

# The Total Economic Impact™ Of IBM Mobile At Scale

FORRESTER®

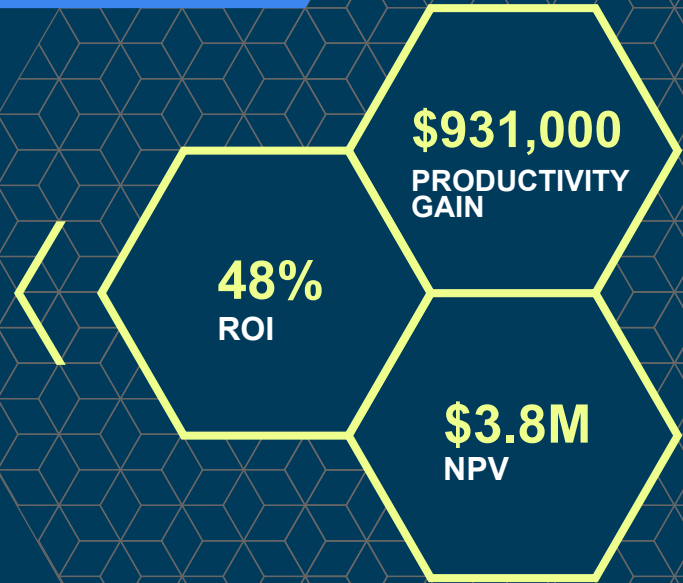
Through a customer interview and data aggregation, Forrester concluded that IBM Mobile at Scale has the following three-year financial impact.

## ABILITY TO GROW REVENUE

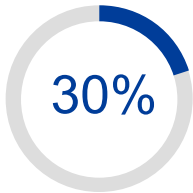
The organization grew its addressable market, created new revenue streams, and drove competitive advantage through the delivery of rich customer-facing mobile services.



[Read the full study](#)



## IBM MOBILE AT SCALE BY THE NUMBERS



30% reduction in mobile application development costs



More than \$100,000 in maintenance cost avoided per application



10% reduction in Year 3 operations costs



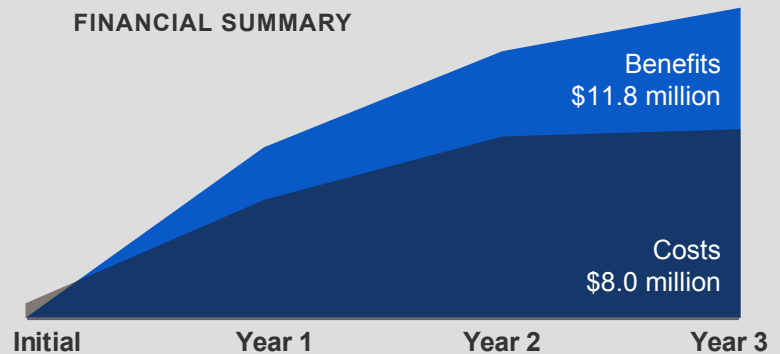
4.5 FTEs saved by Year 3

## VOICE OF THE CUSTOMER

“[Before Mobile at Scale], we were building mobile point solutions without a holistic understanding of the business lines, their processes, and technical environment. These services weren’t contextually relevant for our employees.”

*Head of digital, airline*

## FINANCIAL SUMMARY



[Read the full study](#)

This document is an abridged version of a case study commissioned by IBM titled: The Total Economic Impact Of IBM Mobile At Scale, April 2017.

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