

FORRESTER®

# The Total Economic Impact™ Of Quickbase

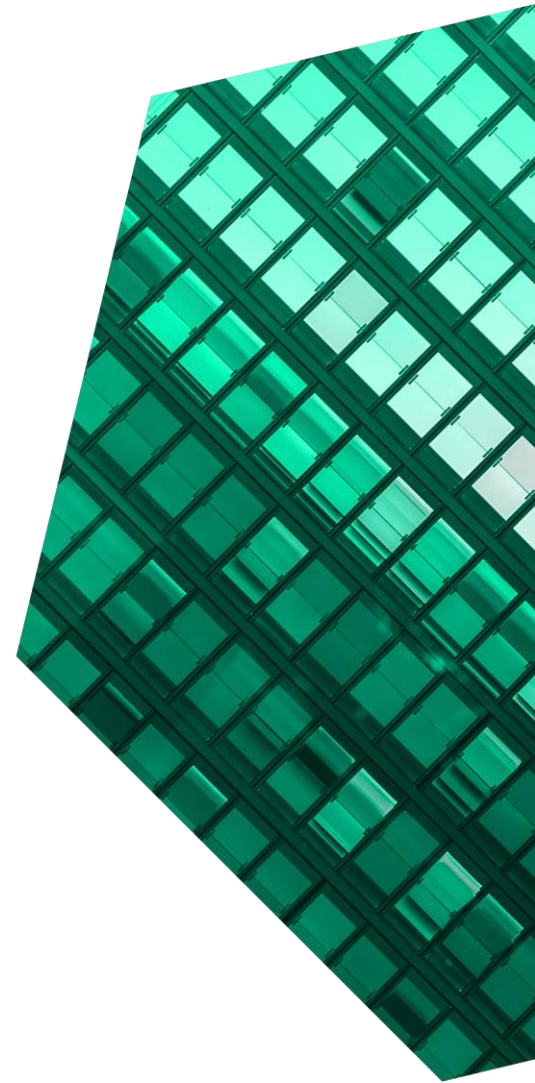
Cost Savings And Business Benefits  
Enabled By Quickbase

OCTOBER 2023

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Consulting Team: Sam Conway  
Matt Dunham

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### ABOUT FORRESTER CONSULTING

Forrester provides independent and objective research-based consulting to help leaders deliver key outcomes. Fueled by our customer-obsessed research, Forrester's seasoned consultants partner with leaders to execute their specific priorities using a unique engagement model that ensures lasting impact. For more information, visit [forrester.com/consulting](https://forrester.com/consulting).

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## Executive Summary

As business conditions evolve, organizations are required to adapt rapidly to customer demands and emerging trends. Traditional software development cycles are often too time-consuming and costly, hindering businesses' ability to quickly respond to market changes. Quickbase offers a low-code platform to expedite application development, reduce the burden on IT resources, and empower business users to create custom solutions to dynamic business demands.

Quickbase is a cloud-based platform that allows organizations to quickly build and deploy custom business applications. The platform is flexible, agile, and uses low-code techniques to empower non-technical business users to create applications to execute critical day-to-day business processes.

Quickbase commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Quickbase.<sup>1</sup> The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Quickbase on their organizations.

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed five representatives with experience using Quickbase. For the purposes of this study, Forrester aggregated the interviewees' experiences and combined the results into a single [composite organization](#) that is headquartered in the US with operations in EMEA and APAC and over \$5 billion in annual revenue.

Reduction in wasteful operational spend

**15%**



### KEY STATISTICS



Return on investment (ROI)

**315%**



Net present value (NPV)

**\$16.7 million**

Prior to using Quickbase, these interviewees noted how their organizations mainly used dated spreadsheet- or paper-based workflows to manage business processes. Operating their business this way wasted time, money, and limited the operational output of firms.

After the investment in Quickbase, the interviewees developed a wide range of custom applications to manage a variety of processes. Use cases ranged from scheduling and worksite tracking to inventory management and hiring. In all cases the interviewees found that processes were streamlined, saving time and effort and improving business outcomes.

### KEY FINDINGS

**Quantified benefits.** Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Reduced wasteful operational spend by 15%.**  
The composite organization uses Quickbase to

develop custom applications for key operational processes. Improved visibility from dedicated applications with reporting capabilities allows the composite organization to better manage staffing, inventory ordering, maintenance, and other areas that directly impact operational spend. Over three years, the composite's reduction in wasteful operational spend is worth \$8.3 million.

