

FORRESTER®

The Total Economic Impact™ Of The Reprise Platform

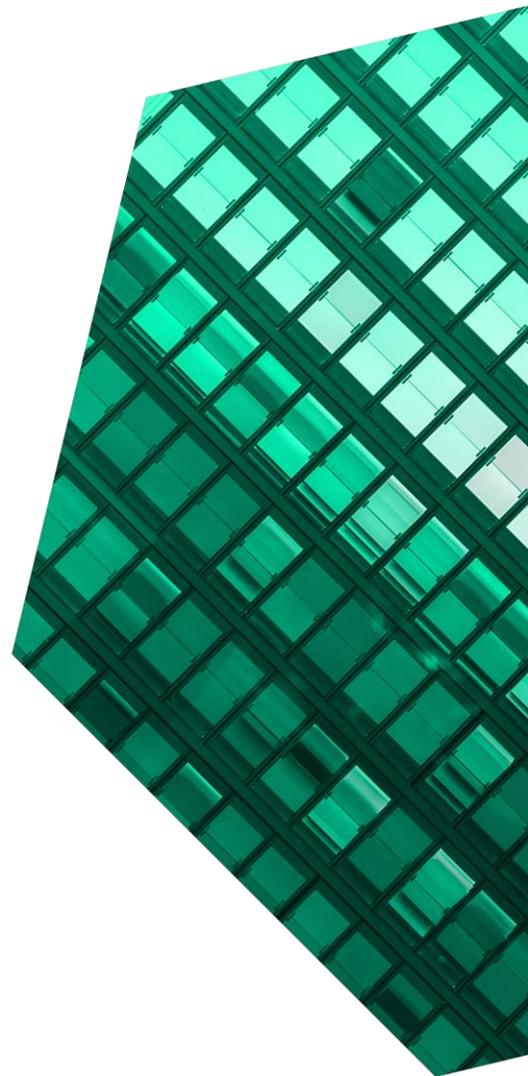
Cost Savings And Business Benefits
Enabled By Reprise

FEBRUARY 2022

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ABOUT FORRESTER CONSULTING

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Executive Summary

B2B buyers believe using a provider's website is one of the most impactful interactions of the buying decision process.¹ Forrester research shows that 68% of buyers prefer to gather information on their own and that 60% prefer not to interact with a salesperson at all.² Buyers expect easy and immediate access to more data about a solution, and they want to bypass all forms of sales if possible.³ In this landscape, organizations must find a way to bridge the gap between demonstrating the value of their products and satisfying buyers' needs.

Reprise is an enterprise-ready demo/product experience platform that enables organizations to create demos, product tours, and similar assets to drive product-led growth. With Reprise, business teams can capture the front ends of their products and have full control to customize product experiences, add interactive guides, share or embed experiences, and analyze usage.

Reprise commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying the Reprise platform.⁴ The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of the Reprise platform on their organizations.

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed four decision-makers with experience using the Reprise platform. For the purposes of this study, Forrester aggregated the interviewees' experiences and combined the results into a single composite organization.

Interviewees said that prior to using Reprise, their organizations struggled with expensive and inefficient methods to showcase their products or services. Some of the organizations offered free versions of their software for prospects to try while others demonstrated product features in production and risked exposing sensitive customer data and others built costly demo instances. Sales engineers

KEY STATISTICS



Return on investment (ROI)
323%



Net present value (NPV)
\$1.01M

dedicated tens of hours each week to run demos, while marketing teams spent time creating marketing materials for sales enablement purposes.

The interviewees' organizations needed a way to fill the gap between providing general product information and giving customized sales-led demos, but decision-makers did not know there was a solution that could close this gap.

After investing in Reprise, interviewees' organizations saw improvements in pipeline and revenue, shorter sales cycles, and reduced burdens on sales



Uplift in average website interactions converted to leads with Reprise

60%

engineers to lead demos. They also experienced shorter onboarding times for their sales associates and a reduction in the time marketing professionals needed to dedicate to creating sales enablement materials.

KEY FINDINGS

Quantified benefits. Risk-adjusted present value (PV) quantified benefits include:

- **Increased leads and pipeline conversion rates by 60%.** By relying on product tours created with Reprise, interviewees' organizations captured prospects in the moment and increased the likelihood of converting at higher rates compared to organizations that did not see Reprise product tours. Furthermore, using Reprise during the sales process enabled sales representatives to tailor demos to prospects' specific needs, which increased the likelihood of converting them to pipeline.
- **Reduced sales engineering involvement in demonstrating product value by up to 20%.** With Reprise, interviewees' organizations experienced a reduction in the number of purely informational demo requests that sales engineers

(SEs) handled in the past and that took up a significant portion of their time. This allowed SEs to focus on more technical and in-depth demos and prospect conversations.

