



FORRESTER®

The Total Economic Impact™ Of Brandfolder

Cost Savings And Business Benefits
Enabled By Brandfolder

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ABOUT FORRESTER CONSULTING

Forrester provides independent and objective research-based consulting to help leaders deliver key transformation outcomes. Fueled by our customer-obsessed research, Forrester's seasoned consultants partner with leaders to execute on their priorities using a unique engagement model that tailors to diverse needs and ensures lasting impact. For more information, visit forrester.com/consulting.

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Executive Summary

Brandfolder supports organizations' digital transformations by enhancing efforts to organize, manage, distribute, manipulate, and measure digital assets. This opens new possibilities to realize efficiencies across creative and marketing teams and more easily distribute content around the globe. Useful and intuitive features, including an advanced and growing suite of integrations, help maximize the value of digital assets and advance workflow across the organization.

Brandfolder is a digital asset manager (DAM) that allows companies to organize, manage, distribute, manipulate (with templates, cropping, resizing, conversions), and measure a full range of digital assets in support of the work of creative and design teams for brands and marketers. A user-friendly interface and assortment of features combine to deliver enhanced workflow, access control, and a centralized repository of key assets for users. Companies can customize their Brandfolder environment via a wide range of modules, including these key options:

- Workspaces, a creative workflow tool for collaboration.
- Templating.
- Smart content delivery network (CDN) capabilities to embed assets across web destinations, email, content management system (CMS), and e-commerce from within Brandfolder without additional development time.
- Portals, or customizable landing pages for internal or external user groups.
- Insights and Insights Data Connector, which are asset performance reporting and big query connector tools.
- Brandguide, a repository for brand styles and guidelines.
- Automation framework.

KEY STATISTICS



Return on investment (ROI)
273%



Net present value (NPV)
\$828K



Increased creative
team efficiency

40%

- AI enhancements including AI image recognition for discoverability.
- Advanced search.
- Integrations with a range of marketing tools and software.

Brandfolder commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Brandfolder.¹

The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Brandfolder on their organizations.

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed five representatives with experience using Brandfolder. For the purposes of this study, Forrester aggregated the interviewees' experiences and combined the results into a single **composite organization** comprised of multiple brands. The composite organization for this study is US-based with global operations, has \$1 billion in annual revenue, and has 3,000 employees.

Prior to using Brandfolder, the interviewees noted how their organizations struggled to efficiently organize, manage, distribute, and gain insight into digital assets. When legacy DAM systems were in use, they offered poor user interfaces and limited functionality, resulting in poor user uptake and low adoption. That meant organizations continued to store digital assets in a decentralized, disorganized manner across multiple locations. These limitations led to difficulties and inefficiencies when searching for, working with, and distributing assets, as well as a systemic inability to measure or have insights into how their organizations used the assets.

After the investments in Brandfolder, the interviewees' organizations realized greater efficiencies for both marketing and creative teams, from asset creation through the distribution of finished marketing collateral to clients and partners. Key results from the investment include improved productivity for marketing and creative teams, greater content distribution efficiency, and the ability to retire legacy systems.

KEY FINDINGS

Quantified benefits. Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Efficiency gains for marketing teams of more than \$600,000.** Brandfolder helps the composite organization realize efficiencies with respect to the marketing team's brand compliance enforcement, search, and template tasks. Over three years, these efficiencies are worth more than \$607,500 to the composite organization.
- **Efficiency gains of 40% for creative teams.** With Brandfolder, the composite organization's creative teams can reduce time spent on creating, uploading, tagging, and searching by 40%. Over the course of the three-year analysis, the efficiencies are worth \$156,400 to the composite organization.



Time savings on search

Up to 90%

- **Content distribution efficiency gains of 15%.** Content distribution became 15% more efficient for the composite organization. The three-year, risk-adjusted PV of this benefit is \$139,300.
- **Cost savings and productivity improvement from legacy system retirement of more than \$220,000.** Adopting Brandfolder enables efficiencies in software, making it possible to retire legacy systems and avoid IT management efforts at a three-year, cost-savings PV of \$227,900 for the composite organization.

