E4 + E5$	\$4,000	\$1,100	\$1,100	\$1,100
E7	Ongoing support and planning (hrs/week)	Composite organization		2	3	4
E8	OS license costs per device	Composite organization		\$100	\$100	\$100
E9	<i>Subtotal: Internal Intel Unite solution device maintenance cost</i>	$(E7 * E3 * 52) + E8$		\$932	\$1,348	\$1,764
E10	Intel Unite solution software provisioning (hrs/device)	Composite organization		1	1	1
E11	Intel Unite solution hardware installation (hrs/device)	Composite organization		1.00	1.00	1.00
E12	<i>Subtotal: New Intel Unite solution device implementation costs</i>	$E1 * (E10 + E11) * E3$		\$5,000	\$5,000	\$5,000
Et	Internal implementation, maintenance, and recurring costs	$E5 + E8 + E11 + E12$	\$4,000	\$7,032	\$7,448	\$7,864
	Risk adjustment	↑15%				
Etr	Internal implementation, maintenance, and recurring costs (risk-adjusted)		\$4,600	\$8,087	\$8,565	\$9,044