A Forrester Total Economic Impact™
Study Commissioned By Brandfolder
June 2019

The Total Economic Impact™ Of Brandfolder

Cost Savings And Business Benefits Enabled By Brandfolder

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Benefits And Costs

Efficiency gains related to enforcement of brand standards:
$387,250

Content distribution cost savings:
$270,222

Campaign activity savings:
$63,391

Executive Summary

Brandfolder provides a digital asset management (DAM) platform that helps its customers organize, manage, distribute, and analyze brand assets. Moreover, Brandfolder's proprietary machine learning (ML) and artificial intelligence (AI) technologies empower global brand leaders with critical data and actionable insights, better informing their creative strategy and development. Brandfolder commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential ROI enterprises may realize by deploying Brandfolder. 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 a current customer with experience using Brandfolder. The interviewed organization uses Brandfolder to efficiently distribute approved brand assets to more than 4,000 retail locations across the globe. Brandfolder enables the core creative and marketing team to seamlessly distribute brand assets and content to thousands of distributed stakeholders from a single platform.

Prior to using Brandfolder, the interviewed customer utilized an alternative digital asset management solution with limited success. The organization found that the prior solution was difficult to use, limited in its capabilities, and not capable of international distribution or access. With this prior solution, the process for distributing new content to the relevant stakeholders was unreliable and labor intensive. Regional marketing directors would receive the approved assets and were tasked with distributing them to the franchisees and agencies in their market. Distributing assets meant emailing a link to an online storage provider and hoping that the recipient: 1) received the email; 2) successfully downloaded the new assets; 3) updated their existing collateral with the newly approved assets; and 4) deleted the old and no longer approved of brand assets so they are not accidentally reused in the future. As a result of the shortcomings of the previous platform, the interviewed organization saw a divergence of brand consistency between the international and domestic (US) franchisees.

Key Findings

Quantified benefits. The interviewed organization experienced the following risk-adjusted present value (PV) quantified benefits:

- **Efficiency gains for regional marketing directors and creative team totaling $378,250.** Regional marketing directors were able to save 4 hours per week in review and enforcement activities, since Brandfolder's intuitive platform guaranteed accuracy of content. Additionally, the creative team was able to save 2 hours per week by distributing preapproved templates for the creation of localized franchisee-level content.

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ROI
260%

Benefits PV
$1.2 million

NPV
$854,133

Payback
<3 months

- **Content distribution cost savings of $270,222.** The head of content saves 5 hours per week by eliminating ad hoc content requests, while international regional marketing directors experience a 12% boost in productivity. Franchisees were no longer reaching out to the head of content with ad hoc requests for specific assets. Meanwhile, international regional marketing directors now distributed collateral through the Brandfolder platform, eliminating manual workflows previously used to distribute and monitor use of content.
- **Improvement in campaign management created $63,391 in efficiency gains.** The time it took to kick off a campaign was reduced by more than 90%, from four days with the previous solution to less than 1 hour with Brandfolder. Managing campaigns became 10% more efficient through the use of Brandfolder's insights and data reporting capabilities.
- **Improved customer service and support represents $128,145 in savings.** Brandfolder provides more customer service channels, faster remediation times, and better overall support for the interviewed organization. Additionally, the self-service knowledge base effectively deflected many service requests away from internal resources.
- **Savings related to retiring the legacy asset library solution totaled $179,053.** After implementing Brandfolder, the interviewed organization terminated their legacy solution annual license.
- **Rebranding with Brandfolder represented $163,636 in additional benefits.** The ability to instantly push updated brand assets and logos to all 4,000 global locations guaranteed that every franchise has the most up-to-date brand assets. Additionally, because all 4,000 franchises have access, corporate can feel confident that any old assets or logos will not be accidently posted because they are no longer available for download from the Brandfolder platform.

