

Case Study:	How Forrester Helped Citrix Calculate The ROI Of The Application Streaming Feature Of Presentation Server 4.5
Who	Senior product marketing manager Citrix Systems, Inc.
Why Forrester	Citrix had already successfully completed an independent third-party Total Economic Impact™ (TEI) case study with Forrester and found the results so valuable that it decided to use Forrester again. Citrix believes that Forrester's TEI methodology is a credible tool that's well recognized in the industry as a way to deliver ROI and value-based messaging to prospects and customers.
Challenge	Citrix wanted to provide its prospects with a framework to evaluate the Total Economic Impact of implementing the application streaming feature of Presentation Server 4.5. Forrester Consulting was asked to create a TEI case study to clearly show all calculations and assumptions that go into the ROI analysis as a way to further prospects' understanding of the product's value and help them evaluate it financially.
Forrester Approach	Forrester used a four-step approach in creating this TEI study: <ol style="list-style-type: none">1. Forrester interviewed Citrix's marketing, product management, and sales employees to fully understand the value proposition of the application streaming feature of Citrix's Presentation Server 4.5.2. Using knowledge of the product and input from existing Forrester research and Citrix, Forrester interviewed the director of application services and manager of application operations for a law firm (700 attorneys and professionals practicing throughout the Americas, Asia, and Middle East) on the costs, benefits, risks, and flexibility of using the application streaming feature of Presentation Server 4.5.3. Forrester constructed a financial value model representative of the data collected in the interviews.4. Forrester created a TEI case study, which examined and represented the estimated value of the findings derived from the customer interview and analysis process as well as from Forrester's independent research.
Results	<p>Citrix now has two Forrester TEI case studies (with a third one on the way). Sales engineers consider both studies to be among their most valuable sales tools and use them either as a leave-behind for prospects early in the sales cycle or as a financial framework to help justify an investment later in the sales cycle.</p> <p>The TEI study has helped Citrix accelerate sales. For example, because Citrix used the study with another law firm that found the results from one of its peers so compelling, Citrix was able to skip a few steps in the sales cycle and move directly to purchasing discussions. This allowed Citrix to secure the sale months sooner than expected.</p> <p>Citrix received 100% pay back from its TEI case study within a matter of months.</p> <p><i>"Most importantly, we find that the TEI case studies accelerate our sales cycles. Rather than having to go through our normal six- to nine-month cycle, we jumped a few steps and went straight to the value discussion because there was such a one-to-one mapping of the product value via the TEI case study."</i> (Tim Graf, senior product marketing Manager, Citrix Systems, Inc.)</p>



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