- **Improved competitiveness, which helps grow bookings by 20%.** The composite uses applications built on Quickbase to manage and analyze contracts, allowing it to bid on work more competitively. Furthermore, Quickbase applications directly impact customer experience, leading to repeat business. Over three years, the composite's improved competitiveness is worth \$5.0 million.
- **Improved contract management, which saves 5% of legal team time.** Quickbase applications are used to track contract workflows and route them to the correct staff, reducing the labor effort required by the legal team by 5%. Over three years, the composite's improved contract management is worth \$191,000.
- **Improved project management, which saves project staff 2.5 weeks of FTE time per year.** Quickbase applications provide on-site staff with the information they need when they need it. Dashboards, reporting, and integrations with key data sources further reduce time spent on ad hoc data collection and reporting. Over three years, the composite's improved project management is worth \$6.4 million.
- **Reduced reliance on IT, which saves \$285,000 annually.** The composite no longer needs to rely on IT for transferring data between platforms for use in spreadsheets or legacy project management tools. The composite redeploys these resources elsewhere in the business. Over three years, the composite's reduced reliance on IT is worth \$709,000.

- **Discontinued project management tools, which saves \$300 per user annually.** The composite organization primarily relies on spreadsheets from compiling data and tracking workflows. However, it also maintains point solution licenses for its project-based staff. These are supplanted by purpose-built Quickbase applications. Over three years, the composite organization saves \$1.5 million on discontinued legacy tools.

**Unquantified benefits.** Benefits that provide value for the composite organization but are not quantified in this study include:

- **Improved employee experience.** Employees prefer using purpose-built and fully customizable applications over spreadsheets that are not designed for complex workflows.
- **Improved customer experience.** Having applications to track and deliver critical business operations leads to better outcomes for customers.
- **Increased agility.** Quickbase applications can be built quickly with little to no development experience. While most organizations build critical long-term applications, Quickbase applications can also be stopgap solutions to ensure business continuity.

**“Just every bit of data that’s possibly useful for them is now just right at their fingertips which saves an inordinate amount of time for team members; it saves them a lot of energy.”**

*Manager of automation and process improvement, logistics*

**Costs.** Three-year, risk-adjusted PV costs for the composite organization include:

- **Quickbase license costs.** Licensing fees are based on the number and type of Quickbase users, costing the composite organization \$4.6 million over the three-year analysis.
- **Training costs.** Internal labor costs associated with the composite's citizen developer training program are worth \$141,000 over the three-year analysis.
- **Ongoing labor.** Internal labor costs associated with building and deploying new Quickbase applications cost the composite organization \$575,000 over the three-year analysis.

The representative interviews and financial analysis found that a composite organization experiences benefits of \$22.1 million over three years versus costs of \$5.3 million, adding up to a net present value (NPV) of \$16.7 million and an ROI of 315%.



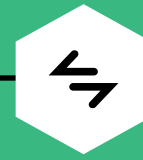
ROI  
**315%**



BENEFITS PV  
**\$22.1 million**

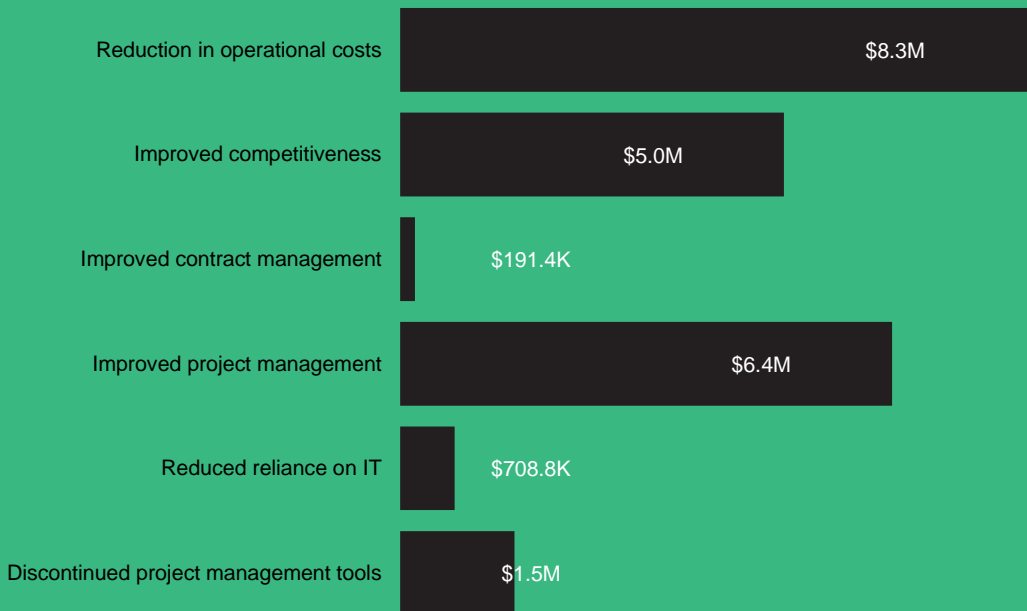


NPV  
**\$16.7 million**



PAYBACK  
**<6 months**

### Benefits (Three-Year)



**“Quickbase allows your team to do more. You can make an exponential impact by enabling the end team members to make a difference on the business rather than relying on IT.”**

— Manager of automation and process improvement, logistics



## TEI FRAMEWORK AND METHODOLOGY

From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in Quickbase.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Quickbase can have on an organization.

### DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Quickbase and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Quickbase.

Quickbase reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Quickbase provided the customer names for the interviews but did not participate in the interviews.



### DUE DILIGENCE

Interviewed Quickbase stakeholders and Forrester analysts to gather data relative to Quickbase.



### INTERVIEWS

Interviewed five representatives at organizations using Quickbase to obtain data with respect to costs, benefits, and risks.



### COMPOSITE ORGANIZATION

Designed a composite organization based on characteristics of the interviewees' organizations.



### FINANCIAL MODEL FRAMEWORK

Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees.



### CASE STUDY

Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

# The Quickbase Customer Journey

## Drivers leading to the Quickbase investment

Interviews			
Role	Industry	Revenue	Quickbase Applications
Manager of automation and process improvement	Logistics	\$90 billion	200
Business management principal	Telecommunications	\$121 billion	1000
CIO	Construction	\$3 billion	66
Technology consultant	Airline	\$25 billion	2500
Project delivery lead	Engineering	\$15 billion	350

### KEY CHALLENGES

Prior to their investment in Quickbase, the interviewees' organizations largely relied on rudimentary productivity tools to manage complicated business workflows. The interviewees noted how their organizations struggled with common challenges, including:

- **Difficulty obtaining and sharing data in a timely manner.** Interviewees noted that their organizations struggled with data sprawl and a lack of interconnectivity. A common issue was disparate teams needing access to data and not being able to share it in a timely manner during different workflows. The CIO of a construction company stated: "You would send a spreadsheet to somebody and, as soon as you send it, it's out of date. It can't be easily updated. It can't be at the same time. We have always been trying to solve that problem along with the inefficiency of having to go to multiple systems and eliminate double entry."
- **Project delays and cost overruns.** Interviewees said their organizations had multiple critical business operations that relied on data managed in spreadsheets. This slowed the flow of information between teams, prolonged decision

**"The onus for going to cloud-based applications was our inability to execute work in real time. Data was kept in disparate spreadsheets or some other information processing source and then mailed around."**

*Project delivery lead, engineering*

making, and frequently led to cost overruns on projects.

- **Replacing broken processes.** Interviewees noted that relying on spreadsheets and siloed data led to inefficient and broken business processes. Whether it was hiring, training, maintenance, or real estate management, real-time and accurate decisions required real-time access to accurate data, which interviewees lacked. The manager of automation and process improvement for a logistics firm explained: "The majority of our apps are not replacing existing software but replacing a broken process. For



example, picking something that's all done through spreadsheets or email and giving it real process structure."

### COMPOSITE ORGANIZATION

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the five interviewees, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

**Description of composite.** The composite organization is headquartered in the US with operations in EMEA and APAC and over \$5 billion in annual revenue. The organization has over 2,000 project staff executing contracts with an average value of \$25 million.

**Deployment characteristics.** The composite organization uses Quickbase to build applications for a wide range of business functions, but it is not used throughout the entirety of the organization. Quickbase applications impact processes that account for \$500 million of annual operational costs.

**"Quickbase is helping us get rid of the swivel chair activities and simplify the workflow and data sources that our teams have to engage in day-to-day."**

*Business management principal,  
telecommunications*

**"[Quickbase] is better, it's easier, it's more customized [than spreadsheets], it's not a difficult solution for us to use."**

*Manager of automation and process improvement, logistics*

#### Key Composite Assumptions

- **\$500 million in operational costs influenced by Quickbase**
- **More than 2,000 project staff**
- **15 to 30 new applications built per year**