- **Reduced average time for onboarding sales representatives by a week.** As interviewees' companies expanded, they sought to add personnel who could help them grow faster. Reprise brought efficiencies in onboarding sales representatives, and new hires had faster ramp times.
- **Increased marketing staff productivity by 50% by creating sales enablement materials.** With Reprise, marketing professionals no longer needed to spend significant time building videos or outlining product features in white-paper documents or presentations. Instead, they used Reprise to create demos and product tours more efficiently.

I think [Reprise] really has achieved what we were trying to do, which is create the lowest-friction way possible for someone to see our product.

— Director of marketing engineering, product experience software

Unquantified benefits. Benefits that are not quantified for this study include:

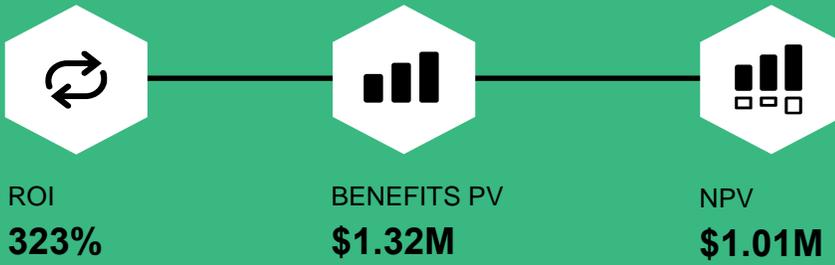
- **Shortened sales cycle.** Interviewees noted that during both the early and late stages of the buying process, Reprise helped shorten the sales timeline. Prospects who interacted with Reprise product tours on the organizations' websites were more educated and knowledgeable about the products, and sales teams could later demonstrate the products more expeditiously when, for example, compared to setting up a free product.
- **Support in optimizing demos.** Interviewees said their organizations are responsible for creating demos. However, Reprise closely partners with the organizations to help them optimize demo effectiveness including length, clarity, gating, and more.
- **Increased demo consistency.** No matter who previously ran demos, there was always risk of prospects receiving inconsistent product tour or demo experiences. This was particularly true if demos were run in production environments where live data and features changed daily. With Reprise, prospects always saw the same demo with no risk of technical or human issues hindering the experience.

Costs. Risk-adjusted PV costs include:

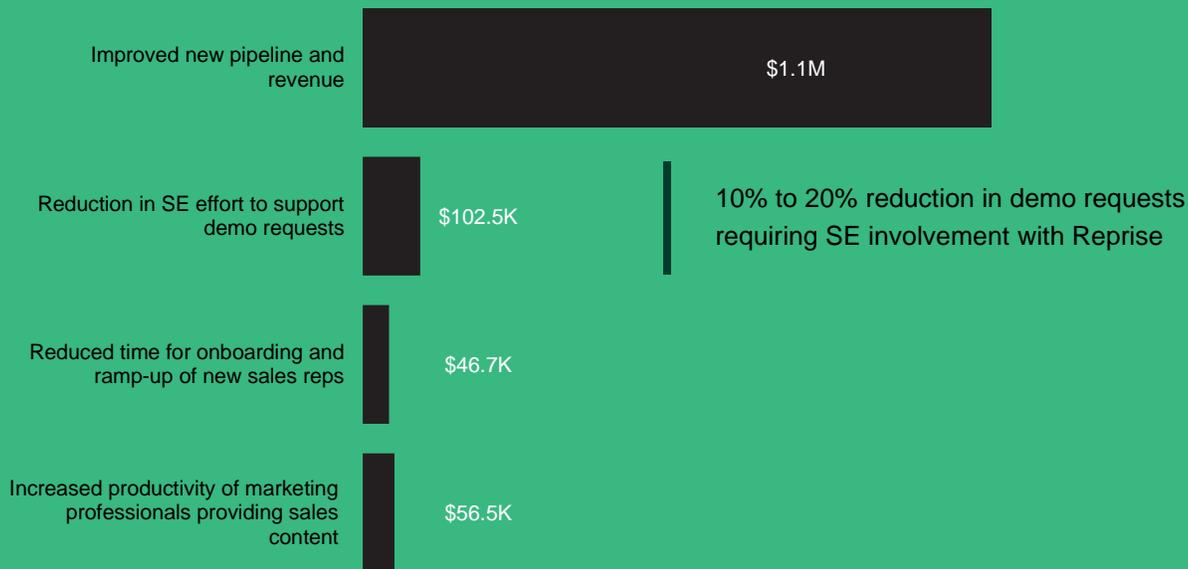
- **Annual Reprise fees.** Organizations incur subscription fees based on the scope of their use of the platform, API access, and integrations. The composite organization pays \$125,000.
- **Internal labor costs to implement and maintain Reprise.** Internal staff require minimal effort to implement Reprise. After the composite organization's initial onboarding, one FTE dedicates an average of 5 hours per month to manage the relationship with Reprise, ensure the organization is aware of any new features, procure new user accounts, and support internal

Reprise users. The composite's costs in these areas total \$2,100 during a three-year period.