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

- **Adoption and employee experience.** Brandfolder is an intuitive tool that democratizes digital asset management across organizations and teams. It does not demand the busy stakeholders who make use of it to possess tech savvy or expend precious time learning the nuances of the tool before they can unlock value through engagement with the DAM.
- **Visibility, consistency, and control.** Brandfolder gives companies the tools to see and control how assets are being used for quality and consistency. Insights into sources of assets means that it is easy to ensure usage is consistent with brand standards and limit usage that could damage the brand. Brandfolder also makes it possible to quickly address any potential misuse or necessary change.
- **Customer service.** Multiple interviewees praised Brandfolder's customer service and support, citing seamless setup and customer service that was responsive and attentive.
- **Consistency for global operations.** Brandfolder makes global operations possible and efficient.

Costs. Three-year, risk-adjusted PV costs for the composite organization include:

- **License fees of \$222,000.** The DAM's fee structure is based on various factors, including the number of administrator licenses, storage, and features selected. The three-year PV of Brandfolder license fees is \$222,000 for the composite organization.
- **Implementation, training, and maintenance costs of \$81,000.** In order to maximize benefits of the DAM, multifunctional teams participate in asset uploads. IT personnel manage integrations with Brandfolder support as needed. Staff members are also trained to use the platform.

The three-year PV of these efforts is valued at \$81,000 for the composite organization.

The representative interviews and financial analysis found that a composite organization experiences benefits of \$1.13 million over three years versus costs of \$303,000, adding up to a net present value (NPV) of \$828,000 and an ROI of 273%.



ROI
273%



BENEFITS PV
\$1.13M



NPV
\$828K



PAYBACK
<6 months

Benefits (Three-Year)

Efficiency gains for
marketing teams

\$607.5K

Efficiency gains for
creative teams

\$156.4K

Content distribution
efficiencies

\$139.3K

Cost savings and
productivity improvement
from legacy system

\$227.9K

“I am not a tech-savvy person, and I can navigate Brandfolder without issues.”

— Associate, partner marketing, employee benefits

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 Brandfolder.

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 Brandfolder can have on an organization.

DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Brandfolder 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 Brandfolder.

Brandfolder 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.

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



DUE DILIGENCE

Interviewed Brandfolder stakeholders and Forrester analysts to gather data relative to Brandfolder.



INTERVIEWS

Interviewed five representatives at organizations using Brandfolder 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 interviewees.



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 Brandfolder Customer Journey

■ Drivers leading to the Brandfolder investment

Interviews			
Role	Industry	Region	Company Size
Experience designer	Hospitality e-commerce brand	Headquartered in US (global operations)	3,400 employees
Associate, partner marketing	Employee benefits	Headquartered in US	1,300 employees
Brand strategy specialist	Financial services	Headquartered in US	3,000 employees
Graphic design supervisor	Retail co-op brand	Headquartered in US	500 employees
Digital asset manager	Personal care brand	Headquartered in US (global operations)	5,900 employees

KEY CHALLENGES

Processes managing digital assets can be disorganized, decentralized, and inefficient with the wrong approach or tools. Without a purpose-built system, organizations often spend unnecessary time searching for and manually sending assets, lack the ability to track assets in progress, and risk using outdated or off-message assets in important collateral. When organizations lack the functionality or ease of use required to support their content needs, users are likely to seek the path of least resistance and use dated, less efficient, and more error-prone processes. Forrester's research advises companies to heed other organizations' cautionary tales of lack of user adoption due to low buy-in from power users.²

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

- **Inefficient processes for marketing and brand teams to enforce brand compliance, search for assets, and produce materials.** Marketing teams spent significant time on brand compliance tasks, content production tasks, and search, but still faced uncertainty around whether assets used were up to date and in compliance with

“We have more engagement with the tool, which is important.”

