



Enterprise Software ROI Calculator Research Report

**A companion to Gideon Taylor's
ROI Calculator**

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Purpose

This document serves as a methodological supplement to Gideon Taylor's ROI calculators, providing detailed explanations of the research, benchmarks, and calculation methods underlying each tool. It is designed to address questions from potential customers who want to understand how ROI projections are developed and validated, ensuring transparency and credibility in our analytical approach.

PeopleSoft to OCI migrations deliver 38-52% TCO reduction with proven customer success

Our Approach: Organizations migrating PeopleSoft from on-premise to Oracle Cloud Infrastructure can achieve substantial returns through infrastructure cost reduction, Oracle Support Rewards program benefits, and performance improvements. Our calculator uses Oracle's documented case studies and official benchmarks to project realistic savings based on company size, current infrastructure, and migration scope.

Organizations migrating PeopleSoft from on-premise to Oracle Cloud Infrastructure achieve substantial, quantifiable returns across multiple dimensions. Oracle's official data demonstrates **38% lower TCO than on-premises deployments** and **52% lower TCO than running on AWS or Azure**, with specific customer cases validating these projections. Alliance Data Systems, an \$8 billion company, **achieved \$1 million in annual savings** during their first year while improving application performance by 30-50% and scaling infrastructure capacity with doubled disk space, 5x memory increase, and 3x computing power—all within a 21-week migration timeline.

The Oracle Support Rewards program provides an additional compelling financial lever, offering **\$0.25 in rewards for every \$1 spent on OCI** for standard customers and **\$0.33 per dollar for ULA customers**. This effectively allows organizations to reduce their Oracle support bills—for example, a customer with \$1M annual OCI spend can receive \$250K in support rewards. Infrastructure cost reductions range from 30% to 75%, with Saint Paul Public Schools achieving the high end of this range. Performance improvements are equally impressive, with documented cases showing **2-10x faster reporting speeds** and **30-50% general application performance improvements**.

For ROI calculator development, use these key metrics: 38-52% TCO reduction baseline, 25-33% support cost reduction via rewards, 6-12 month typical migration timeline, and 6-18 month payback period. Implementation costs typically range from \$500K-\$2M for mid-size companies and \$2M-\$5M for large enterprises, with migration projects completing in 6-12 months. The combination of infrastructure savings, performance gains, and support rewards creates a compelling financial model with rapid payback.

Sources:

- Oracle: Value of Migrating Oracle E-Business Suite from On-Premises to Oracle Cloud
- Oracle: Alliance Data saves US\$1 million by migrating to OCI
- Oracle: Learn about migrating PeopleSoft to Oracle Cloud
- Oracle: Get Answers on Oracle Database Migration to OCI FAQ

Business process automation achieves 158-283% ROI with 6-12 month payback

Our Approach: Business process automation ROI is calculated using a straightforward formula: Hours Saved x Hourly Rate x Productivity Recapture Rate (typically 50%), with additional benefits from error reduction and compliance improvements. Our calculator draws from major studies by McKinsey, Deloitte, and Forrester to establish conservative benchmarks that account for both direct cost savings and productivity gains.

The business case for process automation is exceptionally strong, with major studies documenting **30-200% first-year ROI**. Forrester's Total Economic Impact studies provide particularly robust data: Microsoft Power Automate **delivers 248% ROI over 3 years** with \$55.93M in benefits versus \$16.0BM in costs, while Workato achieves **283% ROI with payback in under 6 months**. These returns stem from multiple value drivers working in combination.

Labor productivity improvements form the foundation of automation ROI. McKinsey research shows **60% of employees save 30% of their time** through workflow automation, while Gartner documents that finance departments alone can save **25,000 hours annually** through RPA implementation. Processing time improvements are equally dramatic, with PwC documenting a **90% decrease in processing time** for invoice processing (from 15 days to 1.5 days). Error rates plummet from typical manual processing errors of 5-10% to **99.5% accuracy** in automated processes, delivering both direct cost savings and compliance benefits.

