



Real RoI Calculations™ To Support Your 2022 Tech Innovation Decisions

Eveline Oehrlich, Research Director Research in Action.

I am very excited to share that we at Research In Action have developed a new product offering which is called Real RoI Calculations™. Why have we developed this new methodology?

- **The growing 2022 IT Budget will need to be used for digital innovations.** Researching a variety of 2022 budget forecasts, IT budgets are expected to grow in 2022. [Spiceworks Ziff Davis report states](#) “Overall, 53% of businesses in North America and Europe anticipate year-over-year tech spending to increase and 35% predict it will stay the same. Among businesses planning to boost tech spending in 2022, IT budgets are expected to grow by 26% (31% in North America vs. 21% in Europe), on average.” As IT budgets are up in 2022, various IT Automation investment categories should be carefully evaluated. While the focus will continue towards security and remote workforce projects, we believe that investment priorities must be placed towards IT automation. For example, improvements or adoption within ITSM, ESM, AIOps, VSM and Observability are just a few examples which reduce manual work and improve the quality of applications and services serving employees and customers alike. There will be competition to invest into such topics across the leadership team and therefore solid Return on Investment (RoI) calculations will be essential to prioritize which investment will yield the desired outcomes.
- **Understand which benefits are really helping both IT and the business.** When IT organizations put money into an investment, the calculation of the RoI helps to understand how much profit or loss a particular investment will provide. To calculate the RoI, one divides the net profit (or loss) from an investment by its cost. The result is expressed as a percentage, and it allows decision makers to compare the effectiveness or profitability of different investment choices. Simply stated: The RoI compares how much you paid for an investment to how much you earned to evaluate its efficiency.
- **The IT automation vendor promises made real.** The Research In Action Real RoI Calculations™ can be applied to assess almost any type of expenditure within the IT organization. Typically, an IT leader would want to use Real RoI Calculations™ to understand the return on the cost of software purchased for various roles such as IT Operations, the IT Service Delivery or Application Development. IT automation vendors promise a variety of benefits being achieved through the adoption of their software but many times lack the proof of Real RoI Calculations™. To understand and guide decision makers through such value conversations, we work with key vendors to assist them with Real RoI Calculations™ projects.

Research In Action Real RoI Calculations™: The bottom line

RoI is an understandable calculated metric for determining the efficiency of an investment in IT automation software. Using the Real RoI Calculations™ methodology for any IT project is based on the value propositions of the project



which are intended to add value in unique ways which then are compounded and subtracted from to the costs. To get a real RoI picture for such projects, Research In Action is providing a unique framework which is based on a proven methodology working with customer survey data and interviews to understand the true value of a specific IT automation solution, product or service.

Welcome to our newest product, the Research In Action Real RoI Calculations™. You can find an introduction to the methodology [here](#). Look at an example project as a Web/New Media-optimized report [here](#) and as a .pdf [here](#). This study will aid decision makers to understand the return of investment before acquiring Matrix42's Secure End-User Management solution. We are looking forward to many other such projects. If you are interested, please connect with me at eoehrlich@researchinaction.eu.

Thank you very much and stay healthy and safe.

Eveline Oehrlich