



ROI CASE STUDIES

HIGHLIGHTS

Goal: Build customer self-service dashboards and reports as a way to gain new customers, retain existing clients, and reduce costs.

Solution: Information Builders' WebFOCUS

Results: PLUS has built a sophisticated self-service portal for its customers at little cost. As a result, it has gained new customers, better retained existing ones, improved productivity, and reduced costs, leading to a projected, cumulative three-year net benefit of \$3,423,600. The project has an ROI of 196%, and a payback period of nine months.

CUSTOMER PROFILE

Plus Relocation Services, Inc.
www.plusrelocation.com
Plus Relocation Services, Inc. provides domestic and international mobility services to clients around the globe.

Headquarters: Minneapolis, MN

Industry: Global mobility and relocation services

“WebFOCUS has given us tremendous benefits. It helps us deliver on our vision statement to be the world's best relocation company.”

Mick Lee,
Founder and CEO
PLUS Chairman

Plus Relocation Services, Inc. Builds Customer Self-Service Reports and Dashboards, Gains Significant New Business, and Reaps \$3.4 Million in Benefits with WebFOCUS

PLUS partnered with Information Builders with the goal of building a customer-facing portal. This portal would give PLUS a significant competitive advantage in the mobility and relocation industry.

One significant factor in the decision to move forward with Information Builders was the loss of multiple Requests for Proposals (RFPs) that PLUS would have normally expected to win, representing a substantial amount of business. When PLUS inquired about its loss, the company was told it lost the business because its online resources available to clients, transferees, and suppliers were lacking.

PLUS recognized that if it were to continue to thrive and grow, it needed to upgrade its technology platform. It set out to deploy one that would allow it to easily create customer self-service dashboards and reports, provide information to customers from multiple databases, improve productivity, and better manage its own business.

PLUS chose WebFOCUS because it was powerful enough to revamp its information systems, yet flexible enough to create easy-to-use dashboards for internal and external users.

With WebFOCUS, PLUS has built sophisticated self-service reports and dashboards for its customers that tracks the status and cost of relocations, estimate future costs, track expenses against estimates, and keeps them on budget. This has helped PLUS gain new customers, and better retain existing ones. WebFOCUS has also improved the productivity of PLUS' staff and reduced costs. As a result of the revenue gains and reduced costs, PLUS will realize a projected, cumulative three-year net benefit of \$3,423,600, an ROI of 196 percent, and a payback period of nine months.

Benefits

Objective	Benefits Achieved
Build customer self-service dashboards and reports	With WebFOCUS, PLUS creates self-service dashboards and reports that keep customers informed about every phase of the relocation process.
Attract new customers and better retain existing ones	As a result of building self-service dashboards and reports for customers, PLUS will see a projected, cumulative \$3,726,600 in additional revenue over three years.
Reduce costs	PLUS staff no longer need to create custom reports and edit data for accuracy. As a result of increased productivity, PLUS will see a cumulative, projected reduction of \$1,440,000 over three years.



The Challenge: Build Self-Service Reports and Dashboards and Attract New Customers

Plus Relocation Services, Inc. (PLUS) is recognized as a global leader in the design, implementation, and management of global mobility programs. Since 1968, PLUS has built its business by putting an emphasis on listening to the difficulties that corporations experience in recruiting and relocating key personnel. Listening to its clients, PLUS created one of the first destination counseling centers in the country, along with a home purchase service that reduced relocation costs for clients by 35 percent.

Listening to its clients led PLUS to partner with Information Builders. Many clients had expressed a need to make relocation data more easily available, meaningful, and accessible. This meant creating a technology bridge that would allow clients, transferees, counselors, and suppliers to collaborate in areas such as relocation activity, expenses, home sale activities, and inventories. PLUS partnered with Information Builders with the goal of building a customer-facing portal, which would give PLUS a significant competitive advantage in the mobility and relocation industry.

