

# The Forrester Total Economic Impact™ of VMware Automated Application Deployment

## Automated Application Deployment Benefits

### Shorten application release process



**Accelerate delivery: 18 days**  
From 3-4 weeks to <1 day



**Improve consistency and quality**  
Use standardized blueprints for application environments

### Improve IT efficiency



**Hardware cost avoidance: 15%**  
By eliminating overprovisioning



**Reduction in overall capacity used: 10%**  
By reclaiming inactive resources



**IT operations time savings: 22 hours**  
Per application environment provisioned

## Business Objectives

Forrester analyzed the total economic impact that Automated Application Deployment has on a number of its customers, who shared their objectives:

**Modernize the application delivery model** through automation

Speed up application delivery to **better support business demand and improve customer experience**

**Reduce server costs** while **improving developer and test engineer productivity**

Ensure the **quality and reliability of applications**



**“Today, VMware solutions enable us to deliver new applications and services to market faster, more efficiently, with greater control and greater scalability.”**  
~ IT project manager

## Economic Impact

Through interviews and data aggregation, Forrester concluded that Automated Application Deployment has a three year financial impact of:



**ROI 243%**



**Payback 5.9 months**

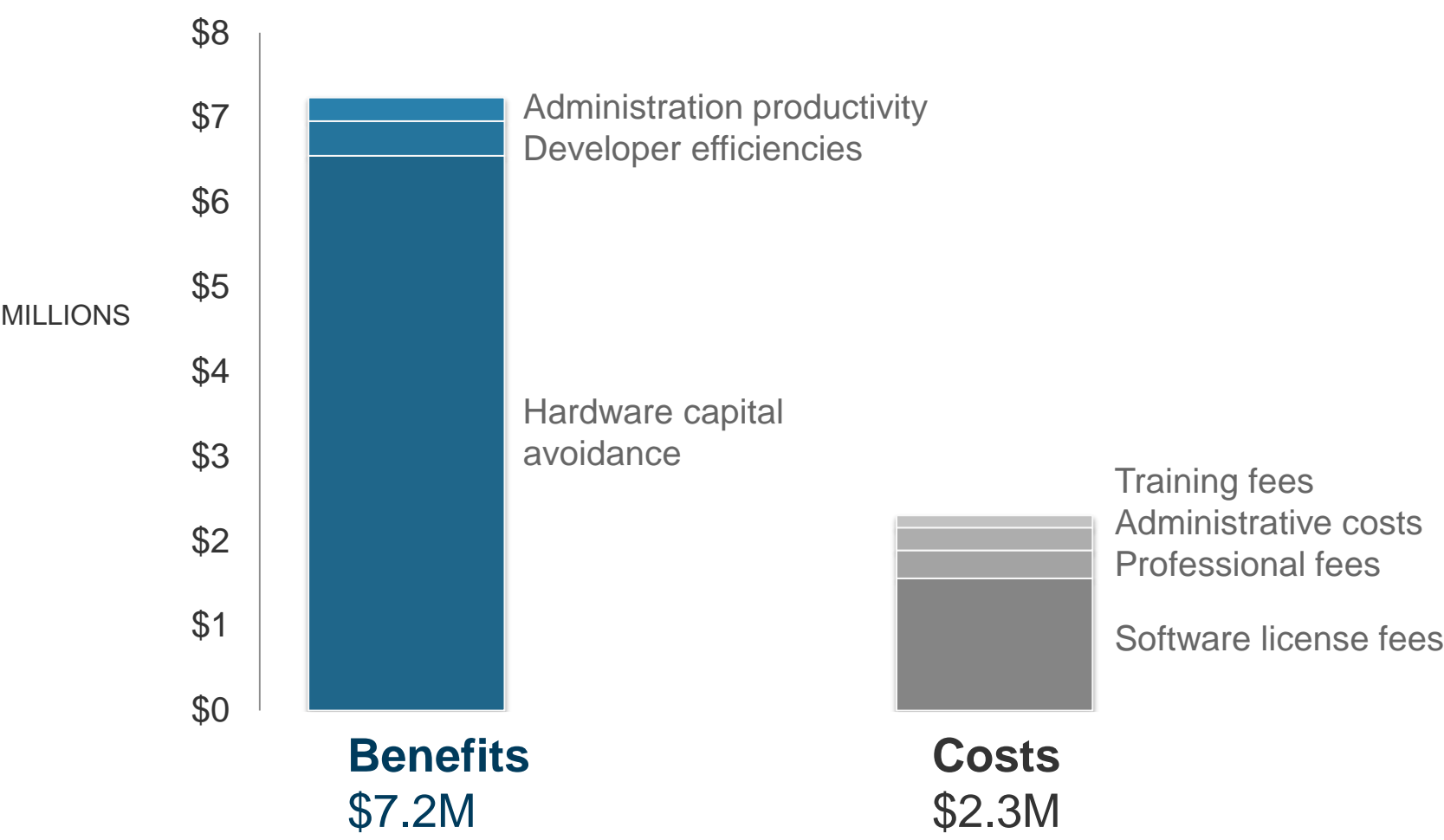


**Net Benefit \$5,123,162**

More importantly, the TEI study quantified specific benefits, costs, and metrics that matter to customers:

### Net Present Value\*

#### THREE YEAR ANALYSIS



**How will your organization benefit? Download the Report**

#### 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 VMware's Automated Application Deployment, June 2015. The document can be found at <http://www.vmware.com/files/pdf/products/vrealize-automation/The-Total-Economic-Impact-Of-VMwares-Automated-Application-Deployment.pdf>
  - The study was commissioned by VMware 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 demonstrate, 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. ([forrester.com/marketing/product/consulting/tei.html](http://forrester.com/marketing/product/consulting/tei.html))

\*Values of costs and benefits are representative of a composite organization constructed from aggregated feedback based on interviews with four Automated Application Deployment customers.