



New Product from Research In Action: The Real ROI Calculations™

Germany – January 5th 2022: Research In Action announces an expansion of its research advisory product portfolio: **The Real ROI Calculations™ methodology to support your tech innovation decisions.**

With IT budgets to increase in 2022, various IT automation investment categories must be carefully evaluated. While the focus will continue towards security and remote workforce projects, we believe that investments priorities must be placed towards IT automation. 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. To address this need, we are excited to announce the addition of Real ROI Calculations™ product to our research portfolio. The Research In Action Real ROI Calculations™ methodology takes an approach of statistical validity. Every Real ROI Calculations™ project we do is specific to the product or service in question. We use a minimum of 25 survey results taken from actual customer implementations or projects for every ROI calculation we undertake.

OUR MARKET IMPACT OVER 12 MONTHS



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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.



You can find an introduction to the Real RoI Calculations™ 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.

Real RoI Calculations™ Disclaimer:

The Research In Action Real RoI Calculations™ tool uses a primarily survey and interview-based methodology for comparative cost/benefit analysis. Research In Action GmbH does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings. The information contained in this research has been obtained from both enterprise as well as vendor sources believed to be reliable. Research In Action offers the Real RoI Calculations™ tool, survey results and reports "As Is" with all potential inaccuracies and faults. Research In Action GmbH disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. In no event shall Research In Action be liable for any damages related to the use or inability to use the Research In Action Real RoI Calculations™ tool.

About Research In Action:

Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.

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