Digital asset manager, personal care brand

brand standards, consistently exposing their organizations to risks.

- **Creating, tagging, uploading, and searching for digital assets was tedious, frustrating, and ineffective for creative teams.** Creative teams spent significant time on non-creative tasks such as manually creating, uploading, tagging, and searching for digital assets. Inefficient and ineffective search and lack of analytics meant that assets were being reused excessively or, conversely, going to waste.
- According to Forrester's research, “[more] reuse equals lower cost of creative per campaign.”³ Uploading and tagging were very time-consuming and manual processes,

distracting from organizations' ability to focus on creating effective and engaging content.

- **Content distribution was inefficient and inconvenient.** Without an easy and secure way of transferring assets, content distribution lacked professional polish and was time-consuming and potentially insecure. Reliance on manual processes also meant that asset transfer processes were vulnerable to language barriers.
- **Legacy systems had poor adoption and required time-consuming maintenance.** Legacy systems had inferior user interfaces and functionality. The cumbersome and slow search experience meant that employees continued to squirrel away assets in multiple locations, which led to process slowdowns and further inefficiencies. Poor adoption meant that the organization was wasting money on a nonperforming tool. IT integrations also meant that IT resources had to spend time maintaining the legacy system.

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 five interviewees, and it is used to present the aggregate financial analysis in the next section.

Description of composite. The composite organization is based in the US and operates globally, with \$1 billion in annual revenues and 3,000 employees. It owns multiple brands across different regions. The organization has both B2B and B2C customers and conducts 10 campaigns annually. The creative and design team has a 20-person staff. The marketing and brand team is comprised of 60 staff members.

Deployment characteristics. Brandfolder is the digital asset manager of record at the composite organization and is used to house digital assets. The

marketing and brand teams and creative and design teams interact with the assets on a daily basis. In addition to creative and marketing power users, individuals in other divisions at the organization use the DAM and its assets from time to time when they need to ensure that branding is accurate and digital assets are current.

Brandfolder is also used to facilitate search and transfer of assets such as photos, logos, and other brand collateral items to a high volume of stakeholders across multiple geographies. In Year 1, 10,000 assets are housed in the DAM initially, but the number of assets increases over time as more campaigns are launched and assets are produced. The composite organization's deployment includes five administrator licenses.

To support use cases that include content distribution outside of the organization by embedding assets across digital channels, the deployment includes features such as a CDN, API, and Collections.

KEY ASSUMPTIONS

- **US-based with global operations**
- **\$1 billion annual revenue**
- **3,000 employees**
- **60 marketing team members**
- **20 creative team members**
- **10 campaigns conducted each year**
- **10,000 assets initially housed in the DAM**

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	Efficiency gains for marketing teams	\$244,296	\$244,296	\$244,296	\$732,888	\$607,528
Btr	Efficiency gains for creative teams	\$62,899	\$62,899	\$62,899	\$188,698	\$156,421
Ctr	Content distribution efficiencies	\$56,020	\$56,020	\$56,020	\$168,059	\$139,312
Dtr	Cost savings and productivity improvement from legacy system retirement	\$91,630	\$91,630	\$91,630	\$274,890	\$227,870
	Total benefits (risk-adjusted)	\$454,845	\$454,845	\$454,845	\$1,364,534	\$1,131,131

EFFICIENCY GAINS FOR MARKETING TEAMS

Evidence and data. Brandfolder impacted marketing teams across multiple tasks and functions:

- Interviewees found that features such as Collections, Portals, and other support controls helped ensure that internal teams across brands and regions had an authoritative, current source for approved assets that did not require email exchange and was not vulnerable to language barriers. This better supported global operations.
- Across the marketing team, members observed significant savings on time spent searching for assets. Interviewees' organizations saw time savings of up to 90% on search, and team members were in a better position to find and access needed assets.
- Interviewees' organizations saw more efficient reuse of assets and templates. The availability of guidelines, assets, and template materials meant that the team members producing marketing materials experienced significant efficiencies, avoided duplicating work, and did not need to start over every time the organization launched

“When they [ask to] see the logo, instead of someone sending it in [common document-sharing tools], everything's in Brandfolder. [When] you need to find an asset, it's [always] in Brandfolder. You need a photo, you need the color, you need an icon, you need a style guide — it's all in Brandfolder.”

