

# The Total Economic Impact™ Of Microsoft Unified

After interviews with five representatives from organizations using Microsoft Unified and a survey of 321 decision-makers, Forrester aggregated the data and concluded that Microsoft Unified has the following three-year financial impact on a composite organization.

## SUMMARY OF BENEFITS

Three-year, risk-adjusted

Avoided profit loss due to reduced customer-facing downtime

**\$87K**

End-user productivity gains from reduced downtime for internally facing applications

**\$470K**

End-user productivity gains from faster adoption of Microsoft capabilities/solutions

**\$290K**

Accelerated cloud migration/modernization savings

**\$108K**

Improved IT support

**\$567K**

Cloud environment optimization

**\$422K**

Risk assessment cost savings

**\$403K**

Training cost savings

**\$846K**

ROI  
**225%**

NPV  
**\$2.21M**

PAYBACK  
**<6 months**

## MICROSOFT UNIFIED BY THE NUMBERS

**70%**

Reduction in hours of downtime per end user per incident

**40%**

Reduction in customer-facing downtime events

**60%**

Faster implementation of new Microsoft capabilities/solutions by Year 3

**\$205K**

Annual avoided revenue loss

## VOICE OF THE CUSTOMER

“We’ve positioned our technology transformation as a key market differentiator. From a reputational standpoint, having Microsoft as a strategic partner reinforces investor confidence in our digital transformation efforts and our ability to improve margins. It also signals to the market that we are leveraging industry-leading technology to drive innovation.”

**CHIEF TRANSFORMATION OFFICER,  
FINANCIAL SERVICES**

Commissioned by:



This document is an abridged version of a case study commissioned by Microsoft titled: The Total Economic Impact™ Of Microsoft Unified, March 2025.

**Read the full study**