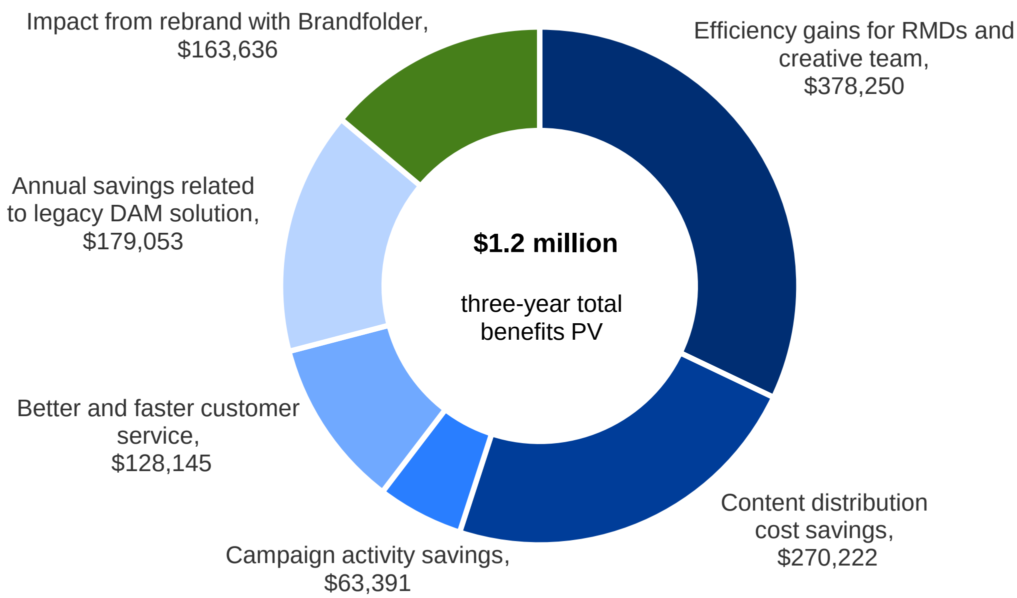
Unquantified benefits. The interviewed organization experienced the following benefits, which are not quantified for this study:

- **Greater brand consistency and control.** All assets that are uploaded to Brandfolder have been vetted and approved by the marketing and creative team and any old assets are removed. This ensures that end users only have access to approved assets, and significantly reduces the possibility for a franchisee or agency to post an incorrect or out-of-date asset.
- **Ability for local franchisees to customize content for their market.** Brandfolder's intuitive platform, user permissions, and controlled access capabilities gave the interviewed organization the confidence to push responsibility for local market branding out to the regional marketing directors who have the best understanding of what will resonate in their markets. According to Forrester research, producing content that resonates at a local level, especially for international brands, can have a significant positive impact on sales and customer retention.[1]
- **Efficiency gains for franchisees.** This study primarily focuses on the benefits to the core creative and marketing team at the interviewed organization, but it is important to note that the more than 4,000 franchisees and agencies can now leverage Brandfolder to find approved assets and also realize similar benefits. These benefits include efficiency gains for finding content and increased sales by more easily participating in corporate campaigns and having greater control over local content.

Costs. The interviewed organization experienced the following risk-adjusted PV costs:

- **Onboarding and licensing fees total $282,119 over three years.** Brandfolder required a $20,000 initial onboarding fee and $100,000 annual licensing and services fee.
- **Implementation and training expenses total $46,445.** Costs are represented by a four-week implementation period and 1.5 hours of training per employee.

Forrester's interview with an existing customer and subsequent financial analysis found that the interviewed organization experienced benefits of $1.2 million over three years versus costs of $328,564, adding up to a net present value (NPV) of $854,133 and an ROI of 260%.



TEI Framework And Methodology

From the information provided in the interview, Forrester has constructed a Total Economic Impact™ (TEI) framework for those organizations considering implementing 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:

The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

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

CUSTOMER INTERVIEW
Interviewed one organization using Brandfolder to obtain data with respect to costs, benefits, and risks.

FINANCIAL MODEL FRAMEWORK
Constructed a financial model representative of the interview using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewed organization.

CASE STUDY
Employed four fundamental elements of TEI in modeling Brandfolder Brandfolder's impact: benefits, costs, flexibility, and risks. Given the increasing sophistication that enterprises have regarding ROI analyses related to IT investments, Forrester's TEI methodology serves to provide a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

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 report 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.

The Brandfolder Customer Journey

BEFORE AND AFTER THE BRANDFOLDER INVESTMENT

Interviewed Organization

For this study, Forrester interviewed a Brandfolder customer with the following characteristics:

- It is a global quick service restaurant (QSR) food brand.
- 4,000 locations, a majority of which are franchisees.
- 15,000 total employees, including franchisees.
- $1.5B annual revenue.
- 13 regional marketing directors (RMDs) and 30 administrators.

The interviewed organization is a global QSR brand with over 4,000 franchises across North America, South America, Europe, Asia, North Africa and the Middle East. The organization was growing frustrated with the limited capabilities of their previous solution, including a lack of international functionality, and evaluated multiple potential replacements before settling on Brandfolder.

