

EMA™ ROI Services



Build and Communicate a Credible Business Case for Your Solution

To justify an investment in IT and data management technology, IT leaders must be able to clearly communicate how it will help them improve service levels, increase productivity, cut costs, or otherwise deliver measurable value to the business. Without quantifiable ROI data and a believable business case, a vendor stands little chance of closing business.

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst and consulting firm that specializes in going “beyond the surface” to provide deep insight across the full spectrum of IT and data management technologies. Our analysts understand where these technologies deliver value and can work with you to build a credible ROI analysis that details the costs and benefits of your solution in the context of real business environments.

Flexible and Affordable ROI Services from EMA

EMA offers a variety of services to help you build and communicate the business case for your IT and data management product, including:

ROI Case Study – Single Customer	For this affordable offering, an EMA analyst will conduct an in-depth interview with one of your customers to explore the return on investment they have achieved using your product or service. The analyst will then deliver a detailed report that clearly articulates the business case for this real-world case study. Use this report in your sales and marketing efforts to help communicate a credible business case for your offering.
ROI Case Study – Multi-Customer	Much like the single-customer case study, this EMA offering delves into the real-world ROI for your solution. An EMA analyst will interview multiple customers to craft a more comprehensive business case for your product or service. The resulting report will provide a detailed ROI analysis and complement it with a variety of real-world case studies to help you present a compelling business case to your prospects.
ROI Calculator	The experts at EMA can take your ROI analysis one step further, creating a customized ROI calculator that can help your sales force quantify the expected return on investment for a prospect’s unique situation. EMA can work with you to determine the appropriate level of detail and delivery mechanism (e.g. spreadsheet, Web-based application, etc.) to build a calculator that will help you meet your objectives.
ROI Sales Training	Once EMA has worked with you to develop your business case, we can also help you prepare your sales team to articulate it to prospects. In a 2-hour online or onsite session, an EMA analyst will review a customized ROI presentation with your sales staff, answer their questions on the methodology, and even role-play to help them hone their skills.

LEARN MORE:

Enterprise Management Associates (EMA) can help you quantify the ROI of and build a credible business case for your IT and data management offerings.

To learn more about EMA ROI Services, please contact the EMA Sales Team at +1.303.543.9500 or sales@emausa.com.

In addition to the ROI Services listed here, EMA can work with you to develop a custom ROI consulting engagement tailored to your specific needs and objectives.

EMA™ ROI Services

Learn More

To learn more about how EMA can help you build and communicate the business case for your IT and data management solution, **please contact an EMA business development manager** at +1.303.543.9500 or sales@emausa.com.

About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals and IT vendors at www.enterprisemanagement.com.