The Real Value of Remote Support:
Projecting the ROI of GoToAssist

GoToAssist is a powerful, cloud-based set of tools that drive service efficiency and customer satisfaction in a single, integrated solution:

> **GoToAssist Remote Support lets** IT professionals, consultants and managed service providers quickly deliver live and unattended support sessions to users and customers anywhere.

> **GoToAssist Service Desk** gives support providers and IT teams a simple-to-use platform for managing services and tracking issues.

This paper explores the business case for adopting GoToAssist. Technology Finance Partners, a firm specializing in producing ROI analyses, has cooperated with **LogMeIn** to estimate the value. Your costs and benefits may differ substantially from those depicted here.

A typical ROI analysis occurs in four steps:

1. Forecast benefits expected from the investment under consideration.

2. Project associated costs including internal and vendor expenditures.

3. Map benefit and cost projections over a reasonable time horizon (typically five years).

4. Calculate key financial metrics that take into account the magnitude and timing of projected benefits and costs.

An ROI analysis for GoToAssist

For the purpose of this ROI analysis, all figures are based off a fictional software company with 120 employees worldwide.

1. Forecast benefits

Benefit #1: Increased Self-Service

With GoToAssist Service Desk, external customers and internal help desk callers may consult the knowledge base to resolve issues themselves. The portal also enables customers to track incident progress, and once their incident is resolved, they can rate the service. Thanks to GoToAssist, fewer calls remain that require technician time.

Metric	Conservative Scenario	Likely Scenario	Optimistic Scenario	Data Sourcing & Comments
Total technician-handled calls / year	85,612	85,612	85,612	Per CS EOY report
Calls deflected with self-service enabled by Citrix GoToAssist	5%	7.5%	10.0%	Per internal analysis
Calls deflected with self-service enabled by Citrix GoToAssist	4,281	6,421	8,561	= Calls X deflection
Cost per technician-handled contact	$8.21	$8.21	$8.21	Per CS EOY report
Annual Associated Value	**$35,145**	**$52,718**	**$70,291**	= Deflected calls X cost per call

GoToAssist

Benefit #2: Reduced Handle Time

GoToAssist Service Desk and Remote Support enable technicians serving external customers and internal help desk callers to assess incoming requests and to leverage insight gained from previous incidents to resolve customers' issues as quickly as possible. As a result, handle time per incident is reduced.

Metric	Conservative Scenario	Likely Scenario	Optimistic Scenario	Data Sourcing & Comments
Technician-handled calls / year (after improved self-service)	81,331	79,191	77,051	Per CS EOY report
% of calls with potential for faster handle time	40%	50%	60%	Per internal analysis
Calls with potential for faster handle time	32,533	39,596	46,230	= Calls X % with potential
Technician handle-time savings per affected call (minutes)	1.25	1.25	1.25	Per internal analysis
Technician time saved/ year (minutes)	40,166	49,494	57,788	Calls with potential X saving
Avoided cost per minute	$0.77	$0.77	$0.77	Per CS EOY report
Annual Associated Value	$31,449	$38,276	$44,690	= Deflected calls X cost per call
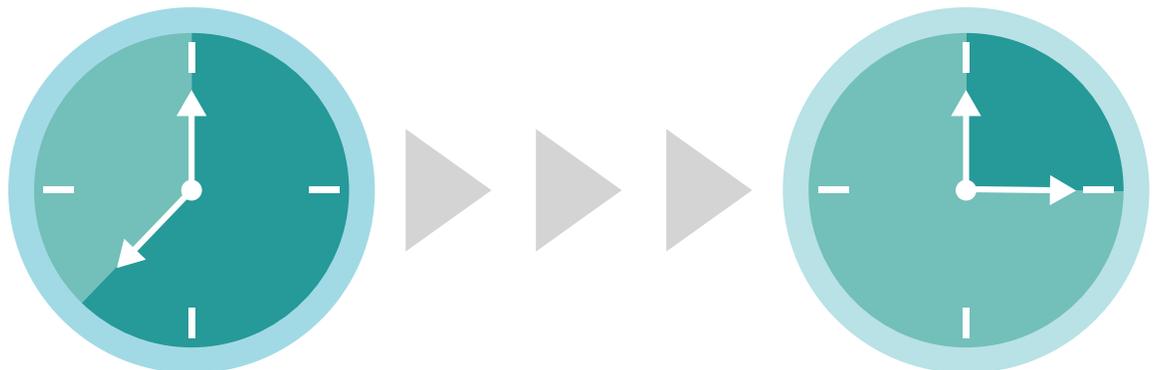
Benefit #3: Improved Customer Retention

By leveraging GoToAssist Service Desk and Remote Support to resolve customer issues quickly and to exceed support expectations, technicians retain customers who might otherwise be lost to competition.