*Senior experience designer,
hospitality e-commerce brand*

with a new client or a new presentation was required.

Modeling and assumptions. Forrester assumes the following for this benefit analysis:

- The composite organization operates multiple brands across multiple regions, each with their own assets and guidelines. Storing brand guidelines and useful tagging help brand managers ensure teams uphold brand standards and that all campaigns are on message.

- Marketing assets are produced frequently.

Risks. Efficiency gains may vary based on the following factors:

- The size and composition of the marketing team.
- Marketing team compensation.

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 \$607,500.

Efficiency Gains For Marketing Teams

Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Number of marketing managers with brand compliance enforcement responsibilities	Composite	2	2	2
A2	Average fully burdened salary for marketing managers (hourly)	TEI standard	\$55	\$55	\$55
A3	Number of hours saved weekly on brand compliance	Interviews	2	2	2
A4	Subtotal: Brand compliance efficiencies	$A1 \times A2 \times A3 \times 52$	\$11,440	\$11,440	\$11,440
A5	Number of marketing workers using search	Composite	60	60	60
A6	Number of hours saved weekly by marketing workers using search	Composite	1	1	1
A7	Time saved on marketing searches per week (hours)	$A5 \times A6$	60	60	60
A8	Average fully burdened salary for marketing team (hourly)	TEI standard	\$50	\$50	\$50
A9	Subtotal: Search efficiencies	$A7 \times A8 \times 52$	\$156,000	\$156,000	\$156,000
A10	Number of marketing workers using branded templates	Composite	10	10	10
A11	Time saved from templates per week (hours)	Interviews	7	7	7
A12	Average fully burdened salary for marketing manager and specialists (hourly)	TEI standard	\$50	\$50	\$50
A13	Subtotal: Template efficiencies	$A10 \times A11 \times A12 \times 52$	\$182,000	\$182,000	\$182,000
A14	Percent captured	Assumption	50%	50%	50%
At	Efficiency gains for marketing teams	$A4 + (A9 \times A14) + A13$	\$271,440	\$271,440	\$271,440
	Risk adjustment	↓10%			
Atr	Efficiency gains for marketing teams (risk-adjusted)		\$244,296	\$244,296	\$244,296
Three-year total: \$732,888			Three-year present value: \$607,528		

EFFICIENCY GAINS FOR CREATIVE TEAMS

Evidence and data. Brandfolder features — like its fast, accurate, and customizable search, helpful AI tagging feature, and the speed and ease of creating and uploading assets within the DAM — helped creative and marketing teams work more efficiently. A brand strategy specialist at a financial services company said: “[When] we ingest photos that are submitted to us, we’re looking at what this picture encapsulates [and asking] how can we make it more useful [and] more efficient for the designer that’s drawing on the asset. Tagging has helped immensely.” Automated tagging also improved efficiency of content management.

Interviewees’ organizations observed time savings of 50% or more on creative teams’ efforts spent uploading, creating, and searching for assets, freeing time to focus on core creative tasks.

Modeling and assumptions. Forrester assumes the following for this benefit analysis:

- The 20-person creative team is paid an average fully burdened hourly rate of \$42.

- Each member of the creative team spends an average of four hours per week on creating, uploading, searching, and tagging assets before Brandfolder.
- The composite saves 40% of the time previously spent creating, uploading, searching, and tagging assets. This accounts for a range of interviewee responses.

Risks. Efficiency gains may vary based on the following factors:

- The size and composition of the roles on the creative team.
- Compensation of members of the creative team.
- The amount of time spent weekly on creating, uploading, searching, and tagging tasks.
- The nature of the creative projects contemplated and/or the use case for Brandfolder (for example, whether AI tagging is elected).