Implementation costs vary by scale but remain reasonable relative to benefits. Single RPA bots cost \$5,000-\$15,000, with enterprise implementations ranging from \$200,000-\$1M for mid-market companies to \$1M-\$5M+ for large enterprises. Importantly, licensing represents only 25-30% of total costs, with development, training, and maintenance comprising the remainder. The calculation formula for automation ROI is straightforward: **Hours Saved x Hourly Rate x Productivity Recapture Rate (typically 50%)**, with additional benefits from error reduction and compliance improvements.

For calculator design, use these benchmarks: 30-50% operational cost reduction, 80% processing time reduction typical, 95% error reduction achievable, and 6-12 month standard payback period. Industry-specific variations exist, with financial services achieving up to \$3M annual savings and healthcare reducing administrative costs by 40%.

Sources:

- Forrester: Total Economic Impact Methodology
- Basware: Forrester Study: The Total Economic Impact™ (TEI) of Basware AP Automation
- Puzzel: Forrester TEI Study | CX Platform
- Oracle: Forrester Total Economic Impact™ of Oracle Unity Customer Data Platform
- Workato: The Total Economic Impact™ (TEI) of the Workato Enterprise Automation Platform
- McKinsey & Company: The state of AI: How organizations are rewiring to capture value
- Lead Hero AI: Ultimate Guide to Workflow Automation ROI
- Gartner: Robotic Process Automation Can Save Finance Departments 25,000 Hours of Avoidable Work Annually

- Supply Chain Dive: RPA can save finance teams 25K working hours each year
- Number Analytics: 5 Key Stats Showing Process Automation's Impact on Finance
- Blueprintsys: How much does Robotic Process Automation (RPA) Really Cost?
- Integra: Exploring the ROI of AI Automation: A Comprehensive Guide Beyond Financial Metrics
- AF-Robotics: The Economic Impact of RPA: Cost Savings and ROI Across Industries

Enterprise AI delivers 3.7x average ROI despite 80-95% project failure rates

Our Approach: Enterprise AI implementation ROI must account for both the remarkable returns of successful projects and the high failure rates. Our calculator incorporates success probability adjustments, data quality impacts, and specific application metrics to provide realistic projections. We emphasize proper implementation methodology and budget allocation as critical determinants of success.

The paradox of enterprise AI implementation is stark: while successful projects achieve remarkable returns- **3.7x average ROI** according to Microsoft, with top performers reaching **10.3x ROI** per IDC research-failure rates remain alarmingly high at **80-95%**. This dichotomy underscores the critical importance of proper implementation methodology and realistic expectations in AI investments. Organizations that invest more than 5% of their IT budget in AI achieve significantly higher success rates, while those investing minimal amounts typically see negative returns.

AI chatbots represent one of the most predictable ROI categories, reducing customer service costs by **30% according to IBM**, with automated interactions costing \$0.50-\$0.70 versus \$10-\$14 for human- handled calls. Organizations typically save **\$300,000 annually** through chatbot implementation, with deflection rates of 30-60% for strong implementations. Document processing automation delivers 85% reduction in review **times** according to Forrester, while predictive analytics can reduce demand forecasting errors by **50%** and improve inventory levels by **20-50%** per McKinsey research.

The cost structure of AI projects reveals why proper planning is essential. Training costs for GPT-4 class models approach **\$100 million**, though enterprise implementations range more modestly from \$2,000-\$15,000 for small projects to \$3,000-\$10,000+ monthly for enterprise solutions. Data quality emerges as the critical factor, with poor data costing organizations an average of **\$12.9 million annually** according to Gartner, and data preparation typically consuming **60-80% of project time and cost**.

For ROI calculators, incorporate these realities: 3.7x baseline ROI for successful implementations, 6- month typical payback for successful projects, 80% failure rate risk adjustment needed, and 5%+ of IT budget investment threshold for improved success rates. Include specific application metrics like \$0.50-\$0.70 per automated interaction for chatbots and 30% cost reduction potential for document processing.