Metric	Conservative Scenario	Likely Scenario	Optimistic Scenario	Data Sourcing & Comments
Number of tier 1-tier 2 customers	39	39	39	Per client services
Current YOY retention rate	85%	85%	85%	Per client services
Improvement in retention with GoToAssist	2%	4%	6%	Per internal analysis
YOY retention with GoToAssist	87%	89%	91%	= current + improvement
Additional customers retained / year	1	2	2	= difference in retention X customers (rounded)
Average annual margin per tier 1/2 customer	$62,500	$62,500	$62,500	Per finance
Annual Associated Value	**$62,500**	**$125,000**	**$125,000**	= Ad'l customers X margin
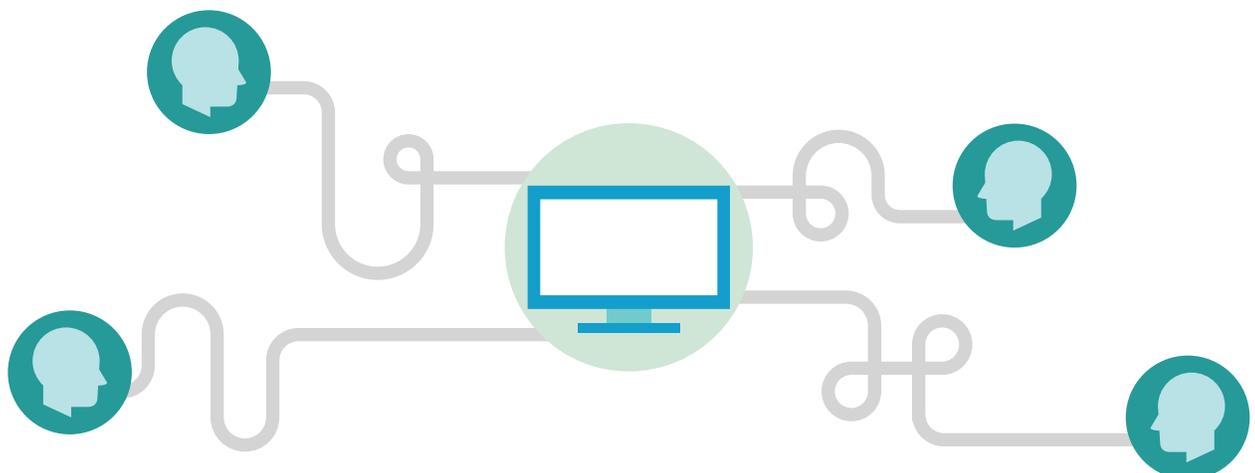
Benefit #4: Reduced Travel Costs

GoToAssist offers powerful customer support capabilities, including access to unattended machines and support for mobile devices. By converting certain incidents from ones that had required travel to remote support, technicians could avoid travel-related expenses.

Metric	Conservative Scenario	Likely Scenario	Optimistic Scenario	Data Sourcing & Comments
Number of support cases / year requiring live presence	23	23	23	Per CS EOY report
Reduction in support cases req. live presence with GoToAssist	5%	10%	15%	Per internal analysis
Reduction in cases requiring live presence / year	1	2	3	= Number of instances X % reduction (rounded)
Average travel costs / instance	$11,300	$11,300	$11,300	Per corporate travel
Annual Associated Value	**$11,300**	**$22,600**	**$33,900**	= Reduction X average costs

2. Project costs

As a cloud-based solution, GoToAssist is available to any authorized user with a web connection. There are no additional installation, maintenance or support costs associated with GoToAssist.

The GoToAssist modules are available individually or as a complete solution. For this ROI analysis, the requirement is for twelve seats of GoToAssist Remote Support and Service Desk.

3. Map benefits and costs over time

Costs and benefits are projected over five years taking into account the time expected to fully train users and the expected growth of the business. The values below are derived from the conservative benefit scenario described above.

Projected Benefits (Conservative)	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Benefit #1: Increased Self-Service	$28,995	$36,903	$38,660	$40,417	$42,174	**$187,149**
Benefit #2: Reduced Handle Time	$25,945	$33,021	$34,594	$36,166	$37,739	**$167,465**
Benefit #3: Improved Customer Retention	$51,563	$65,625	$68,750	$71,875	$75,000	**$332,813**
Benefit #4: Reduced Travel Costs	$9,323	$11,865	$12,430	$12,995	$13,560	**$60,173**
Total Benefits	**$115,825**	**$147,414**	**$154,434**	**$161,453**	**$168,473**	**$747,599**

Estimated Costs	Year 1	Year 2	Year 3	Year 4	Year 5	Total
12 seats of GoToAssist Remote Support and Service Desk	$13,536	$13,536	$13,536	$13,536	$13,536	**$67,680**

Net Benefit	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Net Benefit	$102,289	$133,878	$140,898	$147,917	$154,937	**$679,919**
Cumulative Net Benefit	**$102,289**	**$236,167**	**$377,065**	**$524,982**	**$679,919**	