The decision-maker interviews and financial analysis found that a composite organization experiences benefits of \$1.32 million over three years versus costs of \$313,000, adding up to a net present value (NPV) of \$1.01 million and an ROI of 323%.



Benefits (Three-Year)



Getting your product in front of a prospective customer as quickly as possible – especially when you feel confident that your product can really sell itself – is pretty invaluable.

— Director of marketing engineering, product experience software

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 the Reprise platform.

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 the Reprise platform can have on an organization.

DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Reprise 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 the Platform.

Reprise 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.

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



DUE DILIGENCE

Interviewed Reprise stakeholders and Forrester experts to gather data relative to the Reprise platform.



DECISION-MAKER INTERVIEWS

Interviewed four decision-makers at organizations using the Reprise platform 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 decision-makers.



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 Reprise Platform Customer Journey

Drivers leading to the Reprise investment

Interviewed Decision-Makers				
Interviewee	Industry	Region	Revenue	Number of employees
Director of marketing engineering	Product experience software	Global, headquartered in North Carolina	\$141 million	800
Vice president of solutions consulting	Customer success software	Global, headquartered in California	\$100 million	1000
Director of global sales engineering	Revenue operations software	Global, headquartered in California	\$23 million	400
Senior team lead for integrations	Business intelligence software	Global, headquartered in Washington state	\$476 million	1,800

KEY CHALLENGES

The interviewees' companies struggled with expensive and inefficient methods to showcase their products. For example, some offered free versions of their software for prospects to try, others demonstrated product features in production and risked exposing customer data, and others built costly demo instances. SEs dedicated tens of hours each week to run demos, while marketing teams spent their time creating marketing materials for sales enablement purposes.

The organizations needed a way to fill the gap between providing general product information on their websites and giving customized, sales-led demos, but decision-makers didn't know there was a solution that could close this gap.

The interviewees noted how their organizations struggled with common challenges, including:

- **Suboptimal prospect experience with delayed demos.** While most interviewees' organizations had the ability to demonstrate the value of their products, they heavily relied on their sales engineering teams to do so. A prospect would need to request a demo through the website and go through multiple touchpoints with sales and

SEs between expressing initial interest and actually seeing a demo.

- **Labor-intensive process of demonstrating product value.** For each demo requested by a prospect, sales engineers needed to dedicate time to preparing and leading the experience. While some demos led to meaningful conversations and conversions, a portion of them led nowhere since prospects were too early in their vendor selection processes and merely wanted to see product features.
- **Risky and inconsistent demos in production.** Interviewees' organizations that used production environments to demonstrate their products ran the risk of exposing existing customer data, and they had to be extra cautious to avoid these exposures. As new product features were introduced into production or as the data within production shifted, it became difficult to deliver consistent demo experiences from one day to the next.
- **High costs of supporting demo instances.** Interviewees whose organizations chose to build and maintain demo environments instead of running demos on production complained about labor costs of managing these environments. A

director of global sales engineering at a revenue operations software organization said: “It was difficult for us to manage this sort of fake static data in the platform. It also required us to leverage engineering resources as new features got developed. It worked, but we could only tell limited story sets, and we still needed a decent amount of engineering calories to run it.”

INVESTMENT OBJECTIVES

The interviewees’ organizations searched for a solution that could:

- Help demonstrate the value of their product without requiring the costly creation of demo environments.
- Eliminate the risk and inconsistencies in demo experiences associated with running demos on production.
- Reduce the burden on sales engineers from running demos, particularly with demos for prospects who were too early in the buyer journey.
- Help increase conversions and shorten sales cycles.
- Reduce the effort for marketing and sales professionals to create content that demonstrates product value.

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 four decision-makers that Forrester interviewed and 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 a B2B software organization based in the United States. It has some global operations and a global sales team. Prior to using Reprise, the

“The biggest thing [was that] because we had software that showed other customer data, it [wasn’t] the same experience every time. The data that was returned was different every single day. So, how can we create a consistent demo loop with ever-changing data? It is very, very difficult.”

Senior team lead for integrations, business intelligence software

“We needed something that would be repeatable, [something] that everyone knew the exact same clicks and they wouldn’t change. [We needed something that] would always show the exact same information each time to tell that story versus trying to think of a new story on the spot.”