Ultimately, the primary driver in deploying a customer-facing portal was the realization of competitive advantage. The key was to deploy a strong business intelligence platform that would deliver information directly to all the constituents within the relocation supply chain.

“We consistently heard that we needed to improve real-time status updates and customized financial reports, and to deliver event driven notifications for move dates, closings, etc.” remembers Mick Lee, PLUS Chairman, Founder, and CEO.

“We made a decision to not only solve the problem, but to develop a technology platform that would leapfrog the competition and allow us to offer our clients and prospects the best reporting and analytics available in our industry. The customer facing portal we created with WebFOCUS is called InformAgilitySM.”

Leveraging InformAgilitySM, if an employee moves from San Francisco to Minneapolis, the employer can estimate how much that relocation will cost and track expenses against that estimate. A customer-facing dashboard presents statistical information about employees, policies, and program costs.

Today, customers can access information online without the assistance of PLUS staff for reporting—and this information is available in real time. InformAgilitySM allows customers to see their information the way they want to, with filtering options and active reports. The content and formatting are very dynamic and can meet the needs of a diverse client base.



“We wanted to present a more modern technological face to our customers with graphics, menus, and flexible reporting capabilities; we thought the right customer facing environment would boost sales and encourage collaboration.”

Matt Butz
Business Application Manager
PLUS

Leveraging Information Builders technology, PLUS set out to deploy a business intelligence platform that would:

- **Allow customers to easily create service dashboards and reports.** Customers wanted a Web-based portal with dashboards and reports that they could use to track relocation services and expenses. To help them, PLUS needed a business intelligence platform that would allow it to easily create self-service dashboards and reports for customers as well as for internal use.
- **Improve productivity and reduce costs.** Connecting to multiple databases, extracting information, displaying it, and building custom dashboards and reports can be a difficult task, requiring a great deal of developer time, expertise, and cost. PLUS needed a solution that would allow it to do the work accurately, quickly, and cost effectively.
- **Help it better manage its business.** PLUS wanted a better way to predict revenue, track daily indicators of business health, understand where the business was headed, and plan for the future. It needed a business intelligence platform that provided real-time information on its business activity to help it make proactive decisions and effectively manage its business.

PLUS Chooses WebFOCUS

PLUS chose WebFOCUS because it was powerful enough to revamp its information systems, yet flexible enough to create easy-to-use dashboards for internal and external users.

“WebFOCUS’ concentration on Web-based reporting was a primary reason we chose to partner with Information Builders. Our first initiative was to enhance reporting and their tool offered the best opportunity to do that for us,” Lee says. “Information Builders also had an impressive client list, and we had heard very good things about the company. We were also impressed by the performance management of WebFOCUS and the extensive functionality of its data visualization software.”

Information Builders WebFOCUS is the only business intelligence platform that is powerful, flexible, and scalable enough to support mission-critical outward-facing information applications, including self-service dashboards and reports.

Information Builders also provides a full suite of integration solutions, giving WebFOCUS a wider range of access to relevant data than any other reporting tool on the market. It can tap into virtually any source—or set of sources—for self-service access. It dramatically reduces the time and effort needed to develop and maintain self-service reporting environments. WebFOCUS is designed and built to ensure peak performance and maximum availability at all times. Integrated load balancing, fail-over, autonomic functions, and other features chain multiple servers together, guaranteeing uninterrupted backup operation in the event of a hardware failure. Additionally, service loads can be balanced across multiple machines, ensuring consistent speeds and response times during both peak and off-peak periods.



■ PLUS' bottom line for the project: A projected, cumulative three-year net benefit of \$3,423,600, driven by an improved ability to attract new customers and retain existing ones, and by productivity improvements and cost reductions. The project has an ROI of 196%, and a payback period of nine months.

