

**WICKSoft Mobile Documents™ for the BlackBerry  
Return on Investment white paper –  
mobile document access for the  
Enterprise**

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## **Introduction**

According to a recent IPSOS-Ried study conducted in 2007, the low-end ROI on a BlackBerry investment equates to approximately 238% per handheld, with a payback period of only 154 days.

There is still much that is outside the reach of a typical BlackBerry. While the BlackBerry provides access to corporate E-mail, it does not provide access to corporate file systems and other document storage resources. For this reason it is not possible to view documents located in the office, or to E-mail a document located in the office, using the BlackBerry.

WICKSoft Mobile Documents™ for the BlackBerry allows organizations to achieve more from their mobile investment by providing secure mobile document access to files, folders, and document managements systems such as SharePoint.

This white paper examines the benefits of WICKSoft Mobile Documents™ for the BlackBerry Wireless Handheld, as well as the related costs, to show a demonstrable return on investment in almost all operating environments.

## ***ROI Summary***

WICKSoft Mobile Documents™ will save an organization approximately \$5,900 per handheld per year, primarily through downtime conversion and workflow efficiency gains.

Some organizations will reap considerably larger benefits, depending on the scope and nature of their mobile operations.

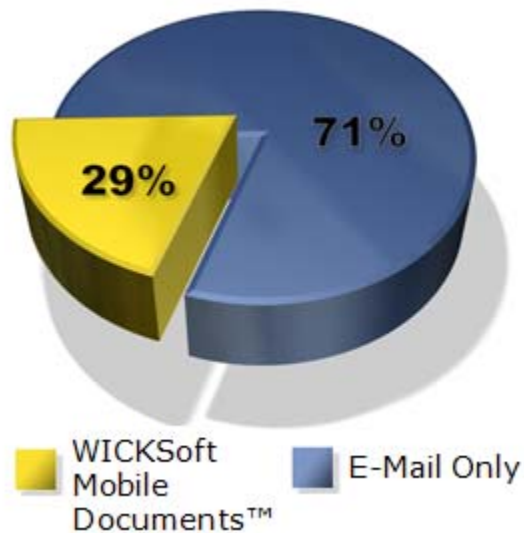
For example: If John is paid \$150,000 and Mark is paid \$50,000, Johns' time may be three times more valuable than Marks. In this way WICKSoft Mobile Documents™ will retrieve a higher dollar value for downtime conversion when applied to John, and a lower dollar value for downtime conversion when applied to Mark.

This document provides enough information to determine a return on investment for most organizations. Data is provided for various salary ranges, managerial options, and data usage trends.

## Enhancing the BlackBerry investment

WICKSoft Mobile Documents™ for the BlackBerry Wireless Handheld provides immediate access to corporate files, anytime anywhere. While E-mail usage is by far the most common business task associated with data networks, recent studies suggest that file access (for the purposes of viewing, or transfer by way of E-mail attachments) make up approximately 29% of end-user (non-administrative) tasks<sup>1</sup>.

Simply put, approximately 30% of all E-mail messages contain attachments<sup>2</sup>, and approximately 29% of network access requirements are not directly related to E-mail. For this reason we feel that allowing users to a) access files, and b) attach files located in a remote office to an E-mail message, conservatively represents a 30% increase in functionality over an existing BlackBerry which can only provide access to E-mail messages. For the sake of argument we use 29% as a base-line throughout this document.



### **Additional Functionality WICKSoft Mobile Documents™ delivers to the BlackBerry**

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<sup>1</sup> Sources: The Data Administration Newsletter, The Radicati Group,

<sup>2</sup> Sources: The Data Administration Newsletter (TDAN), Google Answers: Email usage and attachment use.

There are three significant factors to consider when determining the ROI of WICKSoft Mobile Documents™ for a particular environment. These factors are:

- The salary of a BlackBerry enabled employee
- How many people rely on information and processes managed by the BlackBerry enabled employee
- How significant document access requirements are to a BlackBerry enabled employee. (i.e. Per 100 emails, how many include a file attachment)

By providing access to additional corporate resources, WICKSoft Mobile Documents leverages the BlackBerry infrastructure to provide significant gains in:

- Personal Productivity
- Workflow
- Immediacy

Throughout this document we will assume that WICKSoft Mobile Documents™ delivers a overall functionality increase of 29% to the BlackBerry, by way of increased accessibility, for the reasons stated earlier. In other words we assume that mobile document access is 29% significant.