Sources:

- OpenTools.ai: Microsoft Reports a Staggering 3.7x ROI with Generative AI-Here's How!
- RAND: The Root Causes of Failure for Artificial Intelligence Projects and How They Can Succeed
- Informatica: The Surprising Reason Most AI Projects Fail - And How to Avoid It at Your Enterprise
- Agility at Scale: Proving ROI - Measuring the Business Value of Enterprise AI

- Atomicwork: 70-80% of AI projects in IT organizations fail. Here's why.
- Quidget: Chatbot ROI: Calculate Cost-Benefit in 5 Steps
- Master of Code: Chatbot Pricing Based on Real Cases [June 2025]
- Quickchat: How to Reduce Customer Support Costs Without Killing CX
- Cadabra Studio: ROI of UX Design: How to Measure and Prove Value
- Talkative: How to Calculate Chatbot ROI: A Complete Guide
- WRITER: Key Findings from the Forrester TEI study on WRITER
- Avalara: See the Total Economic Impact™ of Avalara
- Charteredcertifications: Predictive Analytics and AI in Inventory Optimization
- Medium: The Role of Predictive Analytics in Inventory Optimization
- Visual Capitalist: The Surging Cost of Training AI Models
- Aragon Research: The Soaring Costs of AI Training: A Billion-Dollar Future
- Akaike: The Hidden Cost of Poor Data Quality: Why Your AI Initiative Might Be Set Up for Failure
- LakeFS: The cost of poor data quality on business operations
- Institute of AI Studies: Maximise 10X ROI with Enterprise AI Implementation

Web UX improvements generate 400-9,900% ROI through compound productivity benefits

Our Approach: User experience investments deliver ROI through multiple channels: employee productivity improvements, reduced training and support costs, error reduction, and improved user adoption. Our calculator uses conservative estimates from industry research while accounting for the compound effects of UX improvements across the organization.

User experience investments deliver the highest documented ROI in enterprise software, with Forrester¹'s landmark finding that **every \$1 invested in UX returns \$100** representing the extreme end of a consistently strong value proposition. More conservative estimates from Nielsen Norman Group show **83% average improvement in desired metrics** after usability redesigns, while McKinsey's Design Index reveals that top-quartile design companies achieve **32% higher revenue growth** and **56% higher total returns to shareholders** over five years.

Productivity gains manifest through multiple channels. Employees typically save **4 hours per week** with major UX improvements, translating to \$312,000 annual savings for a 50-person team at \$30/hour. Task completion times improve by **40-60%** while error rates drop dramatically—a reduction of 6 errors per week requiring 30 minutes recovery time saves \$300,000 annually for a 25-person team. Support ticket volumes decrease by **35-60%** with well-designed interfaces, with Mozilla documenting a **70% decrease in support calls** after 14 weeks of usability improvements.

The business impact extends beyond cost savings to revenue generation. Conversion rates can increase by **up to 400%** according to Forrester, with one famous case study from Jared Spool showing a minor form design change generating **\$300 million in additional revenue**. Mobile accessibility delivers exceptional returns, with Tesco achieving **37,000% ROI** by increasing sales \$16.3 million through accessibility improvements. The disabled community controls \$490 billion in US disposable income, yet 71% abandon inaccessible websites.

For calculator development, use these metrics: 15-50% employee efficiency improvements, 35-75% support and training cost reductions, 30-50% task completion time reduction, and 25-45% decrease in bounce rates. Budget allocation should represent 10-20% of development costs, with returns typically ranging from 400% for basic improvements to 9,900% for comprehensive accessibility and UX overhauls.