# Analysis Of Benefits

■ Quantified benefit data as applied to the composite

Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Reduced operational costs	\$3,187,500	\$3,346,875	\$3,514,219	\$10,048,594	\$8,304,024
Btr	Improved competitiveness	\$1,912,500	\$2,008,125	\$2,108,531	\$6,029,156	\$4,982,415
Ctr	Improved contract management	\$76,950	\$76,950	\$76,950	\$230,850	\$191,363
Dtr	Improved project management	\$2,451,000	\$2,573,550	\$2,702,228	\$7,726,778	\$6,385,306
Etr	Reduced reliance on IT	\$285,000	\$285,000	\$285,000	\$855,000	\$708,753
Ftr	Discontinued project management tools	\$570,000	\$598,500	\$628,425	\$1,796,925	\$1,484,955
	Total benefits (risk-adjusted)	\$8,482,950	\$8,889,000	\$9,315,353	\$26,687,303	\$22,056,816

## REDUCED OPERATIONAL COSTS

**Evidence and data.** Interviewees noted that their organizations had developed applications on Quickbase to tackle a wide variety of operational issues. The CIO from the construction firm and the project delivery lead from the engineering firm both noted that project management, material ordering, and worker scheduling were all issues that plagued projects, leading to delays and cost overruns. Meanwhile, the technology consultant noted their airline organization suffered from archaic paper- and spreadsheet-based HR processes and maintenance scheduling. The manager of automation and process improvement at the logistics organization had trouble with time tracking, inventory management, and their internal directory for retail locations. All of the interviewees' organizations developed applications to tackle important operational processes which reduced overall costs.

The CIO for the construction company explained: "Quickbase has been infused in the entire lifecycle of the job. It's from start to end Quickbase. We use Quickbase to find out who is open for new jobs, how

**"We use Quickbase all over the world. We have users who are accessing it in real time and exchanging data all over the world. And I have never, not once, had a hiccup with that."**

*Project delivery lead, engineering*

much have we purchased, and closing jobs out. From an efficiency standpoint, we've gotten tremendously better at closing out jobs, which is where we save money as well."

The technology consultant from the airline stated: "One example is a baggage tracking application. If a plane gets rerouted or a bag doesn't make it onto the plane, they're able to track that where before it was all paper forms. From that standpoint, they've seen a lot of cost savings as well, even just having to refund

customers if they had misplaced something. Now they have a place that they can track where everything is.”

The project delivery lead at the engineering firm detailed: “Our performance against schedule has improved 50% since we started implementing Quickbase. And our errors and omissions are down by about 15%.”

The business management principal for a telecommunications firm stated: “We have another Quickbase app that handles installations. We use that app to monitor supply requests. Requests are reviewed based on workload, and someone has to approve their order before it goes on through our systems. Before orders could be made freely, and that is saving several million dollars.”

**Modeling and assumptions.** In modeling this benefit, Forrester assumes:

- The composite organization deploys a variety of Quickbase applications to address operational processes. While not used throughout the entire business, these applications impact \$500 million in ongoing operational costs.
- Not all operational costs are wasteful, and many are necessary for ongoing business. However, it

is assumed that 5% of the ongoing operational costs influenced by Quickbase applications are wasteful.

- Quickbase applications bring structure to and streamline operational processes and reduce this wasteful spend by 15%.

**Risks.** Forrester recognizes that these results may not be representative of all experiences. The impact of this benefit may vary depending on:

- Size, scope, and type of operations.
- Organizational agility and ability to adopt new practices.
- Before state of operational processes.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$8.3 million.

Reduced Operational Costs					
Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Ongoing operational costs impacted by Quickbase	Composite	\$500,000,000	\$525,000,000	\$551,250,000
A2	Percentage of costs that are wasteful	Composite	5%	5%	5%
A3	Reduction in wasteful spend due to Quickbase applications	Interviews	15%	15%	15%
At	Reduced operational costs	A1*A2*A3	\$3,750,000	\$3,937,500	\$4,134,375
	Risk adjustment	↓15%			
Atr	Reduced operational costs (risk-adjusted)		\$3,187,500	\$3,346,875	\$3,514,219
<b>Three-year total: \$10,048,594</b>			<b>Three-year present value: \$8,304,024</b>		

## IMPROVED COMPETITIVENESS

**Evidence and data.** According to interviewees, moving workflows to Quickbase applications allowed them to add structure and improve efficiencies. Streamlined processes resulted in a better customer experience, which caused increases in repeat business. Furthermore, some interviewees built Quickbase applications that they consider to be differentiators when bidding on projects and attributed new contract wins directly to the services underpinned by Quickbase applications.

In addition to improved service quality, interviewees in construction and project-based business models highlighted that they used Quickbase applications to inform bids on work and enter into better contracts.

The project delivery lead for an engineering firm explained: “We use [a Quickbase-developed application] as a selling point because the client interacts within the application. They really prefer it, and they don’t want to go back to somebody sending them a document via email every couple of weeks. It’s a major selling point. My whole point being that this client that basically has the world knocking at their door has chosen to stick with us. They’ve told us in no uncertain terms that one of the key reasons why is because of this execution platform and the way we manage our designs and are able to track them.”