To facilitate the evaluation of WICKSoft Mobile Documents™ for various organizations we will provide a summary of figures assuming different levels of functional gain. In this way, by providing the ROI for a functional increase of 29%, and by providing the ROI for a functional increase of 15%, and again for 7%, we hope to provide various points of reference for different business verticals.

All figures, unless otherwise noted, are derived from publicly available sources and relate specifically to the BlackBerry Wireless Handheld.

## ***Personal Productivity***

The first area in which WICKSoft Mobile Documents™ provides significant financial gains is in personal productivity. Personal productivity refers to the ability of an individual to increase the amount of productive time available to them in a given day. There are many ways in which WICKSoft Mobile Documents™ can increase the productivity of someone in a given day.

For example: Jane needs to send an important file to a coworker, but the file is located on the corporate network. Normally Jane would obtain the file by waiting to find a wireless access point, and then connecting to the office using her laptop over a traditional VPN. This process could take anywhere from 5 to 30 minutes, depending on Jane's proximity to an access point and the convenience—or lack thereof—of operating a laptop computer. In contrast, by using WICKSoft Mobile Documents™, Jane could immediately access the required document and send it out using her BlackBerry all in less than 2 minutes.

How do you put a dollar value on the productivity gains that Jane just experienced? Well, according to a recent Ipsos Reid study, the BlackBerry recovered a median average of 250 hours per user per year in downtime.

By delivering approximately 29% more accessibility to corporate resources, WICKSoft Mobile Documents™ can increase downtime conversion from 250 hours to approximately 320 hours in the same standard deployment. This is a gain of 70 hours per handheld per year.

The following table illustrates the estimated dollar value of the recovered time (70 hours) based on average salary.

<b>Salary of BlackBerry User</b>	<b>Value of Annual Recovered Downtime<sup>3</sup></b>
\$40,000	\$1,400
\$50,000	\$1,750
\$60,000	\$2,100
\$75,000	\$2,625
\$100,000	\$3,500
\$125,000	\$4,375

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<sup>3</sup> Assumes 2,000 hours worked in a given year (40 hours per week, 50 weeks per year)

## **Workflow**

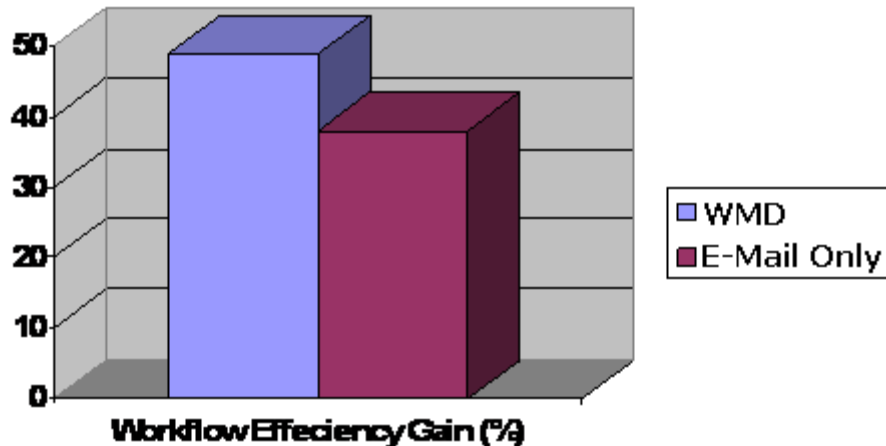
The second way in which WICKSoft Mobile Documents™ provides financial gains is by streamlining workflow. When referring to workflow we mean the processes by which employees complete tasks with regards to how they interact with colleagues and other business systems. WICKSoft Mobile Documents™ provides workflow gains by allowing greater flexibility and independence, so that employees can deliver and use information even when other employees may not be available.