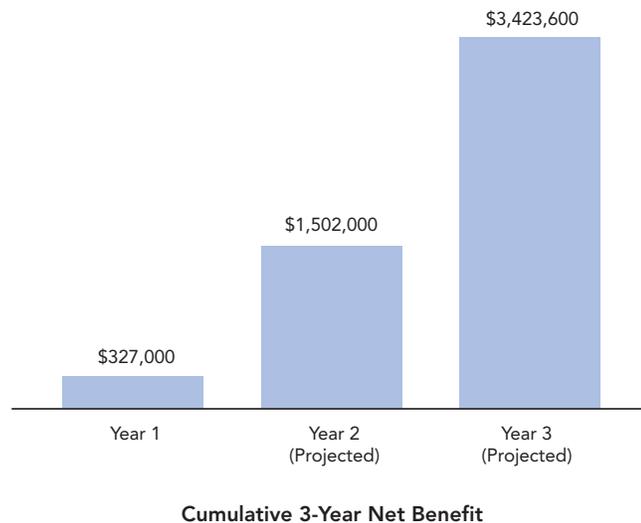
The Bottom Line for PLUS

With the Information Builders WebFOCUS business intelligence platform, PLUS has built an easy-to-use, fully integrated Customer Information Portal. It makes data available, accessible, and meaningful for all clients—when and how they need it. Real-time dashboards and predictive analytics provide a variety of online, standard, and ad-hoc reporting in the areas of relocation activity, expenses, home sale, and invoice history—creating an environment for strategic collaboration and informed decision-making to allow its customers to carefully monitor service and costs across the world.

Using WebFOCUS, PLUS has become an industry leader for technology use. In a recent Corporate Relocation Managers' Survey conducted by Trippel Survey and Research, LLC PLUS ranked #1 in the following three areas:

- Management reporting
- Technology for transferees
- Technology for clients

As a result of its investment in WebFOCUS, PLUS will gain a projected, cumulative three-year net benefit of \$3,423,600 with an ROI of 196 percent and a payback period of nine months.

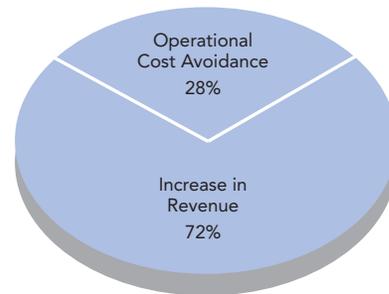


Improving Productivity and Reducing Costs

WebFOCUS has also helped PLUS improve productivity and reduce costs. Staff previously had to spend time creating custom reports for clients. They no longer need to do that, because customers create the reports themselves. Analysts previously had to edit data to ensure data accuracy, which they no longer need to do because of WebFOCUS's ability to reach directly into databases. And staff is able to focus on strategic consulting rather than responding to transactional questions, because customers can get data they need via self-service dashboards and reports. As a result of increased productivity, PLUS will see a cumulative, projected reduction of \$1,440,000 over three years.



Because of WebFOCUS’s ability to reach into multiple sources of data and display them in a single dashboard or report, PLUS has been able to help customers with more than relocation services, and will potentially give the company a new source of revenue: “We can offer information and help with the application, interviewing, and hiring process. In addition, we now can give our clients the option to grow with us,” says Lee Waage, PLUS’ Team Leader of Delight Engineering.



Cumulative 3-Year Net Benefit = \$3,423,600

Enhancing Business Processes

In addition to increasing collaboration with customers, the new system enhances internal business processes. For example, Lee and his team formerly had to manually review expenditures with all clients at the end of each year before making recommendations for enhancing their relocation programs. Now, InformAgilitySM provides this information on a self-serve basis, so clients can view the expenditures themselves and make budgetary adjustments throughout the year.

WebFOCUS has also helped PLUS run its own business processes more effectively. An internal dashboard called Plus IQ tracks important client information, such as revenue flow and the types of services that are most profitable.

Overall, WebFOCUS has given PLUS an edge in a very competitive industry during challenging economic times.