The CIO of a construction firm stated, “I personally believe if we weren’t able to build that efficiency in, we probably wouldn’t have been able to grow the way we did because we were doing it in a way that wasn’t sustainable.”

**Modeling and assumptions.** In modeling this benefit, Forrester assumes:

- The composite has 200 baseline projects in Year 1, 210 in Year 2, and 220.5 in Year 3.

**“A tool [like Quickbase] is so flexible and so universally configurable that you can make it into whatever it needs to be for today. That flexibility is really the only way we can perform and meet the requirements of our customers.”**

*Project delivery lead, engineering*

- The composite organization is growing at 5% annually, and attributes 20% of that growth to Quickbase applications being used within its business.
- The average booking for the organization is worth \$25 million. Ongoing projects are typically multi-year engagements with 25% of revenue recognized per year. The average margins for the organization are 18%.

**Risks.** Forrester recognizes that these results may not be representative of all experiences. The impact of this benefit may vary depending on industry, geography, and annual growth rates.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV of \$5.0 million.

<b>Improved Competitiveness</b>					
<b>Ref.</b>	<b>Metric</b>	<b>Source</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
B1	Baseline projects	Composite	200.0	210.0	220.5
B2	Growth in bookings per year	Composite	5%	5%	5%
B3	Increased win rate attributed to Quickbase applications	Interviews	20%	20%	20%
B4	Average booking value	Composite	\$25,000,000	\$25,000,000	\$25,000,000
B5	Percent of booking recognized per year	Composite	25%	25%	25%
B6	Average margins	Composite	18%	18%	18%
Bt	Improved competitiveness	$B1*(B2*B3)*B4*B5*B6$	\$2,250,000	\$2,362,500	\$2,480,625
	Risk adjustment	↓15%			
Btr	Improved competitiveness (risk-adjusted)		\$1,912,500	\$2,008,125	\$2,108,531
<b>Three-year total: \$6,029,156</b>			<b>Three-year present value: \$4,982,415</b>		

### IMPROVED CONTRACT MANAGEMENT

**Evidence and data.** Interviewees highlighted that they switched from manual contract workflows to using Quickbase applications, which handled tracking, routing, and approval tasks for leases and legal documents. This had previously been conducted in spreadsheets or over email, and having a purpose-built application saved time for legal teams.

**Modeling and assumptions.** In modeling this benefit, Forrester assumes:

- The composite organization has a corporate legal team of 6 FTEs with an average fully burdened salary of \$270,000.
- Prior to deploying Quickbase, the organization managed contracts and routed contracts using spreadsheets and email.

**Risks.** Forrester recognizes that these results may not be representative of all experiences. The impact of this benefit may vary depending on:

- Size of corporate legal team.
- Prior state of contract management.

**“[With Quickbase,] you can quickly stand up applications and not have to find time to fit into the technology backlog.”**

*Technology consultant, airline*

**Results.** To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a three-year, risk-adjusted total PV of \$191,000.

Improved Contract Management					
Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Corporate legal team	Composite	6	6	6
C2	Average FTE fully burdened annual salary	TEI standard	\$270,000	\$270,000	\$270,000
C3	Time savings for legal team	Interviews	5%	5%	5%
Ct	Improved contract management	C1*C2*C3	\$81,000	\$81,000	\$81,000
	Risk adjustment	↓5%			
Ctr	Improved contract management (risk-adjusted)		\$76,950	\$76,950	\$76,950
<b>Three-year total: \$230,850</b>			<b>Three-year present value: \$191,363</b>		

## IMPROVED PROJECT MANAGEMENT

**Evidence and data.** Interviewees found that improving access to integrated data sources and providing project teams with purpose-built applications greatly reduced time spent on gathering and analyzing information. Interviewees noted that their project teams frequently worked on location or with geographically spread-out colleagues, which was very difficult when managing projects through standard productivity tools. Interviewees used Quickbase to build field service applications, enabling staff to have global real-time access to data when needed.

The CIO of a construction firm stated, “We eliminated the 200 spreadsheets that got created every month and also eliminated the need to go run reports because we synced the data for each project.”

Interviewees in industries whose revenue model was not project-based also saw time savings for staff. One interviewee from a logistics organization that maintained a B2C retail footprint highlighted that their employees also saved time from Quickbase applications: “One of my team’s biggest focuses is allowing store managers to be on the floor with their team and with their customers more and doing less administrative tasks, spending less time in the back office. Quickbase apps are doing that and it’s something that is a huge benefit for them.”

