



What is the Forrester Total Economic Impact™ of Microsoft Windows Server 2012 R2?

Forrester worked with Microsoft to analyze the total economic impact that Windows Server 2012 R2 has on a number of its customers, who shared these business outcomes and objectives:



“Our goal is to manage both cloud and internal resources ... from a single pane of glass. ... An important part of that strategy is to **make sure everything is on 2012 R2.**”



“We were spending a **quarter of million dollars a year on storage and now we don't have to.** We are now using cheaper storage with higher redundancy.”



“We will be able to **eliminate almost \$250,000 in annual software licensing costs** by leveraging features ... available in Windows Server 2012 R2.”



“[We are] looking to leverage the Cloud OS ... with Azure Infrastructure-as-a-Service ... so that we can **host services for many of our partners and customers.**”

Through interviews and data aggregation, Forrester concluded the following financial impact Windows Server 2012 R2 has on a representative organization with 15,000 employees and 1,000 virtualized servers :



**ROI:
270%**

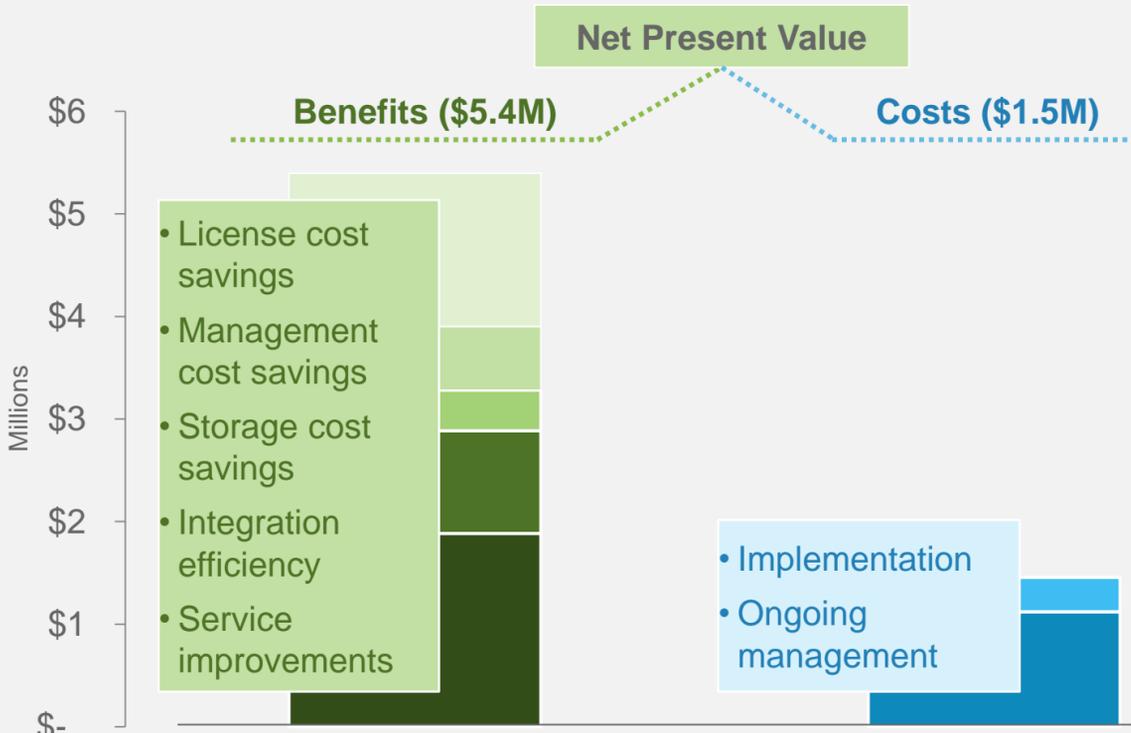


**Payback:
6 months**



**NPV:
\$3,939,054**

More importantly, TEI quantified specific benefits, costs, and metrics that mattered to customers:



Customers also experienced additional benefits that were not quantitatively tracked in detail:



Microsoft Windows Server 2012 R2 by the Numbers

↑ 35% faster

Improvement in server management time required to handle daily tasks such as patching and monitoring

↑ Revenue

New and improved services enabled by Windows Server 2012 R2 can lead to significant revenue increase, \$10M for the representative organization, leading to more profit.

↓ 8 SANs

Number of SAN appliances to be retired or avoided by replacing tier two storage with a software defined storage solution

↓ \$575K to \$1.1M

Third-party license cost reductions by leveraging Windows Server 2012 R2 features such as Hyper-V

Disclosures

The reader should be aware of the following:

- This document is an abridged version of a full case study: The Total Economic Impact Of Microsoft Windows Server 2012 R2, June 2014. The document can be found at www.microsoft.com/windowsserver.
- The study was commissioned by Microsoft and delivered by the Forrester Consulting group.
- Forrester makes no assumptions as to the potential return on investment that other organizations will receive.
- Please read the full case study for additional disclosures.

TEI Methodology

Total Economic Impact™ (TEI) 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 communicate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility. (<http://www.forrester.com/marketing/product/consulting/tei.html>)