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of \$156,400.

Efficiency Gains For Creative Teams					
Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Number of content creators and uploaders	Composite	20	20	20
B2	Average hourly rate	TEI standard	\$42	\$42	\$42
B3	Average hours spent on creating, uploading, searching, and tagging per employee prior to Brandfolder	4*52	208	208	208
B4	Time saved using Brandfolder	Interviews	40%	40%	40%
Bt	Efficiency gains for creative teams	B1*B2*B3*B4	\$69,888	\$69,888	\$69,888
	Risk adjustment	↓10%			
Btr	Efficiency gains for creative teams (risk-adjusted)		\$62,899	\$62,899	\$62,899
Three-year total: \$188,698			Three-year present value: \$156,421		

CONTENT DISTRIBUTION EFFICIENCIES

Evidence and data. After content was produced, ensuring seamless final handoff and delivery was key to the creative and marketing teams that ultimately realized the value of their digital assets. Brandfolder helped interviewees' organizations with delivery in the following ways:

- Brandfolder helped interviewees' organizations realize more autonomy of assets and asset management. A brand strategy specialist at a financial services company shared that having Brandfolder meant that their organization did not need to learn how to use their external partners' systems, which would burden them with additional tasks and strain client and partner relationships. The brand strategy specialist remarked: "It's also great for controlling the assets that we share externally. We are able to conglomerate all of the assets that we wanted to share with the external partner and say, 'Hey, we have these photos that you can use.' They would easily be able to download it without us having to [say]: 'We need to grant you access first. We need you to understand how the system works.' It's just really easy nowadays."
- Interviewees also noted a reduction of manual content sharing. Overall, they said that Brandfolder file transfer and access features allowed their organizations to significantly cut down on time spent responding to repetitive ad hoc requests that were previously answered with manual emails and file transfer workarounds.
- Content distribution took up a significant portion of relevant FTE time — up to 50% of individual capacity — at the interviewees' organizations. Brandfolder was able to streamline these tasks.

Modeling and assumptions. Forrester assumes the following for this benefit analysis.

"When we're communicating with [large enterprise clients], it looks a lot more credible and trustworthy (and it actually is, security-wise) to use Brandfolder versus [saying], 'Here's access to a [document-sharing] folder.' It's nice that — as long as someone has the link for whatever you're looking at in Brandfolder — they can access it even if they're not a member. The fact [that] it is a piece of our credibility is awesome."

Associate, partner marketing, employee benefits

- The composite organization's team includes five staff members with responsibilities servicing content distribution.
- Each of those five FTEs saves 15% of their time that was previously spent distributing content.

Risks. Efficiencies may vary based on the following factors:

- The number of staff handling content distribution.
- Salaries for the staff handling content distribution.
- Volume of content to be distributed.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of \$139,300.

Content Distribution Efficiencies					
Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Number of staff involved with content distribution	Composite	5	5	5
C2	Fully burdened annual salary	TEI standard	\$82,992	\$82,992	\$82,992
C3	Percent of hours saved	Interviews	15%	15%	15%
Ct	Content distribution efficiencies	C1*C2*C3	\$62,244	\$62,244	\$62,244
	Risk adjustment	↓10%			
Ctr	Content distribution efficiencies (risk-adjusted)		\$56,020	\$56,020	\$56,020
Three-year total: \$168,059			Three-year present value: \$139,312		

COST SAVINGS AND PRODUCTIVITY IMPROVEMENT FROM LEGACY SYSTEM RETIREMENT

Evidence and data. Brandfolder frequently replaced legacy (and sometimes homegrown) DAMs at the interviewees' organizations. Interviewees said Brandfolder helped their organizations in the following ways:

- Adopting Brandfolder enabled software efficiencies at the interviewees' organizations.
- Retiring legacy software resulted in avoided costs and productivity improvements for IT staff.