The organization has 13 RMDs distributed across the world, each responsible for managing their local market. The creative team consists of 7 designers, one copywriter, and a traffic coordinator. They are overseen by a creative director who reports to the chief marketing officer.

The organization leverages user permissions to control what users are allowed to do in Brandfolder, granting "Guest" access to franchisees (can only view/download assets) and "Collaborator" access to agencies (can upload, edit, view, and download assets). In addition to user permissions, the organization is also able to control, on a very granular level, what specific assets each franchise has access to based on their region and what campaigns the franchise is participating in. Additionally, it is a simple matter to modify and update these permissions.

Key Challenges

Before the investment in Brandfolder, the interviewed organization described the following challenges with their previous solution:

- **Lack of international functionality.** The previous solution was only available in the US, which meant international RMDs had different and more labor-intensive processes for accessing and distributing brand assets. The interviewed organization noted, "My whole mantra from day one was that it has got to work in a small city in China, for example, where the franchisee speaks limited English and needs to find the right asset without help from their RMD or the corporate office."

  Additionally, because of the lack of international functionality, the interviewed organization found it difficult to keep a consistent brand message across markets while still resonating on a local level. The organization needed to give local franchisees more power and control over the content that they used. The interviewee noted that, "Prior to Brandfolder there was an international organization and a domestic organization; they had the same logo, but there was not a lot of

"My whole mantra from day one was that it has got to work in a small city in China, for example, where the franchisee speaks limited English and needs to find the right asset without help from their RMD or the corporate office."

Head of content, QSR

flexibility when there needed to be, as far as how brand guidelines were interpreted depending on the local culture."

- **Poor user interface and user experience led to lowered productivity and increased ad hoc content requests.** The interviewed organization described a dated interface, unreliable communication from the previous vendor, and general difficulty in finding the assets that people were looking for. The head of content explained: "It was a library, but the infrastructure was very dated. Updates were never communicated on time. And people couldn't find things. I think that was the biggest issue, it just wasn't user-friendly."
- **Inconsistent and unsophisticated customer support.** The previous vendor was only reachable via email, had inconsistent response times, and lacked the sense of urgency and understanding that is expected of an enterprise-level technology vendor. The head of content was frustrated with the lack of consistency. When a colleague asked how long until they could expect a resolution to an issue, he consistently had to respond with, "I've notified the vendor of the problem, and hopefully we should hear back from them soon."

Why Brandfolder

The interviewed organization selected Brandfolder because:

- **International functionality, data-driven sorting, and user-level permissions.** The interviewed organization was able to grant Brandfolder access to all employees, franchisees, and agencies that needed it across the globe. With user-level permissions, the organization could control what assets each stakeholder can access, ensuring franchisees had access to the correct assets while giving agencies and in-house designers the freedom to create and update existing content. Additionally, with data-driven sorting, it was easy for franchisees to zero in on the exact asset, in the correct format, that they were looking for, without reaching out to corporate for assistance.
- **Easy and intuitive platform.** Brandfolder is an intuitive platform that allows users to quickly find the assets that they are looking for. With features such as intelligent search and advanced filters, both US and international users are able to find the right asset at the right time. The director of content explained that, "It's an easier platform to not only work in, but also for people initially jumping in and thinking, 'Oh, okay, this makes sense.'"
- **Great customer support and reliability with Brandfolder.** Brandfolder guarantees 99.99% availability over a given year.[2] It offers robust customer support, including access to their developer team to help solve any technical or infrastructure issues.[3] The interviewed organization noted: "The customer support has been fantastic, actually. We've had a few little hiccups here and there, as expected with any new solution, but the fact that Brandfolder jumped on it and got the resolution in the time that they did is fantastic."

"They have a support feature that's really nice. It's got the Live Chat feature, it's got email support, and it's got a knowledge base for people. This platform is so easy to use that if you've got a question, go to the knowledge base first and you're more than likely to find the answers."

Head of content, QSR

Key Results

The interview revealed that key results from the Brandfolder investment include:

- **Shift accountability and control of content to local markets.** The interviewed organization has been able to give local franchisees more control over the content that they leverage which, in turn, has shifted the onus to update with relevant content away from the corporate office and on to the local franchisees. This was a welcome change for local franchisees, who know what resonates in their local market, and for the corporate office, who is no longer responsible for managing the unique challenges of every international market from afar.

