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## Business Value Highlights

**661%**  
five-year ROI

**33%**  
improvement in customer satisfaction

**>3,000**  
employees who are more productive

**\$41.7**  
million in new revenue

**30%**  
more intranets and

**48%**  
more extranets/public-facing websites developed

**16 months**  
to breakeven

**73%**  
reduction in downtime

# IBM Digital Experience Is Enabling Organizations to Derive More Revenue Through Better Customer Experiences

## EXECUTIVE SUMMARY

The ability to deliver engaging and increasingly personalized omni-channel experiences is a mission-critical capability today and is one of IDC's five pillars for digital transformation. IDC believes vendors, such as IBM, that provide cloud- and AI-enabled digital experience solutions, together with complementary digital marketing and other applications, are ideally positioned to address customers' current and future needs and deliver significant business value.

IDC interviewed several organizations that are utilizing the IBM Digital Experience (IBM DX) portfolio to create and manage digital experiences for and deliver digital experiences to customers, employees, partners, and other key stakeholders. Study participants told IDC that they have realized significant business benefits from their use of IBM DX, especially in increased revenue and employee productivity. The ability to deliver more engaging, relevant content, tailored to personas and channels, has been key to their success.

The IBM customers IDC spoke with are realizing benefits worth an average of \$10.9 million per organization per year (or \$62,240 per 100 IBM DX users), with a five-year ROI of 661%. These benefits accrue from:

- **Generating more revenue** by providing customers and partners personalized real-time information about products, services, and prices
- **Enabling faster and easier development** of public-facing websites, intranets/portals, extranets, and other engaging content experiences
- **Driving higher employee productivity** for those who create, deliver, and use digital experiences in marketing, creative services, application development, IT operations, sales, customer support, and other areas

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