**Modeling and assumptions.** In modeling this benefit, Forrester assumes:

- The average project is staffed at a 10:1 ratio.
- Project staff save 5 hours per month by eliminating manual data gathering, reporting, and other administrative tasks. Forrester applies a productivity recapture of 50% to this savings as it assumes not all time saved is directly repurposed for value-add work.
- Staff have an average fully burdened hourly rate of \$43 per hour.

**Risks.** Forrester recognizes that these results may not be representative of all experiences. The impact of this benefit may vary depending on:

- Size and scope of operations.
- Prior state of project-based work.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a three-year, risk-adjusted total PV of \$6.4 million.



<b>Improved Project Management</b>					
<b>Ref.</b>	<b>Metric</b>	<b>Source</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
D1	Staff per project	Composite	10	10	10
D2	Baseline projects	Composite	200.0	210.0	220.5
D3	Total project staff	D1*D2	2,000	2,100	2,205
D4	Monthly time savings per staff with Quickbase apps (hours)	Interviews	5	5	5
D5	Average FTE fully burdened hourly salary	TEI standard	\$43	\$43	\$43
D6	Productivity recapture	Composite	50%	50%	50%
Dt	Improved project management	D3*(D4*12)*D5*D6	\$2,580,000	\$2,709,000	\$2,844,450
	Risk adjustment	↓5%			
Dtr	Improved project management (risk-adjusted)		\$2,451,000	\$2,573,550	\$2,702,228
<b>Three-year total: \$7,726,778</b>			<b>Three-year present value: \$6,385,306</b>		

## REDUCED RELIANCE ON IT

**Evidence and data.** Before using Quickbase, interviewees noted that their organizations relied on IT as data stewards to meet constant internal demands for updated information. Quickbase allowed interviewees' organizations to develop applications that integrated disparate and rigid data sources, reducing manual effort for IT and allowing them to focus on other pressing needs within the organization. Additionally, Quickbase applications required no development background to build, further reducing any burden on internal IT teams.

The project delivery lead for an engineering firm explained: "There were people whose only job was to transfer information between platforms and keep them updated with each other. So, what ends up happening is you replace 10 people who are doing that kind of work, and you get them working in more productive areas that are more beneficial to what you're delivering."

**Modeling and assumptions.** In modeling this benefit, Forrester assumes:

- The composite organization has an internal IT team of 3 FTEs that supported ongoing data needs in the legacy state.
- The fully burdened salary of team members is \$100,000.

**Risks.** Forrester recognizes that these results may not be representative of all experiences. The impact of this benefit may vary depending on the size of the organization and the prior state of their IT reliance.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a three-year, risk-adjusted total PV of \$709,000.

Reduced Reliance On IT					
Ref.	Metric	Source	Year 1	Year 2	Year 3
E1	Information operations staff reassigned	Composite	3	3	3
E2	Average FTE fully burdened annual salary	TEI standard	\$100,000	\$100,000	\$100,000
Et	Reduced reliance on IT	E1*E2	\$300,000	\$300,000	\$300,000
	Risk adjustment	↓5%			
Etr	Reduced reliance on IT (risk-adjusted)		\$285,000	\$285,000	\$285,000
<b>Three-year total: \$855,000</b>			<b>Three-year present value: \$708,753</b>		

## DISCONTINUED PROJECT MANAGEMENT TOOLS

**Evidence and data.** While interviewees’ organizations ran the majority of legacy processes using rudimentary tools, such as spreadsheets and email, a large portion also invested in point solution licenses specifically for their project delivery teams. Unlike spreadsheets and email — which were included in larger enterprise software spend — project management software licensing was eliminated when these applications were replaced with custom apps built on Quickbase.

The business management principal at a telecommunications firm stated, “Our supply chain has a program underway right now to reduce licensing for anything that Quickbase could solve for.”

**Modeling and assumptions.** In modeling this benefit, Forrester assumes:

- The organization provides project management solution licenses only to frontline project staff.
- The annual cost per license of legacy solutions is \$300.

**Risks.** Forrester recognizes that these results may not be representative of all experiences. The impact of this benefit may vary depending on:

- Size of operations.

- Prior state solutions.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a three-year, risk-adjusted total PV of \$1.5 million.