  The head of content discussed the shift in strategy: "We've given everybody in other countries the responsibility to manage their own markets. It's not my responsibility to translate assets for your market and all that. It's your market, we've provided the assets and the tools, it's up to you to develop your own materials and manage your own people. That's one of the cool things about Brandfolder, it enables this autonomy and accountability without giving up control over the core brand assets."

- **More efficient campaign management.** User-level permissions, smart sorting, and Brandfolder event and usage data have significantly reduced the time and manual effort involved with kicking off and managing campaigns for the interviewed organization. The head of content walked through the process with using Brandfolder: "I would say the biggest gain is the ability to manage a campaign. For example, we have a new campaign kicking off and are working with an agency. I've created a Brandfolder for that campaign with sections for the different medias, I've given that agency access to Brandfolder and have granted them permission to upload assets to it. Then we invite the franchisees that are going to participate in this campaign, and they can access all of the content and leverage the assets as they need them. It's as simple as that."

  Additionally, the data and insights that Brandfolder provides have enabled RMDs to be more efficient and effective in how they manage their markets. The head of content went on to say, "And then, once the campaign is over, or even going through the active campaigns, we can go through the Brand Intelligence feature and find out who is using the assets and when and why and where. It helps the RMDs get a better idea of the people they manage. And it is easier to manage their markets that way with that information. So that has been a huge asset."

- **Improved relationship with franchisees.** Brandfolder's intuitive user interface and ease of use has created a level of appreciation between the franchisees and the corporate office. The interviewed organization is able to demonstrate to its franchisees that corporate is investing in next-generation tools for franchisees and is committed to making them as successful as possible. The head of content explained: "I think user interface is huge. For one, when we invite a franchisee to use the platform the franchisee feels like, 'Hey, I have access to all this stuff and it's easy to get to, it's easy to use.' So there is an appreciation that, 'Hey, you've included me in on this. I have the keys to a small city. I have some responsibility and I can get these assets if I need them.'"

"That's one of the cool things about Brandfolder, it enables this autonomy and accountability without giving up control over the core brand assets."

Head of content, QSR

"I didn't know it would go as smooth and be so well received when we first launched. Until the first two campaigns wrapped and I was like, wow, I think we're really on to something with Brandfolder."

Head of content, QSR

- **Better control over brand content with significantly reduced time and effort associated with pushing out new assets, especially during a rebrand.** The interviewed organization found that with Brandfolder, the manual processes that were once necessary to distribute new content to RMDs and franchisees were eliminated, freeing up time to focus on revenue-driving activities. Additionally, moving away from the legacy manual processes has significantly improved corporate control over brand consistency. The head of content noted: "With Brandfolder, it's a single click and I can send out new assets. If I'm updating an old asset, Brandfolder will automatically replace the old asset with the updated version so it is automatically available next time a franchisee logs in. They just love it, it's great."

  After implementing Brandfolder, the interviewed organization experienced an urgent need to quickly update brand assets across the globe and push out a new logo for all franchisees to adopt. With Brandfolder, they were confident that when the organization said "go," the newly updated assets would be available to all 4,000 franchisees simultaneously. The head of content described their approach: "This logo is going to be approved, so let's get it uploaded to Brandfolder and put it in a pending state, so when we distribute it, we can just click a button and everybody has got it."

> "And that's the good thing about Brandfolder, whatever is on there is approved and everything is locked down. We control who has access to each asset and who can add or delete assets. For example, our franchisees can't delete anything, all they can do is download assets. It's not up to me and my team to police anymore.
>
> *Head of content, QSR*

Analysis Of Benefits

QUANTIFIED BENEFIT DATA

Total Benefits

REF.	BENEFIT	YEAR 1	YEAR 2	YEAR 3	TOTAL	PRESENT VALUE
Atr	Efficiency gains for RMDs and creative team	$152,100	$152,100	$152,100	$456,300	$378,250
Btr	Content distribution cost savings	$108,660	$108,660	$108,660	$325,981	$270,222
Ctr	Campaign activity savings	$25,490	$25,490	$25,490	$76,471	$63,391
Dtr	Better and faster customer service	$51,529	$51,529	$51,529	$154,587	$128,145
Etr	Annual savings related to legacy DAM solution	$72,000	$72,000	$72,000	$216,000	$179,053
Ftr	Topline impact: utilizing Brandfolder to rebrand	$180,000	$0	$0	$180,000	$163,636
	Total benefits (risk-adjusted)	$589,780	$409,780	$409,780	$1,409,339	$1,182,697

Efficiency Gains For RMDs And Creative Team

The interviewed organization described efficiency gains for RMDs and the internal creative team related to Brandfolder's intuitive user experience as well as the use of Brandfolder's templating feature to reduce effort associated with creating localized assets.