Senior team lead for integrations, business intelligence software

organization relied on marketing to create marketing materials to showcase its product, and it heavily engaged its sales engineering team to run demos. The organization did not invest in building a demo environment, so sales engineers use the organization's production instance for demo purposes. The organization employs 50 sales representatives who are also trained to run demos in later stages of the sales funnel.

Deployment characteristics. For the composite's Reprise rollout, decision-makers assign a mix of marketing and technical FTEs to make the tool available to users across marketing and product teams. Five to seven marketing professionals use Reprise to create product tours for use as top-of-funnel materials. They also make demos available and provide necessary support to the sales organization for more customized demo creation during the sales process.

Key assumptions

- **30,000 monthly unique site visitors**
- **12 sales engineers**
- **Engineers run 10 demos per week**
- **50 sales representatives**
- **1 week of sales onboarding dedicated to demo training**
- **20% of marketing team's time is dedicated to sales enablement**

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	Improved new pipeline and revenue	\$364,500	\$455,625	\$546,750	\$1,366,875	\$1,118,695
Btr	Reduction in SE effort to support demo requests	\$28,080	\$42,120	\$56,160	\$126,360	\$102,531
Ctr	Reduced time for onboarding and ramp-up of new sales reps	\$14,040	\$20,592	\$22,464	\$57,096	\$46,659
Dtr	Increased productivity of marketing professionals providing sales content	\$19,125	\$22,950	\$26,775	\$68,850	\$56,470
Total benefits (risk-adjusted)		\$425,745	\$541,287	\$652,149	\$1,619,181	\$1,324,355

IMPROVED NEW PIPELINE AND REVENUE

Evidence and data. Prior to adopting Reprise, interviewees' organizations struggled to engage prospects in a timely manner and effectively demonstrate the value of their products. This was true whether they used traditional static marketing content or asking consumers to contact sales representatives for product demos. A director of marketing engineering at a product experience software company said: "We found that people might be introduced to [our product] for free and [they] might be interested in seeing the product, but [they] weren't quite sure what they were going to get."

With Reprise, interviewees' organizations gained the ability to provide product tours in real time, which eliminated the need for prospects to go through a lengthy demo request process with multiple touch points. Prospects who interacted with a Reprise product tour converted at higher rates than those who didn't. Additionally, using Reprise during the sales process enabled sales representatives to tailor demos to prospects' specific needs. The ability to leave Reprise Replays behind to be shared with decision-makers also accelerated the buyer journey.

- A director of global sales engineering for a revenue operations software company said their organization saw a 10-point increase in conversions with Reprise.
- A director of marketing engineering for a product experience software company said prospects who went to the organization's website and engaged with Reprise-built demos were 62% more likely to become an opportunity than those who didn't.

Modeling and assumptions. For the composite organization, Forrester assumes:

- The organization's site receives 30,000 unique monthly visitors, and the average percent of site visitors interacting with Reprise product tours after implementation is 2% of those visitors.
- As the organization creates more experiences with Reprise and places them more strategically throughout their website, the percent of visitors who interact with demos goes up to 3%.

- Before using Reprise, an average of 25% of the composite's initial demo requests converted into leads. With Reprise, the average increases by 60%.
- Before using Reprise, the composite's average conversion from lead to pipeline was 7.5%. With Reprise, the average improves by 50%.
- The organization's average close rate is 10%, its average deal is worth \$50,000, and its average net margin is 25%.

Risks. Forrester recognizes that new pipeline and revenue benefits may vary from organization to organization. Specific considerations include:

- Products sold, baseline sales cycle, margin(s), and conversion rates.
- Addressable market and buyer behavior.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$1.1 million.

“Once I started actually doing research within the space ... the light bulb went on, that there is more to Reprise than what I was actually looking for. I quickly realized that Reprise could ultimately drive top-of-the-funnel ... meaning we could embed iframes within our website to give our prospects a clickable demo experience that required no engagement from a human.”

Vice president of solutions consulting, customer success software

Improved New Pipeline And Revenue

Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Average monthly unique site visitors	Composite	30,000	30,000	30,000
A2	Average percent of visitors requesting/engaging with a demo/product tour	Composite	2.0%	2.5%	3.0%
A3	Average conversion rate of initial demo requests to leads before Reprise	Interview	25%	25%	25%
A4	Uplift in average interaction converted to leads with Reprise	Interview	60%	60%	60%
A5	Average conversion from interaction to opportunity with Reprise	A3+A3*A4	40%	40%	40%
A6	Net new leads generated with Reprise	A1*A2*A5	240	300	360
A7	Lead to pipeline before Reprise	Composite	7.5%	7.5%	7.5%
A8	Uplift in lead-to-pipeline with Reprise	Interview	50%	50%	50%
A9	Net new pipeline with Reprise	A6*(A7+A7*A8)	27	34	41
A10	Close rate	Composite	10%	10%	10%
A11	Annual new deals influence by Reprise	A9*A10*12 months	32	41	49
A12	Average deal size	Composite	\$50,000	\$50,000	\$50,000
A13	Average profit margin	Composite	25%	25%	25%
At	Improved new pipeline and revenue	A11*A12*A13	\$405,000	\$506,250	\$607,500
	Risk adjustment	↓10%			
Atr	Improved new pipeline and revenue (risk-adjusted)		\$364,500	\$455,625	\$546,750
Three-year total: \$1,366,875			Three-year present value: \$1,118,695		

