

# Validating ROI in Enterprise and SMB

## Summary of Wainhouse Research ROI Survey

### Overview

In July 2009, Polycom completed a Wainhouse Research study entitled “Benchmarking the Benefits of Videoconferencing Deployments”.

The study, based on survey responses of over 300 companies, looked at Return on Investment (ROI) figures and cost savings due to video conferencing in a number of Enterprise industries including financial, manufacturing, high technology, energy, retail, hospitality and transportation.

The analysis also compared savings in Enterprise (>1000 employees) and SMB (<1000 employees)

The survey focused on six key savings areas:

- *Travel* – Use of video conferencing as a travel alternative
- *Time to Market* – Video conferencing used to bring products to market sooner
- *Downtime* – Video conferencing as a tool for enhancing maintenance and repair processes
- *Training* – Video conferencing used in distance learning environments
- *Recruiting* – Video conferencing used to reduce interview and recruitment cycles
- *Sales* – Video conferencing used to save on sales-related costs

### The Results

Overall, as shown in the charts on the following page, Enterprises and SMBs see significant savings by using video conferencing.

Enterprises, on average, by using video conferencing:

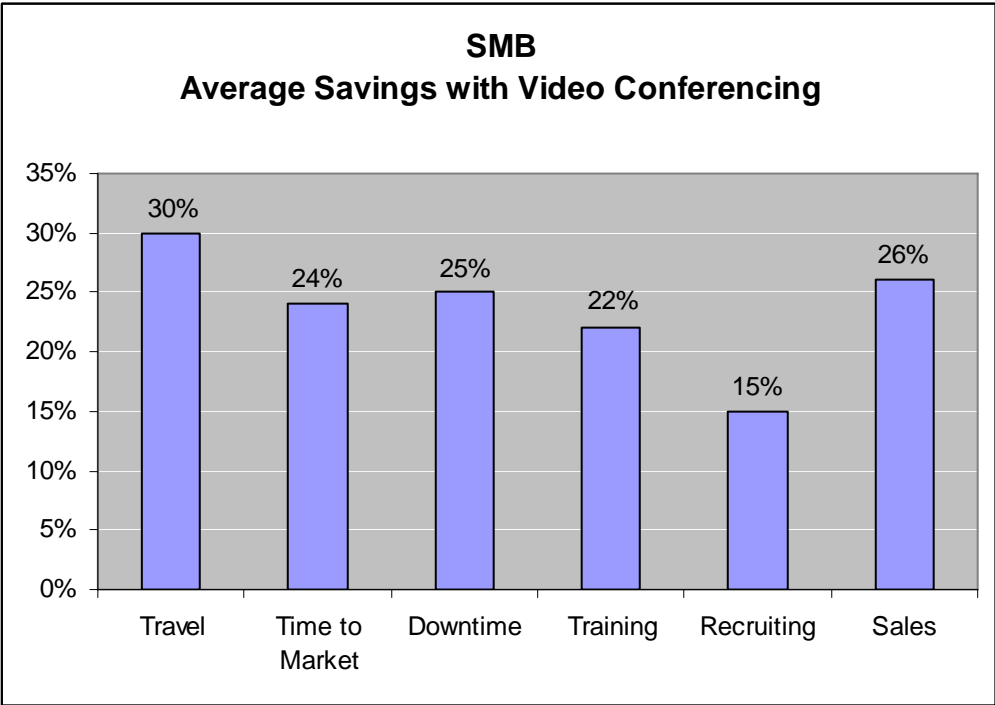
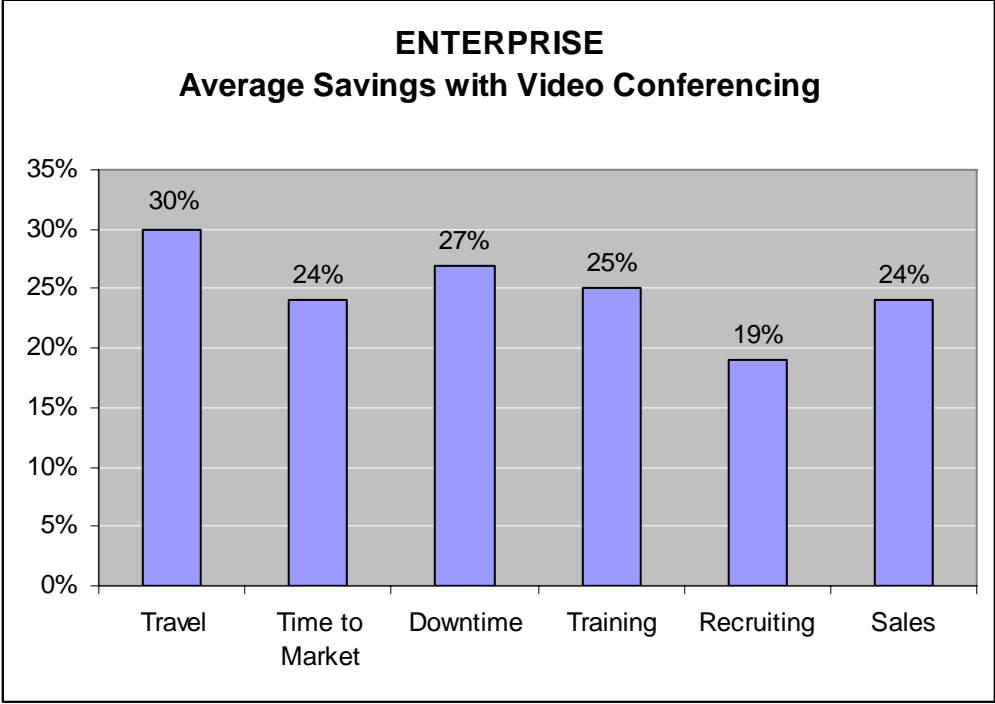
- Save 30% on travel costs
- Reduce time-to-market by 24%
- Reduce downtime by 27%
- Save 25% on training
- Shrink recruitment times by 19%
- Reduce sales-related costs by 24%

SMBs see similar results. By using video conferencing, SMBs, on average:

- Save 30% on travel costs
- Reduce time-to-market by 24%
- Reduce downtime by 25%
- Save 22% on training
- Shrink recruitment times by 15%
- Reduce sales-related costs by 26%

The study also highlighted some key reasons for video conferencing implementation:

- The ability to improve teamwork (71% of respondents) and maintain communication with partners (61%) and suppliers (44%) were the primary reasons for video conferencing.
- Surprisingly, only 38% implemented video conferencing for environmental benefits.



*For the detailed Wainhouse Survey report, please contact your local Polycom salesperson or contact the Polycom Enterprise Solutions Team at [enterprise.solutions@polycom.com](mailto:enterprise.solutions@polycom.com).*