For example: Jane needs access to specific information located within the corporate network. Normally, to gain access to this information Jane would have to contact a coworker, by phone or E-mail, and request the information. This workflow is disruptive—not only to Jane, but to her co-worker. Jane may be forced to wait up to 12 hours before receiving a response, during which time there has been a break in workflow. Using WICKSoft Mobile Documents™ Jane can access the file using her BlackBerry, and either retrieve the information herself, or send the information to the appropriate location (customer, laptop, etc.), thereby streamlining the workflow issue.

According to a recent study by Ipsos Reid, it was suggested that BlackBerry users are 38% more workflow efficient. By providing additional access to corporate resources, such as in the example above, we can expect to gain an additional 11% increase in efficiency<sup>4</sup>, bringing the total efficiency gain to 49%.

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<sup>4</sup> A 29% gain in workflow efficiency over the original 38% represents a total of 49%.



This 11% increase amounts to an additional \$9,735 savings per year, per BlackBerry user (based on an annual employee salary of \$88,500).

But efficiency gains in workflow do not stop at the BlackBerry user.

If a BlackBerry enabled employee is responsible for the workflow of a non-BlackBerry enabled employee, then the workflow gains of the BlackBerry enabled employee can translate in to output gains for the non-BlackBerry enabled Employee. For example, a manager providing critical information to a team member allows the team member to complete a task.

We can roughly estimate an additional increase of \$9,735<sup>5</sup> in workflow efficiency for the non-BlackBerry user (above the existing gains provided by the BlackBerry). If a manager were responsible for five employees in his or her group, WICKSoft Mobile Documents™ would be responsible for an estimated \$48,675 in annual productive output.

Number of non-BlackBerry Employees Managed	Increased Value of Annual Workflow
1	\$9,735
2	\$19,470
3	\$29,205
4	\$38,940
5	\$48,675

<sup>5</sup> Based on annual employee output of \$88,500 USD (IMD World Competitiveness Yearbook)

## ***Immediacy***

The third way that WICKSoft Mobile Documents™ provides returns is by enabling organizations to react quickly to day to day business opportunities in a way that was not previously possible. This figure is derived from less quantifiable sources, and refers to unique, often 'one-of' gains, that can be achieved because of the speed at which information is available to a WICKSoft Mobile Documents™ user.

For example: Jane needs to deliver a contract for signing before proceeding with a time sensitive opportunity, but was not aware of this requirement before meeting with her contact. Normally Jane would have to return to the office for the document, and meet at a later date. Using WICKSoft Mobile Documents™ Jane could retrieve the contract from her corporate network and send it to a fax machine, or other device, ensuring the deal proceeds.

In addition, WICKSoft Mobile Documents™ improves response time, customer relations, and frees employees from having as many follow ups, and other maintenance tasks.

It is difficult to determine the value of immediacy for a given organization, and so leave it to the evaluator to determine the value within their organization.

As a basis for evaluation, we offer the following table that is based on a 29% delta in access requirements between E-mail and other data access. In other words, for every 100 E-mail immediacy situations we estimate 29 file-access sensitive immediacy situations. The following figures are based on an assumption of 2,500 time sensitive E-mails per year, as per a 2007 Ipsos Reid.

<b>Dollar value of immediacy (per incident)</b>	<b>Annual WICKSoft Mobile Documents™ Return (dollar value x )</b>
\$1	\$725
\$2	\$1,450
\$5	\$3,625
\$10	\$7,250
\$15	\$10,875
\$20	\$14,500

## Summary of Benefits

This summary presents the data generated in the previous section in two tables: A low-end table and a high-end table.

The low-end table uses only the lowest figures from the previous sections to determine a worst-case ROI scenario, where salaries are low and workflow efficiency is not possible. The high-end table uses the higher values from the previous sections to represent an ROI scenario more suited for higher-salary management-level employees.

The following figures have been replicated to reflect various functional enhancement rates of the BlackBerry through the use of WICKSoft Mobile Documents™.

In other words, at 3% we say that out of 100 E-mails access requirements there are 3 file access requirements, where file access requirements may also include attaching a file to an E-mail message.

