

# The Total Economic Impact™ Of IBM Data Management

Through four customer interviews and data aggregation, Forrester concluded that IBM Data Management has the following three-year financial impact.



Higher growth through better customer experience

**\$1.76M**



Automation driven productivity gains

**\$1.20M**



Data-driven operation improvements

**\$473K**



The Net Promoter Score increased by 0.6, [which equates] to an increase in [total] customer lifetime value by about \$120 million.

*Director of enterprise architecture, financial services*



“ Db2 scales up and down with our business. ... This has increased the ability to experiment and innovate, and our teams don't have a fear that it's going to take a long time before benefits could be visible.

*Director of enterprise architecture, financial services*



ROI  
**241%**



PAYBACK  
**<6 months**



BENEFITS PV  
**\$3.43M**



NPV  
**\$2.42M**



[IBM Data Management] comes with native features that make it very easy to prove to regulators that a process is enforced. It has increased our ability to avoid regulatory scrutiny [and] allows us to focus on our business needs.

*Director of enterprise architecture, financial services*



Read the full study

This document is an abridged version of a case study commissioned by IBM titled: The Total Economic Impact Of IBM Data Management, June 2022.

Commissioned By  
IBM

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