Discontinued Project Management Tools					
Ref.	Metric	Source	Year 1	Year 2	Year 3
F1	Number of licenses	D3	2,000	2,100	2,205
F2	Annual cost per license	Composite	\$300	\$300	\$300
Ft	Discontinued project management tools	F1*F2	\$600,000	\$630,000	\$661,500
	Risk adjustment	↓5%			
Ftr	Discontinued project management tools (risk-adjusted)		\$570,000	\$598,500	\$628,425
Three-year total: \$1,796,925			Three-year present value: \$1,484,955		

## UNQUANTIFIED BENEFITS

Interviewees mentioned the following additional benefits that their organizations experienced but were not able to quantify:

- **Improved employee experience.** The technology consultant for an airline stated: “I think the nice thing about Quickbase is it is really user-friendly. It’s not as complicated as some of the general project management solutions. People prefer using it because you can customize it however you want.”
- **Improved customer experience.** The project delivery lead for an engineering firm stated: “Our client is all about time to market. So every millisecond that we can deliver an effective design earlier than was originally planned is an opportunity for them to enjoy more market profit. Essentially, it’s our number one selling point.”
- **Increased agility.** The business management principal for a telecommunications firm explained: “I think one of the largest pieces is the speed to market. How quickly we can create something in Quickbase compared to other tools and we can generally do so with a lower skill set than is required in other tools.”

The manager of automation and process improvement for a logistics firm detailed, “Quickbase allows for a rapid business-led IT development, rapid iteration, whereas traditional IT really needs more time to get through everything.”

## FLEXIBILITY

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Quickbase and later realize additional uses and business opportunities, including:

- **Continuing to build Quickbase applications for new use cases.** All interviewees highlighted that a major strength of Quickbase was its flexibility and capacity to meet ever-changing

needs. Interviewees planned to continue developing Quickbase applications for whichever new use cases arose and continue to improve upon inefficient internal and external processes.

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in [Appendix A](#)).

# Analysis Of Costs

■ Quantified cost data as applied to the composite

Total Costs							
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Total	Present Value
Gtr	Quickbase license costs	\$0	\$1,764,000	\$1,852,200	\$1,944,810	\$5,561,010	\$4,595,545
Htr	Training costs	\$40,320	\$40,320	\$40,320	\$40,320	\$161,280	\$140,590
Itr	Ongoing labor	\$0	\$225,120	\$230,160	\$240,240	\$695,520	\$575,365
	Total costs (risk-adjusted)	\$40,320	\$2,029,440	\$2,122,680	\$2,225,370	\$6,417,810	\$5,311,500

## QUICKBASE LICENSE COSTS

**Evidence and data.** Interviewees noted that Quickbase charged a per-user licensing fee with variable options to meet different organizational needs. The interviewees' organizations could commit to annualized or monthly payments.

**Modeling and assumptions.** In modeling this cost, Forrester assumes an annualized enterprise license.

**Risks.** Licensing costs will vary from organization to organization based on number of users, licensing type, and payment terms.

**Results.** To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-

year, risk-adjusted total PV (discounted at 10%) of \$4.6 million.

Quickbase License Costs						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
G1	Quickbase license costs			\$1,680,000	\$1,764,000	\$1,852,200
Gt	Quickbase license costs	G1		\$1,680,000	\$1,764,000	\$1,852,200
	Risk adjustment	↑5%				
Gtr	Quickbase license costs (risk-adjusted)		\$0	\$1,764,000	\$1,852,200	\$1,944,810
<b>Three-year total: \$5,561,010</b>				<b>Three-year present value: \$4,595,545</b>		

### TRAINING COSTS

**Evidence and data.** Interviewees empowered business users within their organizations to develop applications to meet their changing needs. It was highlighted that Quickbase’s low-code functionality was intuitive to pick up with little to no prior development skills.

A technology consultant at an airline stated: “We don’t have to hire people specifically with X, Y, or Z type of development experience. We can rely on citizen developers and some internal subject matter experts.”

**Modeling and assumptions.** In modeling this cost, Forrester assumes:

- The composite organization trains 10 citizen developers per year. In order to be an expert, a citizen developer requires 80 hours of training time.
- The average hourly rate for business users is \$48.

**Risks.** Training costs may vary based on size of organization and Quickbase’s ubiquity across the business.

**Results.** To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV of \$141,000.

Training Costs						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
H1	Number of citizen developers trained	Composite	10	10	10	10
H2	Dedicated training time	Composite	80	80	80	80
H3	Average FTE fully burdened hourly burden	Composite	\$48	\$48	\$48	\$48
Ht	Training costs	H1*H2*H3	\$38,400	\$38,400	\$38,400	\$38,400
	Risk adjustment	↑5%				
Htr	Training costs (risk-adjusted)		\$40,320	\$40,320	\$40,320	\$40,320
<b>Three-year total: \$161,280</b>			<b>Three-year present value: \$140,590</b>			

**ONGOING LABOR**

**Evidence and data.** Interviewees noted their organizations incurred internal labor costs related to the management of the Quickbase platform and the ongoing development of new applications. Interviewees highlighted that the platform was low-touch, requiring minimal dedicated staff and that they could stand up new applications in a matter of hours.