Modeling and assumptions. Forrester assumes the following for this benefit analysis.

- Before Brandfolder, the composite organization uses a purpose-built DAM to manage digital assets instead of relying on other common file storage systems.
- The legacy DAM has annual licensing costs of \$100,000.
- The legacy DAM includes API and CDN features that required maintenance.

“We involved IT [to] make sure that API calls would pull from Brandfolder seamlessly without any issues, and it seemed to work the best. ... There was little friction there. ... [We] needed [our solution] to be able to pull from whatever system we chose without having issues and make sure that the image pulled in [successfully] from Brandfolder, and then also be able to pull in the data and the product information from our IMS [information management system].”

Graphic design supervisor, retail co-op brand

- The average fully burdened hourly rate for the IT staff tasked with maintaining the legacy DAM is \$50.

Risks. Cost avoidances and/or productivity improvements may vary based on the following factors:

- Whether a legacy purpose-built DAM was in use.
- The costs associated with and nature of the legacy system.
- The amount of IT maintenance required by the legacy system.
- Fully burdened hourly wage of IT staff tasked with maintenance.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV of \$227,900.

Cost Savings And Productivity Improvement From Legacy System Retirement

Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	Legacy DAM solution costs	Interviews	\$100,000	\$100,000	\$100,000
D2	IT workers responsible for maintenance of legacy DAM	Interviews	1	1	1
D3	Number of hours saved weekly	Interviews	3	3	3
D4	Number of hours saved annually	D2*D3*52	156	156	156
D5	Average fully burdened hourly wage for IT workers responsible for legacy DAM	TEI standard	\$50	\$50	\$50
Dt	Cost savings and productivity improvement from legacy system retirement	D1+D4*D5	\$107,800	\$107,800	\$107,800
	Risk adjustment	↓ 15%			
Dtr	Cost savings and productivity improvement from legacy system retirement (risk-adjusted)		\$91,630	\$91,630	\$91,630
Three-year total: \$274,890			Three-year present value: \$227,870		

UNQUANTIFIED BENEFITS

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

- **Adoption and employee experience.**

Brandfolder democratizes digital asset management and does not demand that its users possess technical know-how or spend excessive time learning the nuances of the tool before they can unlock value. A digital asset manager at a personal care brand described the tool as intuitive and not requiring tech savvy.

An experience designer for the hospitality e-commerce brand echoed the sentiment and said, “We get nothing but praise from people around the company for how easy it is to find assets now.” The intuitive user interface supports a factor which is critical to unlocking the full value of any technology investment — adoption. Compared to a prior DAM, a digital asset manager at a personal care brand said their organization’s staff was more engaged with Brandfolder.

- **Visibility, consistency, and control.**

Brandfolder gave companies the tools to see and control how assets are being used for improved consistency and performance. Insights into the sources of each asset meant that it was easy to identify instances when assets were not being used in brand-compliant ways or when other potential misuses were occurring. This made it

easier to trace the source of assets, replace assets, and remove assets from circulation.

A brand strategy specialist at a financial services company shared that Brandfolder’s tagging was a key factor in helping their organization work towards its goals. They said: “[These goals involved making] sure that our assets are a lot more inclusive. [This involved] more diversity within our campaigns, making sure that everything’s representative of our audience, and just being real with who we are as an organization [and] what values we have.”

A senior experience designer at a hospitality e-commerce brand said, “[We have] insight [into asset use] so that we can see if one photo is being used over and over again.” This, in turn, made it easier to know when to pivot to fresh content to better drive the success of campaigns. A digital asset manager at a personal care brand reported that these insights put their company in position to stop good content from going to waste. The solution allowed them to centralize, and they said, “[Brandfolder] increased efficiency by repurposing content we already have,” rather than expending time and resources on production of new content.

In addition, Brandfolder features that allow companies to curate access, such as Collections and Portals, made it possible to not only maintain appropriate confidentiality and hygiene but also make it easy to share only the most relevant and useful assets.