REDUCTION IN SALES ENGINEER EFFORT TO SUPPORT DEMO REQUESTS

Evidence and data. Interviewees said before using Reprise, all demo requests that came through their organizations’ websites and from their company’s sales organization landed in sales engineers’ collective queues. The organizations didn’t have an accurate mechanism that would allow SEs to evaluate whether a request came from true interest in the product or mere curiosity. Therefore, they spent equal amounts of effort preparing and delivering all

demos, regardless of each demo’s varied potential of becoming an opportunity.

Once demos built in Reprise became available, the organizations saw a reduction in the number of SE-driven demo requests just to see what their products look like. While SEs continue to run demos, the ones on which they focus are more custom and are more likely to result in a conversion.

- A vice president of solutions consulting with customer success software company said: “What I see [Reprise] cutting down on is wasted time with an entire demo [or] an entire meeting. You’re

like, 'I just want to see a demo,' so you're going to schedule an hour. It's going to be the dog-and-pony show. We're going to give you a general demo. It doesn't go anywhere. That's where I see Reprise actually saving us a significant amount of time."

- A vice president of solutions consulting with a customer success software company said their organization reduced the number of "tire kickers" who previously wasted the time of SEs in demos that went nowhere. The vice president said: "What [Reprise] also allows us to do is just have better conversations in SEs' initial engagements with prospects because they actually have a sense of what our product looks like and what it does. [Reprise] eliminates some of that time that was previously used demonstrating the basic product features."
- A senior team lead for integrations at a business intelligence software company said a team of SEs supported a sales organization of 40 associates. When the sales organization dramatically expanded to 400 associates, the SE team managed to remain unchanged because using Reprise largely allowed the company to avoid hiring. The interviewee said: "Now that we have Reprise, the reps are a lot more self-sufficient. So, even though we had more reps, we can still have a similar workload."

Modeling and assumptions. For the composite organization, Forrester assumes:

- The organization employs 12 SEs, and each runs an average of 10 demos per week.
- Each demo requires two hours of SE time: one hour to prepare and one hour to run the demo.
- Once marketing and sales teams start to rely on Reprise, the number of demo requests that come to SEs is reduced by 10% in Year 1. As the organization creates more product tours or

experiences with Reprise, the percentage of demos run by SEs goes down by 20% in Year 3.

- An SE's average fully burdened hourly rate is \$50.
- Forrester conservatively estimates that 50% of the total time saved per SE is applied directly back to their typical responsibilities and is therefore included in the benefit calculation. Individual users may apply additional time savings toward professional development, networking, and work-life activities. These are not included in the benefit analysis.

Risks. Reduction in SE efforts to support incoming demo requests could vary based on:

- The organization's approach to handling demo requests and SE engagement in demos prior to using Reprise.
- The organization's speed and commitment to creating content with Reprise.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of \$103,000.

Reduction In SE Effort To Support Demo Requests

Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Number of sales engineers	Composite	12	12	12
B2	Average number of demos run by a sales engineer per week	Interviews	10	10	10
B3	Average prep time required to prepare for a demo (hours)	Interviews	1	1	1
B4	Average demo duration (hours)	Interviews	1	1	1
B5	SE time dedicated to supporting demo requests (hours)	$B1*B2*(B3+B4)*50$ weeks	12,000	12,000	12,000
B6	Reduction in demo requests requiring SE involvement for Reprise	Interviews	10%	15%	20%
B7	Sales engineer time saved with Reprise (hours)	$B5*B6$	1,248	1,872	2,496
B8	Sales engineer average hourly rate (fully burdened)	TEI Standard	\$50	\$50	\$50
B9	Productivity recapture	Assumption	50%	50%	50%
Bt	Reduction in SE effort to support demo requests	$B7*B8*B9$	\$31,200	\$46,800	\$62,400
	Risk adjustment	↓10%			
Btr	Reduction in SE effort to support demo requests (risk-adjusted)		\$28,080	\$42,120	\$56,160
Three-year total: \$126,360			Three-year present value: \$102,531		

REDUCED TIME FOR ONBOARDING AND RAMP-UP OF NEW SALES REPS

Evidence and data. Several interviewees said that prior to using Reprise, their organizations relied on sales representatives to showcase their companies’ products to prospects as part of the sales cycle. This required sales reps to be knowledgeable and sufficiently tech-savvy to demonstrate the product and its features in an appropriate and consistent manner. To ensure sales reps’ success, those organizations had to allocate time during the sales onboarding process to train sales team members on running demos.