<b>F.A.R</b> (file access rate)	<b>Downtime Recovery</b>	<b>Workflow Gains</b>	<b>Immediacy Gains</b>	<b>Annual WICKSoft Mobile Documents™ Return Per User</b>
<b>29%</b>	\$1,400	\$9,735	\$725	\$11,860
<b>15%</b>	\$700	\$4,867	\$362	\$5,929
<b>7%</b>	\$350	\$2,433	\$181	\$2,964
<b>3.5%</b>	\$175	\$1,216	\$90	\$1,481

**Low-end WICKSoft Mobile Documents™ benefit projections**

This next table represents higher-end benefits that reflect a *file access rate* of 29%, 15%, 7%, and 3%. This table more accurately reflects high-salary individuals who are responsible for the workflow of 5 other employees.

<b>F.A.R</b> (file access rate)	<b>Downtime Recovery</b>	<b>Workflow Gains</b>	<b>Immediacy Gains</b>	<b>Annual WICKSoft Mobile Documents™ Return Per User</b>
<b>29%</b>	\$4,375	\$48,675	\$14,500	\$67,550

<b>15%</b>	\$2,187	\$24,337	\$7,250	\$33,774
<b>7%</b>	\$1,093	\$12,168	\$3,625	\$16,886
<b>3.5%</b>	\$546	\$6,084	\$1,812	\$8,442

High-end WICKSoft Mobile Documents™ benefit projections

## WICKSoft Mobile Documents™ Ownership Costs

With the financial benefits of WICKSoft Mobile Documents™ explained, we will now look at costs. There are two primary costs associated with a WICKSoft Mobile Documents™ deployment. They are:

- Deployment
- Maintenance

WICKSoft Mobile Documents™ keeps ownership costs low by leveraging existing infrastructure and their associated maintenance policies. In this way the additional cost incurred is negligible. Consult the WICKSoft Mobile Documents™ Installation Guide for details.

### ***Deployment costs***

WICKSoft Mobile Documents™ for the BlackBerry must be deployed by a network administrator. Deployment times can vary, but typically requires 3 business days (24 hours).

**Note:** A trial deployment can be achieved in as little as one hour, and final deployment may take as little as three hours.

During this time there are no service interruptions to existing handhelds or to other internal users. Based on an average salary cost of \$56,069<sup>6</sup> the total base deployment cost is expected to be around \$672.82.

### ***Maintenance costs***

WICKSoft Mobile Documents™ was specifically designed to require minimal maintenance. After an initial deployment the system automatically synchronizes itself with existing network infrastructure (Active Directory, Novell eDirectory, ACL's, etc.)

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<sup>6</sup> Based on 2007 Salary statistics for a Level II Network Administrator, published by Salary Wizard®

WICKSoft recommends approximately 3 minutes per day, per WICKSoft Mobile Documents™ Server, of maintenance time. At 13 hours per year this equates to \$364 in time, per WICKSoft Mobile Documents™ Server, by a network administrator.

**Note:** Multiple servers are recommended for environments requiring failsafe redundancy, or who are interested in load-balancing.

### **Costs summary**

The following table illustrates the estimated cost per user for varying deployment size. This chart assumes an annual salary of \$56,069 for a network administrator, as well as one WICKSoft Mobile Documents™ server per 100 users.

<b>Deployment Size (in users)</b>	<b>Installation costs</b>	<b>Maintenance</b>	<b>Total</b>	<b>Annual Cost Per User (assuming 1 year deployment)</b>
<b>50</b>	\$672	\$364	\$1,036	\$21
<b>100</b>	\$672	\$364	\$1,036	\$11
<b>500</b>	\$672	\$364	\$1,036	\$2
<b>1000</b>	\$672	\$364	\$1,036	\$1