- **Customer service.** Multiple interviewees praised Brandfolder’s customer service and support. A brand strategy specialist in financial services called setup “seamless” and customer service “really responsive [and] very attentive.”
- **Suitability for global operations.** Brandfolder made global operations possible and efficient. An interviewed experience director at a hospitality e-

“Really responsive, very attentive customer service.”

Brand strategy specialist, financial services

commerce brand said, “[Colleagues at our organization] have used Brandfolder’s labeling and pins to break up our regional brands.” The hospitality e-commerce brand’s teams were able to organize and segment various regional brands and keep color assets and style guides specific to regions in their right and useful places.

FLEXIBILITY

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

- **Scaling for strategy.** An associate of partner marketing at an employee benefits company said: “The way that Brandfolder is structured has really helped our employee-side team figure out how we want to store and organize assets moving into the future. [It’s] really helped us provide that [general tagging] structure for search. These are themes that we work with; these are processes that we set up. Having the system and tool of Brandfolder has actually allowed us to build systems in other parts of our company.” Interviewees’ organizations could leverage Brandfolder as a part of their overall strategy and plan for internal systems.
- **Leveraging Brandfolder’s new use cases and integrations.** Brandfolder is constantly updating and adding to its list of available integrations and use cases. Integrations such as Smartsheet support the use of Brandfolder throughout workflows and campaign management. Multiple interviewees expressed plans or interest in expanding integrations going forward.

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

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	License fees (yearly)	\$0	\$89,250	\$89,250	\$89,250	\$267,750	\$221,952
Ftr	Implementation, training, and maintenance costs	\$44,220	\$10,395	\$15,098	\$19,800	\$89,513	\$81,023
	Total costs (risk-adjusted)	\$44,220	\$99,645	\$104,348	\$109,050	\$357,263	\$302,975

LICENSE FEES (YEARLY)

Evidence and data. Brandfolder charged interviewees' organizations license fees according to the features elected à la carte on an ongoing, yearly basis.

Modeling and assumptions. For this cost analysis, Forrester assumes:

- The composite has a fully loaded deployment that includes an enterprise license, 10 terabytes of storage, 100 custom templates, Brandguide, five Collections, Portals, CDN to support real-

time embedding of assets across networks, and API to integrate data from Brandfolder.

- The organization licenses five administrators and 80 collaborators.

Risks. The cost to use Brandfolder will vary based on deployment characteristics and the features elected.

Results. To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV of \$222,000.

License Fees (Yearly)					
Ref.	Metric	Source	Year 1	Year 2	Year 3
E1	License fees	Composite	\$85,000	\$85,000	\$85,000
Et	License fees (yearly)	E1	\$85,000	\$85,000	\$85,000
	Risk adjustment	↑5%			
Etr	License fees (yearly) (risk-adjusted)		\$89,250	\$89,250	\$89,250
Three-year total: \$267,750			Three-year present value: \$221,952		

IMPLEMENTATION, TRAINING, AND MAINTENANCE COSTS

Evidence and data. Implementation, migration, and upload from the legacy DAM and storage required an investment of time from the interviewees' organizations' asset management teams and IT departments.

- Teams responsible for managing assets worked with Brandfolder to configure DAM features and ensure assets were uploaded, tagged, and organized to support workflow.
- Given the robust nature of the deployment and need to integrate with API and CDN, IT effort was a necessary part of implementation.

Modeling and assumptions. For this cost analysis, Forrester assumes:

- The composite organization pays a one-time implementation fee of \$15,000 and works with Brandfolder support during the implementation process.
- A cross-functional team of seven employees works on implementation for a period of two weeks.
- Each Brandfolder user attends one 90-minute training session.
- The number of staff trained on Brandfolder increases over time as new use cases are

“The service and the setup [with] the support of Brandfolder was really seamless.”

Senior experience designer, hospitality e-commerce brand

realized and expanded, given the range of features involved and the possibility of expanding into new business units.