4. Calculate key financial metrics

Key financial metrics take into account the projected positive and negative cash flows (calculated above) resulting from a business decision and summarize them in a specific, usable way. The most commonly used key financial metrics are:

Net Present Value: The total of all expected positive and negative cash flows expressed as a single, net value in today's dollars (or other currency).
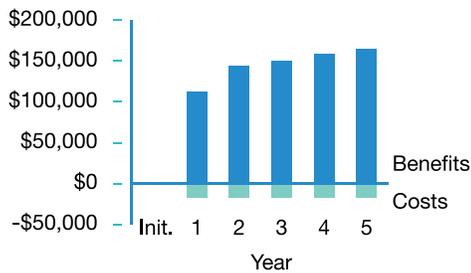
ROI: Net benefits, or total benefits minus total costs, all divided by total costs.

Payback Period: The length of time required for the cumulative value of benefits earned to permanently exceed the cumulative value of costs.

Even under the most conservative projections, GoToAssist represents a profitable opportunity. The potential of remote support to create value is clear.

Conservative Scenario		Likely Scenario		Optimistic Scenario	
Net Present Value	$512,437	Net Present Value	$920,034	Net Present Value	$1,066,498
ROI	780%	ROI	1,395%	ROI	1,617%
Payback Period	3 months	Payback Period	2 months	Payback Period	2 months

Annual Invest Costs/Benefits

$200,000
$150,000
$100,000
$50,000
$0
-$50,000

Init. 1 2 3 4 5

Benefits
Costs

Year

Payback

$700,000
$500,000
$300,000
$100,000
-$100,000

Payback at
approximately 3 months

12   24   36   48   60

Months Since Deal Signing

Distribution of Benefits

$1,600,000
$1,200,000
$600,000
$400,000
$0

Conservative   Likely   Optimistic

Benefit #1:
Increased Self-Service

Benefit #2:
Reduced Handle Time

Benefit #3:
Improved Customer Retention

Benefit #4:
Reduced Travel Cost
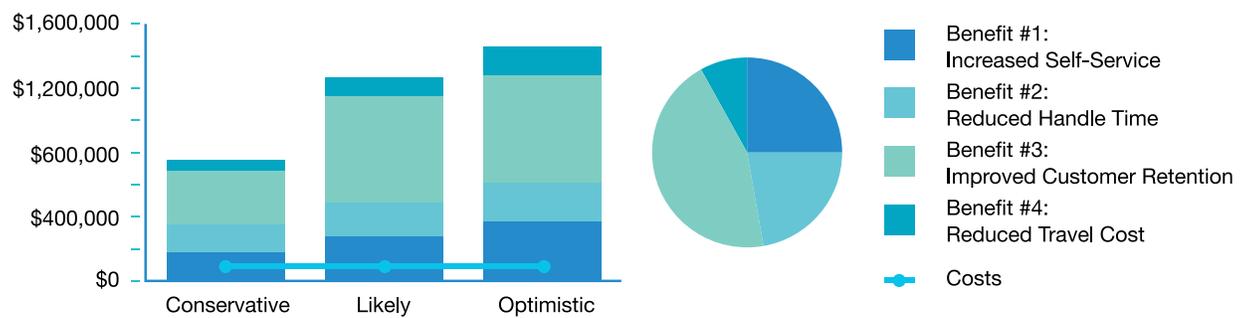
Costs

Projected Benefits of GoToAssist vs. Estimated Costs

$1,600,000
$1,200,000
$800,000
$400,000
$0

Project Init.   1   2   3   4   5

Benefit
Range
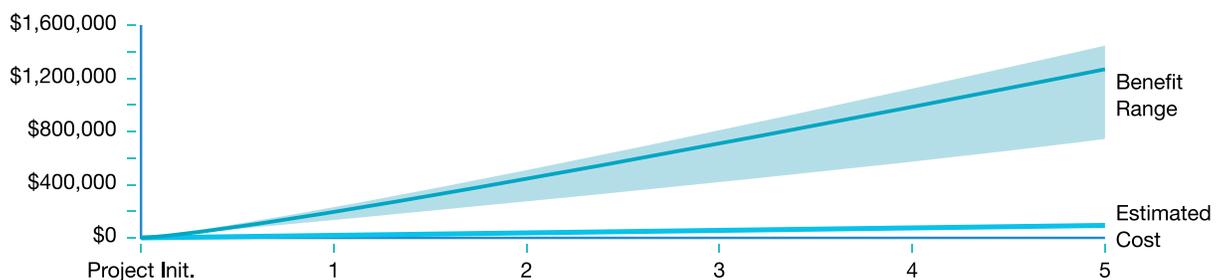
Estimated
Cost

About the data

This analysis compares the estimated solution costs to anticipated future benefits using a representative company, but it does not guarantee specific results. Your actual costs and benefits may vary.

Please contact LogMeIn to produce a customized analysis based on your own business metrics to estimate the potential financial impact of GoToAssist for your company.

Try It Free *or* **Contact Sales**