

The Total Economic Impact™ Of SAP MaxAttention

FORRESTER®

Through six customer interviews and data aggregation, Forrester concluded that SAP MaxAttention has the following three-year financial impact.

FINANCIAL SUMMARY

Three-year risk-adjusted

The main result of the SAP MaxAttention investment is a higher degree of success with digital transformation initiatives. This includes faster innovation, smoother implementation, lower operational costs, and increased business benefit.

194%
ROI

\$8.7M
NPV*

< 6
months
PAYBACK
PERIOD

\$13.2M
BENEFITS

SAP MAXATTENTION BY THE NUMBERS



Enhanced business value

Project ROI up 15 percentage points
Project payback down by 10%



Improved innovation

20% faster innovation cycle



Accelerated implementation

30% faster implementation



Streamlined IT operations

5% reduction in total operations costs
20% reduction in support issues
30% faster critical incident resolution

UNQUANTIFIED BENEFITS



Improved collaboration with SAP with a single SAP point of contact and an extended front office team accessing vendor expertise.



Improved security and compliance practices to reduce risk.



Ability to scale the SAP MaxAttention engagement to support changing or growing business needs.



Read the
full study

This document is an abridged version of a case study commissioned by SAP titled: The Total Economic Impact Of SAP MaxAttention, October 2019.

*Net Present Value (NPV) is the discounted current value of future benefit cash flows (\$13.2M) less future cost cash flows (\$4.5M).

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