The technology consultant for an airline stated, “The build time from conception to go live has drastically shortened compared to using a traditional, non-low-code solution.”

The manager of automation and process improvement for a logistics firm explained, “It’s really an extremely little amount of time of planning and building that is actually required.”

**Modeling and assumptions.** In modeling this cost, Forrester assumes:

- The composite dedicates one FTE with a fully burdened annual salary of \$200,000 to platform management.

- The number of applications built annually increases over the three-year analysis as more lines of business adopt Quickbase and the number of internal citizen developers grows.
- The average build time for the composite’s applications is 20 hours.

**Risks.** Ongoing labor may vary by organization based on the scale of use and types of applications being built.

**Results.** To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV of \$696,000.

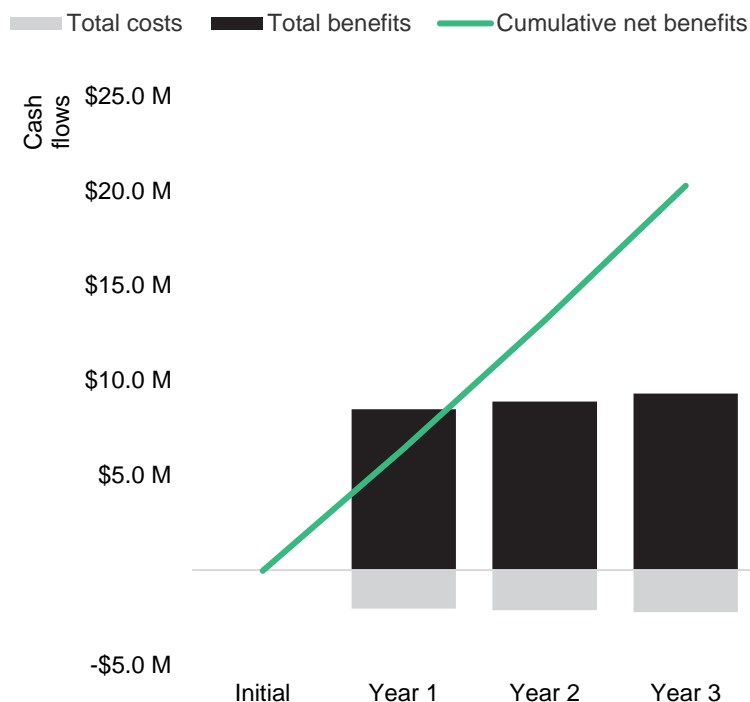
Ongoing Labor						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
I1	FTE dedicated to managing platform	Composite		1	1	1
I2	FTE salary	Composite		\$200,000	\$200,000	\$200,000
I3	Apps built per year	Composite		15	20	30
I4	Average time to build app (hours)	Composite		20	20	20
I5	Average FTE fully burdened hourly salary	I3		\$48	\$48	\$48
It	Ongoing labor	(I1*I2)+(I3*I4*I5)	\$0	\$214,400	\$219,200	\$228,800
	Risk adjustment	↑5%				
Itr	Ongoing labor (risk-adjusted)		\$0	\$225,120	\$230,160	\$240,240
<b>Three-year total: \$575,365</b>			<b>Three-year present value: \$695,520</b>			



# Financial Summary

## CONSOLIDATED THREE-YEAR RISK-ADJUSTED METRICS

### Cash Flow Chart (Risk-Adjusted)



The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

### Cash Flow Analysis (Risk-Adjusted Estimates)

	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(\$40,320)	(\$2,029,440)	(\$2,122,680)	(\$2,225,370)	(\$6,417,810)	(\$5,311,500)
Total benefits	\$0	\$8,482,950	\$8,889,000	\$9,315,353	\$26,687,303	\$22,056,816
Net benefits	(\$40,320)	\$6,453,510	\$6,766,320	\$7,089,983	\$20,269,493	\$16,745,316
ROI						315%
Payback						<6 months

## Appendix A: Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

### TOTAL ECONOMIC IMPACT APPROACH

**Benefits** represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.

**Costs** consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.

**Flexibility** represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.

**Risks** measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.



### PRESENT VALUE (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.



### NET PRESENT VALUE (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.



### RETURN ON INVESTMENT (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.



### DISCOUNT RATE

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.



### PAYBACK PERIOD

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

## Appendix B: Endnotes

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<sup>1</sup> Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

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