Interviewees said that with Reprise, sales associates are no longer tasked to prepare their own demos; they can choose from a standard selection of available Reprise product tours and demos. Their organizations could therefore shorten sales

onboarding times that were previously dedicated to learning the intricacies of products and running demos.

A senior team lead for integrations at a business intelligence software company said: “[Sales representatives] no longer need to go through all this training to know exactly where to click or what story to tell. They noted that [Reprise] makes the process consistent and simple, and it enables them to actually



Time for sales onboarding eliminated with Reprise

1 week

be effective versus trying to figure out how something works in the platform.”

Modeling and assumptions. To calculate the value of this benefit, Forrester assumes the following for the composite organization:

- The organization employs 50 sales representatives in Year 1, and this number grows by 10% year over year.
- Sales representative annual churn is 30%.
- Using Reprise to build demos, the organization eliminates the need to educate sales associates about technical aspects of running product demos. This shortens sales onboarding time by a week.
- Forrester conservatively estimates that 50% of the total time saved per sales rep is applied directly back to selling and is therefore included in the benefit calculation.

Risks. This benefit may vary for sales teams depending on:

- The ability for the internal marketing and product teams to create a strong library of Reprise Replays and product tours that can serve sales.

- The adoption rate of Reprise by all sales representatives.
- The duration of onboarding time dedicated to teaching sales to execute demos prior to Reprise.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of \$47,000.

“[Reprise] allows faster onboarding of reps who are new to be able to demonstrate the platform. They don’t need to know the ins and outs. There are simply click paths for them to follow. They have talk tracks. So, just enablement at scale for demo is much easier.”

Senior team lead for integrations, business intelligence software

Reduced Time For Onboarding And Ramp-Up Of New Sales Reps					
Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Total sales representatives	Composite	50	55	61
C2	Number of sales representatives hired and needing onboarding (rounded)	$C1 \cdot 30\% + C1_{PY}$	15	22	24
C3	Number of onboarding weeks avoided with Reprise	Interviews	1	1	1
C4	Burdened weekly cost of a sales representative	TEI Standard	\$2,080	\$2,080	\$2,080
C5	Productivity recapture	TEI Standard	50%	50%	50%
Ct	Reduced time for onboarding and ramp-up of new sales reps	$C2 \cdot C3 \cdot C4 \cdot C5$	\$15,600	\$20,800	\$23,920
	Risk adjustment	↓10%			
Ctr	Reduced time for onboarding and ramp-up of new sales reps (risk-adjusted)		\$14,040	\$20,592	\$22,464
Three-year total: \$57,096			Three-year present value \$46,659		

INCREASED PRODUCTIVITY OF MARKETING PROFESSIONALS PROVIDING SALES CONTENT

Evidence and data. Interviewees said that a high demand on marketing professionals' time to create sales enablement materials was a pain point for their organizations. Marketing was tapped to deliver top-of-funnel materials (e.g., videos or product descriptions) that would entice site visitors to request a demo or start a conversation with a sales representative. Similarly, sales teams often relied on marketing to assist them with product walkthroughs and demo scripts.

With Reprise product tours available on their companies' websites, marketing professionals no longer needed to build time-consuming videos or outline product features in white-paper documents or presentations. Instead, they used Reprise to create product tours more efficiently. A director of global sales engineering for a revenue operations software company said: "Creating demos today [is] twice as fast. I would say if we went and replicated what we did in a [presentation] deck, it [would] probably take an hour. Whereas [using] Reprise, [it] probably took 20 to 30 minutes."

Modeling and assumptions. For the composite organization, Forrester assumes:

- The number of marketing professionals who support sales enablement grows from five in Year 1 to seven in Year 3.
- Prior to using Reprise, each marketer dedicated 20% of their time to sales enablement activities. With Reprise, these professionals typically save half of the time they previously spent managing sales content.
- The average fully loaded salary of a marketing professional is \$85,000.
- Forrester conservatively estimates that 50% of the total time saved per marketing professional is applied directly back to sales enablement

Reduction in time that marketing resources dedicate to sales enablement



activities and is therefore included in the benefit calculation.

Risks. The impact on productivity of marketing professionals providing sales content could differ based on:

- Size of the marketing organization and their involvement in developing sales enablement materials.
- An organization's commitment and speed of adopting Reprise for top-of-funnel use.
- Variation in salary rates in different organizations, regions, and industries.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of \$56,500.