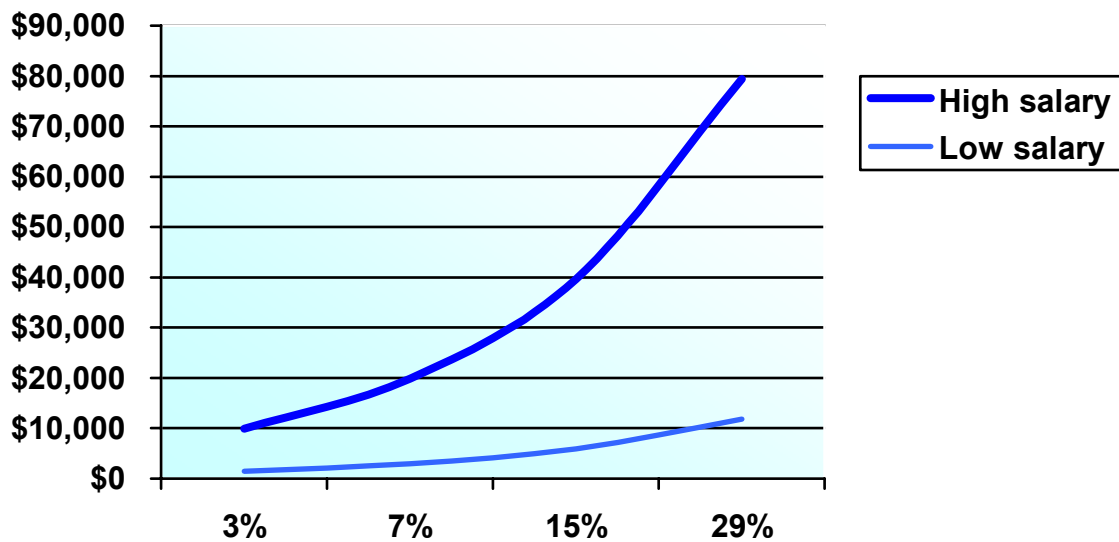
**WICKSoft Mobile Documents™ ownership cost projections**

This chart assumes a total deployment time of one year. This is unrealistic, as most companies sites would maintain a deployment for at least 3 years (further reducing the ownership costs), but for the sake of brevity we have restricted the scope of the calculations.

## ROI Conclusion

Using the data provided in the previous sections we can determine that the ROI for a particular organization will be somewhere between the two lines in the following chart.

The vertical axis represents the return on investment, in dollars, of a WICKSoft Mobile Documents™ deployment, while the horizontal axis represents the increase in functionality to the BlackBerry handheld by enabling file access to corporate resources.



ROI Range for WICKSoft Mobile Documents™  
(starts at \$1,481 per handheld)

For example, organizations whose employees may attach a file to an E-mail message, or access a file, 29 times for every 100 E-mail messages sent would look along the right side of the graph. Organizations whose employees would attach a file to an E-mail message, or access a file, 3 times for every 100 E-mail messages sent would look along the left side of the graph.

The monetary value of the employee affected by WICKSoft Mobile Documents™ also determines the ROI. The higher the monetary value (i.e. salary) of the employees affected the higher up the graph the data point is projected.

For example, an executive earning \$150,000 a year who may need to attach a file to an E-mail message, or access information, on a fairly regular basis, would be represented by a point along the top-right part of the graph.

### ***Annual return on investment***

In an environment where the bulk of the BlackBerry enabled employees have low salaries, do not affect the workflow of other employees, rarely ever need access to files, and rarely need to attach files to E-mail messages, the total investment and maintenance costs approach 1% of the ROI per handheld.

Even in the worst case scenario, WICKSoft Mobile Documents™ is repaying internal expenditures by approximately 99% per annum.

**Typical deployment environments can expect an annual return on investment ranging from 1,000% to 6,750%.**

## **Conclusion**

WICKSoft Mobile Documents™ represents the shortest path to maximizing the return on an existing BlackBerry investment.

By leveraging infrastructure in new ways the average ROI for an organizations WICKSoft Mobile Documents™ deployment is anywhere from \$2,000 to \$65,000 per user per year. In either case this represents a significant return.

The design of WICKSoft Mobile Documents™ is as such to ensure a very low TCO by keeping deployment and maintenance costs at a minimum.

The general business application made available by WICKSoft Mobile Documents™, such as being able to attach a file located in the office to an E-mail message using the BlackBerry, is flexible enough so as to provide a benefit to any organization.

For more information please visit <http://www.wicksoft.com>, or contact sales@WICKSoft.com