Sources:

- Lyssna: ROI of user research: 5 biggest myths
- UXCam: 50+ UX Statistics To Convince Stakeholders 2025
- User Interviews: The ROI of User Research and Recruiting Tools: A Comparative Analysis
- Medium: UX - WHAT TO MEASURE, HOW TO MEASURE, WHEN TO MEASURE
- Toptal: The True ROI of UX: Convincing the Executive Suite
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- PlaybookUX: Calculating the ROI of UX Investment
- Uxcel: The ROI Of UX: How Better Design Boosts Profitability
- Eficode: Achieving ROI with UX design
- Allyant: ROI of Digital Accessibility for B2C and B2B Brands
- Fable: The compounding value of investing in digital accessibility and usability

Calculator design best practices emphasize progressive disclosure and credibility

Our Approach: Effective ROI calculators must balance analytical sophistication with user experience. We follow the Forrester Total Economic Impact framework and progressive disclosure principles, starting with essential inputs while maintaining transparency about methodology and providing conservative, risk-adjusted projections based on authoritative industry sources.

Effective ROI calculators balance sophistication with usability through progressive disclosure, starting with **8-12 primary inputs** for optimal engagement according to LinkedIn analysis. The Forrester Total Economic Impact framework provides the gold standard methodology, incorporating costs, benefits, flexibility value, and risk adjustments. Calculators should present multiple metrics simultaneously-ROI percentage, Net Present Value, Internal Rate of Return, and payback period-while maintaining transparency about calculation methods and assumptions.

Input structure should follow a logical flow from business context (company size, industry, current systems) through cost structures (licensing, personnel, infrastructure) to benefit quantification (productivity, revenue, cost reduction). Use conditional logic to show relevant fields based on user selections, and provide smart defaults based on industry benchmarks. Visual elements like range sliders accommodate uncertainty while maintaining ease of use. Credibility factors prove crucial for B2B calculators. Reference authoritative sources explicitly, use conservative rather than optimistic projections, and provide scenario analysis showing best, worst, and likely outcomes. Risk adjustments of 10-25% on uncertain benefits maintain realism. Present results through multiple formats-interactive dashboards for exploration, PDF reports for sharing, and executive summaries for stakeholder communication.

The standard NPV formula uses 10-12% discount rates for conservative analysis and 20% for high uncertainty scenarios, calculated over 3-5 year timeframes typical for enterprise software. Implementation timelines should reflect realistic phases: 1-2 months for planning, 3-8 months for implementation, 9-12 months for deployment and training, and 13-18 months for optimization and full benefit realization. Sensitivity analysis using tornado diagrams identifies critical variables, while Monte Carlo simulation generates confidence intervals for sophisticated users.

Sources:

- LinkedIn: Tips & Tricks For Building and Deploying An ROI Calculator for B2B Software Vendors - Part 3
- Forrester: Total Economic Impact Methodology
- LinkedIn: Tips & Tricks For Building and Deploying An ROI Calculator for B2B Software Vendors - Part 2
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- Corporate Finance Institute: What is Sensitivity Analysis?
- Palisade: Monte Carlo Sensitivity Analysis Software

Conclusion

This comprehensive research provides the quantitative foundation for building robust, credible ROI calculators across four critical enterprise software categories. PeopleSoft cloud migrations deliver 38- 52% TCO reductions with proven case studies. Process automation achieves 158-200% ROI with rapid payback periods. Enterprise AI offers exceptional returns of 3.7-10.3x for successful implementations despite high failure rates. Web UX improvements generate 400-9,900% ROI through compound benefits across productivity, support costs, and revenue generation.

Success in ROI calculator development requires balancing analytical rigor with user experience. Start with 8-12 essential inputs using progressive disclosure for complexity. Apply conservative assumptions with 10-25% risk adjustments. Present multiple financial metrics using industry-standard formulas. Most importantly, ground all calculations in documented benchmarks from authoritative sources, ensuring credibility while demonstrating the substantial, achievable returns from strategic enterprise software investments.

Sources:

- Oracle: Value of Migrating Oracle E-Business Suite from On-Premises to Oracle Cloud
- Oracle: Forrester Total Economic Impact™ of Oracle Unity Customer Data Platform
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- Nielsen Norman Group: Three Myths About Calculating the ROI of UX
- Eficode: Achieving ROI with UX design
- LinkedIn: Tips & Tricks For Building and Deploying An ROI Calculator for B2B Software Vendors - Part 3