Increased Productivity Of Marketing Professionals Providing Sales Content					
Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	Number of marketing professionals	Composite	5	6	7
D2	Percent of time sales enablement-focused marketing resources spent developing and managing sales content	Composite	20%	20%	20%
D3	Percent improvement in productivity	Interviews	50%	50%	50%
D4	Marketing professional average fully loaded salary	TEI Standard	\$85,000	\$85,000	\$85,000
D5	Productivity recapture	TEI Standard	50%	50%	50%
Dt	Increased productivity of marketing professionals providing sales content	D1*D2*D3*D4*D5	\$21,250	\$25,500	\$29,750
	Risk adjustment	↓10%			
Dtr	Increased productivity of marketing professionals providing sales content (risk-adjusted)		\$19,125	\$22,950	\$26,775
Three-year total: \$68,850			Three-year present value: \$56,470		

UNQUANTIFIED BENEFITS

Additional benefits that customers experienced but were not able to quantify include:

- **Shortened sales cycles.** While interviewees said their organizations did not have sufficient metrics to quantify changes to their sales cycles at the time of the interviews, they said they have noticed the following trends pertaining to shorter sales cycles:
 - Potential buyers who interact with a Reprise demo on the company’s website are more educated and knowledgeable about the product when they engage in early sales conversations. This makes the sales process run more smoothly and speedily.
 - In the later stages of the buying process, prospects may ask to see a free version of a product to learn more about its features. This previously complicated and slowed deals, but with Reprise demos,

interviewees’ organizations are able to demonstrate the product more expeditiously and without the delays associated with setting up a free product instance.

- **Support in optimizing demos.** Organizations using Reprise are responsible for creating demos. However, they said Reprise closely partners with them to help optimize demo effectiveness, including length, clarity, gating, and more.
- **Increased demo consistency.** No matter who ran demos, there was always a risk of prospects receiving inconsistent demo experiences. This risk was higher if demos were run in production when live data and features changed frequently. With Reprise, prospects always saw the same demo with no risk of technical or human issues hindering the experience. A senior team lead for integrations at a business intelligence software company said: “We love the consistency of [Reprise, and] that no matter if [our product] is up

or down, it's the exact same thing every single time.”

FLEXIBILITY

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

- **Retiring demo environments and realizing cost savings.** At the time of the interviews, interviewees with organizations using demo environments had not completely moved away from their former setups. However, interviewees emphasized that as their companies become more comfortable with Reprise and its capabilities, they are looking into sunsetting their demo instances and saving the costs maintenance and resources to run them.
- **Relying on Reprise to teach internal teams about new product features and releases.** Several interviewees talked about exploring ways to use Reprise as an internal learning and enablement tool for engineers when sharing new capabilities within the team, executives, and other functions. A vice president of solutions consulting with a customer success software company said: “I think that there’s a ton of opportunity for enablement to use it. That’s one of the things about our product team; when we roll out our quarterly releases of products, we [can] do a lot of educating around the new release [and] what’s in the release. So, instead of it being just within a document, why not actually have it as a clickable experience?”

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

“Every person I’ve encountered at Reprise has been phenomenal. I cannot say anything better about the overall interaction that we’ve had with them: from customer success to product to sales. They are top-notch when it comes to their overall engagement with their customers.”

Vice president of solutions consulting, customer success software

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
Etr	Reprise license fee	\$0	\$125,000	\$125,000	\$125,000	\$375,000	\$310,856
Ftr	Implementation and ongoing management	\$1,399	\$292	\$292	\$292	\$2,274	\$2,124
	Total costs (risk-adjusted)	\$1,399	\$125,292	\$125,292	\$125,292	\$377,274	\$312,980

REPRISE LICENSE FEE

Evidence and data. Organizations pay license fees to Reprise depending on the scope of their use of the platform, API access, and integrations.

Modeling and assumptions. For the composite organization, Forrester assumes the following:

- Annual fees for the Reprise platform are \$125,000.
- These fees remain static through Years 2 and 3 because the scope of using Reprise remains consistent.

Risks. This cost will vary based on:

- The size of the organization.
- The organization's use of Reprise.

Results. Reprise provided realistic quotes, so Forrester did not risk-adjust this cost. Over three years, the total PV cost was \$311,900.

Reprise License Fee							
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3	
E1	Reprise license fee	Interviews	\$0	\$125,000	\$125,000	\$125,000	
Et	Reprise license fee	E1	\$0	\$125,000	\$125,000	\$125,000	
	Risk adjustment	0%					
Etr	Reprise license fee (risk-adjusted)		\$0	\$125,000	\$125,000	\$125,000	
Three-year total: \$375,000				Three-year present value: \$310,856			

IMPLEMENTATION AND ONGOING MANAGEMENT

Evidence and data. Each interviewee told Forrester that Reprise onboarding was easy and quick. A director of global sales engineering at a revenue operations software company said: “It’s essentially just downloading that [browser] extension and then [taking] simple training on how you build this and publish demos. You could have your team ready to use Reprise in an hour.”