“In this economic climate, we have to work harder to get new accounts,” says Lee. “WebFOCUS helps us sign new clients, make sure they are satisfied, and keep our own business running more effectively. It has become an extremely important competitive edge for us.”

“With WebFOCUS, we are giving our customers the kinds of dashboards and reports that they need, and that no one else is providing.”

Sandy Lee,
Executive Vice President
PLUS



The following chart provides a detailed, three-year analysis.

Project Summary					
ROI	196%				
Payback Period (in months)	9				
Cumulative Net Value	\$3,423,600				
Net Present Value	\$2,657,255				

Project Costs	Start Up	2009	Projected: 2010	Projected: 2011	TOTAL
Implementation Costs	\$591,000				\$591,000
Training	\$12,000				\$12,000
Annual Costs		\$40,000	\$40,000	\$40,000	\$120,000
Additional Employees (needed for the new process)		\$340,000	\$340,000	\$340,000	\$1,020,000
TOTAL PROJECT COSTS	\$603,000	\$380,000	\$380,000	\$380,000	\$1,743,000

Benefits	Start Up	2009	2010	2011	TOTAL
Increase in Revenue		\$830,000	\$1,075,000	\$1,821,600	\$3,726,600
Operational Cost Avoidance		\$480,000	\$480,000	\$480,000	\$1,440,000
Total Benefits		\$1,310,000	\$1,555,000	\$2,301,600	\$5,166,600
Financial Analysis		2009	2010	2011	
Net Value	-\$603,000	\$930,000	\$1,175,000	\$1,921,600	
Cumulative Net Value	-\$603,000	\$327,000	\$1,502,000	\$3,423,600	

Return on Investment (ROI) is the percentage return expected over a specified period of time. ROI is the total benefit divided by the total costs. This ROI metric is good for assessing the multiplier provided by the benefits relative to the total investment and costs.

Net Present Value (NPV) represents the cumulative present value of the expected return of a project over a specified period of time minus the initial costs of the project. This figure provides visibility on the actual value of a project, taking into consideration the time value of money—the ongoing benefit of a project in today's money. NPV tells you the magnitude of the project and if the project generates a profit.

Payback Period (or breakeven) is the timeframe it takes for the project to yield a positive cumulative cash flow. Payback period is a key measurement of risk but does not take into account cash flows after the payback period.

ROI, NPV and Payback should be used in conjunction to understand the rate, size and timing of the return. Net Value (or Net Benefit) is the benefit delivered to the organization for the investment made in the project. Net Value is calculated by taking the total benefit minus the project costs.



About PLUS

Founded in 1968, Plus Relocation Services, Inc. (PLUS) is recognized as a global leader in the design, implementation, and management of global mobility and relocation programs. The company has built solid relationships and differentiated itself through its expertise, personalized services, innovative programs, and cutting-edge technology. Headquartered in Minneapolis, MN, PLUS has offices in the United States and Client Program Managers in the EMEA and APAC Regions.

About Information Builders

Information Builders' award-winning combination of business intelligence and enterprise integration software has been providing innovative solutions to more than 12,000 customers for the past 30 years. WebFOCUS is the world's most widely utilized business intelligence platform. It provides the security, scalability, and flexibility needed at every level of global extended enterprises. Its simplicity helps create executive, analytical, and operational applications that reach dozens to millions of users. Information Builders' iWay Software suite provides state of the art, multi-purpose, pre-built integration components that address all SOA, application, data and information management requirements. Its integration adapters have been adopted by the leading software platform providers. Information Builders also offers solutions in the performance management, business activity monitoring, and enterprise search markets. The company's comprehensive enterprise product offerings give Information Builders' customers the ability to grow and innovate according to their needs.

Information Builders' customers include most of the Fortune 100 and U.S. federal government agencies. Headquartered in New York City with 90 offices worldwide, the company employs 1,450 people and has more than 350 business partners.

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