Value Realization



Every Customer Journey Is Different

For most organizations, the journey to the digital workspace involves up to four IT silos:

- 1. Identity and access management
- 2. Applications
- 3. Desktop
- 4. Mobile

Each silo has probably already taken some steps.

silos will need to align and converge.

To complete the journey, these IT



1. Customer pain points that indicate

What We Look For

- new or expanded use cases
- 2. Broader business initiatives that point to specific outcomes of digital workspace projects
- 3. Potential next steps for projects already underway

Digital Workspace Pursuit Team and Value Realizer

expressed in customer terms Economic benefits realized and

Demonstrate the business value

- projected Financial analysis as detailed as
- required Customizable selection of

productivity and soft benefits



\$244.2M Total benefits received from investment \$118.6M Net present value of investment 138% Return on investment 17.00 Payback period (Months) **End-User Computing**

The economics helped justify the investment

Economic Benefits Example*

200%

100%

138%

\$250M 72% \$200M

\$300M

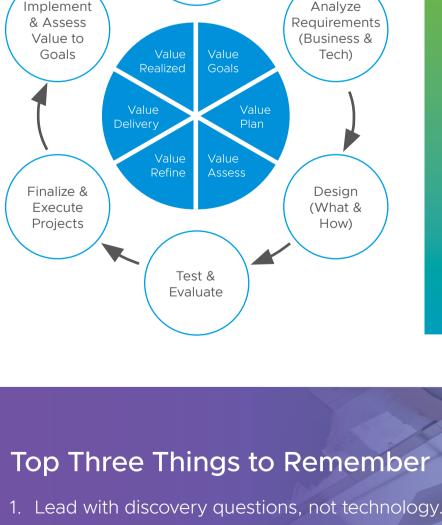
Savings and Investment



Create a Business-Driven Case **Implement**

Customer for Life:

Customer's View



research and planning Initiate the buying journey from the

Engagement

Perform ongoing

use case

- Plan for change management
- Evaluate and provide feedback on the value realized
- completion of a project when starting the next Deploy the right skill at the right time

• Build on the successful

2. Propose only the benefits that map discreetly

to your sponsor's priorities.

- 3. To win, you need the right tools and support
- at the right time.

Share your customer success story





*Confidential. For internal use only. All figures are for illustration purposes and based on the Digital Pursuit Team's previous experience.

jurisdictions. All other marks and names mentioned herein may be trademarks of their respective companies.