Modeling and assumptions. For the composite organization, Forrester assumes:

- Two professionals from marketing and IT are involved in championing Reprise and implementing the platform during a six-week timeframe. Each spends an average of 2 hours per week on this task.
- Post-implementation, one FTE is considered the Reprise product owner within the organization and dedicates an average of 5 hours per month to manage the relationship with Reprise, ensure the organization is aware of any new Reprise features, procure new user accounts, and support internal Reprise users.

Risks. Implementation and ongoing costs may vary based on:

- The number of FTEs dedicated to the adoption and ongoing management of Reprise.
- The salaries of these FTEs.

Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$2,100.

“It was less than two months from when we decided that we were going to engage with Reprise until we had three product tours in market.”

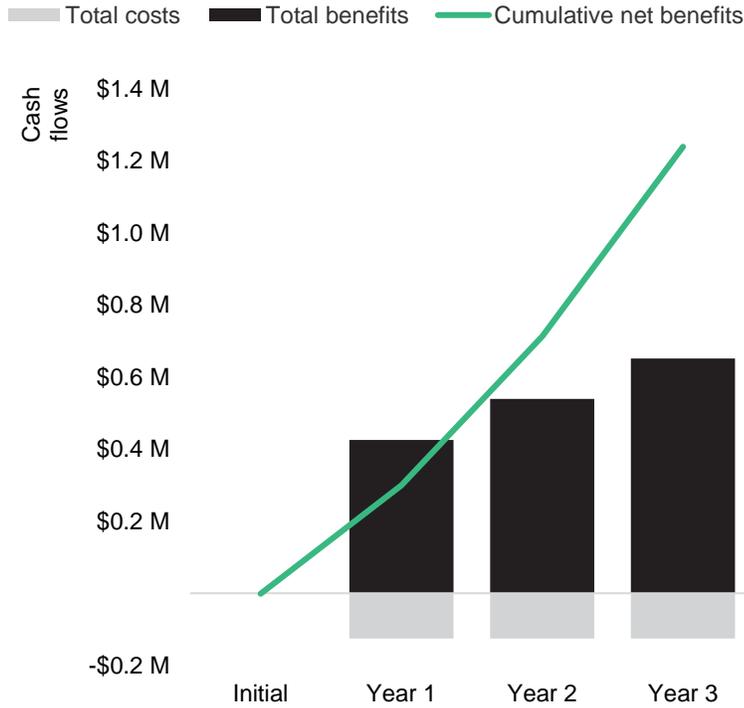
Director of marketing engineering, product experience software

Implementation And Ongoing Management						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
F1	Marketing and IT FTEs involved in implementation	Composite	2			
F2	Time per week spent on implementation per FTE (hours)	Composite	2			
F3	Duration of implementation (weeks)	Composite	6			
F4	Total time spent on implementation (hours)	$F1 \cdot F2 \cdot F3$	24			
F5	FTE hourly rate (rounded)	TEI Standard	\$53			
F6	Implementation cost	$F4 \cdot F5$	\$1,272			
F7	FTEs assigned to manage Reprise	Composite		1	1	1
F8	Hours per month spent managing Reprise	Composite		5	5	5
F9	Ongoing management	$F7 \cdot F8 \cdot F5$		\$265	\$265	\$265
Ft	Implementation and ongoing management	$F6 + F9$	\$1,272	\$265	\$265	\$265
	Risk adjustment	↑10%				
Ftr	Implementation and ongoing management (risk-adjusted)		\$1,399	\$292	\$292	\$292
Three-year total: \$2,274			Three-year present value: \$2,124			

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 and NPV for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI and NPV 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	(\$1,399)	(\$125,292)	(\$125,292)	(\$125,292)	(\$377,274)	(\$312,980)
Total benefits	\$0	\$425,745	\$541,287	\$652,149	\$1,619,181	\$1,324,355
Net benefits	(\$1,399)	\$300,454	\$415,996	\$526,858	\$1,241,907	\$1,011,375
ROI						323%

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

¹ Source: “Enabling B2B Buyers Through Your Website,” Forrester Research, Inc., January 27, 2021.

² Source: “Build A Seller Development Framework To Improve The Buying Experience,” Forrester Research, Inc., May 17, 2017.

³ Source: “What B2B Buyers Crave,” Forrester Research, Inc., March 4, 2020.

⁴ 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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