Risks. The cost to use Brandfolder will vary based on:

- Deployment characteristics and features elected.
- Average fully burdened salary costs of FTEs involved in implementation.
- Number of staff trained on Brandfolder.
- Number of use cases and the pace of use cases realized.

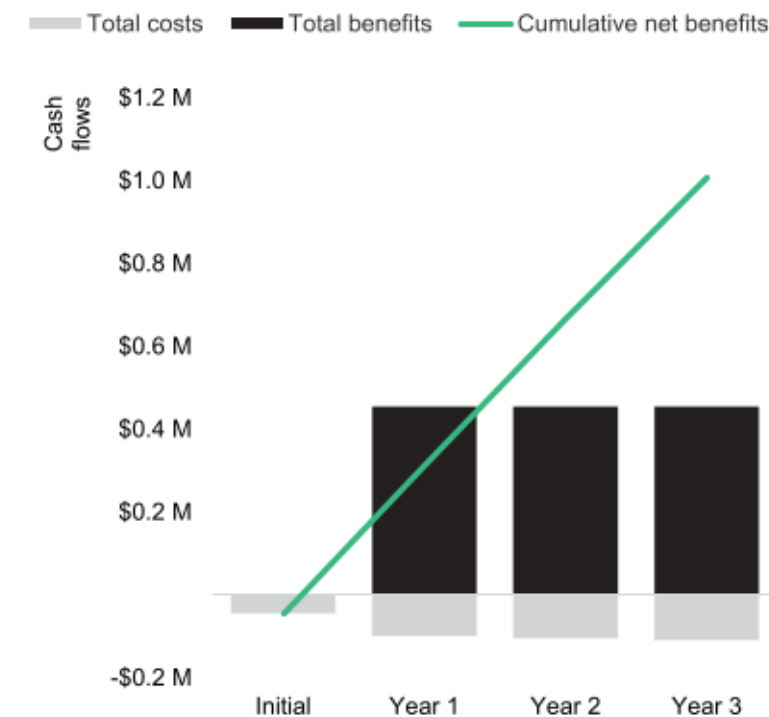
Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV of \$81,000.

Implementation, Training, And Maintenance Costs						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
F1	Enterprise implementation fee	Interviews	\$15,000	\$0	\$0	\$0
F2	Number of staff involved with implementation and maintenance	Interviews	7	2	2	2
F3	Blended hourly rate per staff involved with implementation and maintenance	Industry	\$45	\$45	\$45	\$45
F4	Implementation hours	Interviews	80	30	40	50
F5	Number of staff trained on Brandfolder	Composite	0	100	150	200
F6	Training hours	Interviews	0	1.5	1.5	1.5
F7	Blended fully burdened hourly rate per staff trained on Brandfolder	TEI standard	0	\$45	\$45	\$45
Ft	Implementation, training, and maintenance costs	$F1+(F2 \times F3 \times F4)+(F5 \times F6 \times F7)$	\$40,200	\$9,450	\$13,725	\$18,000
	Risk adjustment	↑10%				
Ftr	Implementation, training, and maintenance costs (risk-adjusted)		\$44,220	\$10,395	\$15,098	\$19,800
Three-year total: \$89,513			Three-year present value: \$81,023			

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

These risk-adjusted ROI, NPV, and payback period 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	(\$44,220)	(\$99,645)	(\$104,348)	(\$109,050)	(\$357,263)	(\$302,975)
Total benefits	\$0	\$454,845	\$454,845	\$454,845	\$1,364,534	\$1,131,131
Net benefits	(\$44,220)	\$355,200	\$350,497	\$345,795	\$1,007,272	\$828,156
ROI						273%
Payback						<6 months

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: Supplemental Material

Related Forrester Research

"The Digital Asset Management Cookbook," Forrester Research, Inc., June 26, 2020.

Appendix C: Endnotes

¹ 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.

² Source: "The Digital Asset Management Cookbook," Forrester Research, Inc., June 26, 2020.

³ Source: Ibid.

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