- **RMDs can more easily monitor their markets and regulate franchisee content.** Brandfolder is the single source of truth for all brand assets — this guarantees that franchisees are only using the most recently approved brand assets when they create localized content, reducing the time RMDs spend on monitoring and enforcement.

  Previously, when a RMD noticed an incorrect asset in their market, it would take one to two weeks of back-and-forth communications with the franchise to correct the issue with the proper asset. With Brandfolder, franchisees no longer have access to incorrect assets, and if an old asset is somehow published, the updated version is already available in Brandfolder at the click of a button.

- **Templates give flexibility to local markets while reducing work for corporate creative team.** By leveraging Brandfolder's templating feature, the interviewed organization's creative team is able to reduce the total number of assets that they create, freeing up time to focus on new campaigns and ideas. Additionally, the templates empower local franchisees to create their own, on-brand content that is relevant to their market.

These benefits can be achieved through a variety of Brandfolder features, including, templates, collections, smart search, auto format and conversion resizing, user permissions, and insights and analytics to help RMDs monitor their local franchisees.

Based on the customer interview, Forrester estimates:

- 13 RMDs and 7 designers on the creative team.

The table above shows the total of all benefits across the areas listed below, as well as present values (PVs) discounted at 10%. Over three years, the interviewed organization expects risk-adjusted total benefits to have a PV of $1.2 million.

RMDs save 4 hours per week on review and enforcement tasks.

- 10% time savings for RMDs on review and enforcement of brand assets — this translates into 4 hours per week of time savings.
- 2 hours per week saved for each designer due to the availability of preapproved templates for franchisees and agencies to leverage.
- An average fully burdened RMD salary of $108,000 per year.
- An average fully burdened designer salary of $81,000 per year.

This benefit can vary due to uncertainty related to:

- RMD and designer salaries — note that salary is a conservative estimate of the value an employee provides to the organization.
- Size of management and creative teams.
- Adoption of templates for franchisees.

To account for these risks, Forrester adjusted this benefit downward by 10%, yielding an annual risk-adjusted total PV of $ $152,100.

Impact risk is the risk that the business or technology needs of the organization may not be met by the investment, resulting in lower overall total benefits. The greater the uncertainty, the wider the potential range of outcomes for benefit estimates.

Efficiency Gains For RMDs And Creative Team: Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
A1	Number of RMDs	Composite	13	13	13
A2	Time saved on review/enforcement of brand assets from local franchises (hours/week)	Interview	4	4	4
A3	Average RMD salary, fully burdened (hourly)	Industry	$52	$52	$52
A4	*Subtotal: RMD, review and enforcement efficiencies*	(A1*A2*A3)*52	$140,608	$140,608	$140,608
A5	Number of designers on creative team	Composite	7	7	7
A6	Average creative team member salary, fully burdened (hourly)	Industry	$39	$39	$39
A7	Time saved through franchise and agency use of templates to create custom content (hours/week)	Interview	2	2	2
A8	*Subtotal: creative team time savings from use of templates – composite organization*	(A5*A6*A7)*52	$28,392	$28,392	$28,392
At	Efficiency gains for RMDs and creative team	A4+A8	$169,000	$169,000	$169,000
	Risk adjustment	↓10%			
Atr	Efficiency gains for RMDs and creative team (risk-adjusted)		$152,100	$152,100	$152,100

Content Distribution Cost Savings

The interviewed organization described efficiency gains related to distributing approved content to franchisees and agencies. Additionally, Brandfolder works internationally, so international RMDs now have access to the same platform as their US-based counterparts, creating additional efficiencies.

- **Eliminated ad hoc content requests from franchisees.** The interviewed organization reported that after implementing Brandfolder, the head of marketing and his team no longer received ad hoc requests for specific content from franchisees and other stakeholders because everything was readily available in Brandfolder.
- **International functionality creates efficiency gains for international RMDs.** With Brandfolder, RMDs were given an entirely new toolset to manage the franchisees in their region. Features like user-level permissions and Brandfolder's data and insights capabilities gave RMDs a holistic view of how assets were being leveraged in their market and subsequently allowed them to focus their energy on value-added tasks, rather than on the enforcement of brand standards.

Based on the customer interview, Forrester estimates:

- Head of content saves 1 hour per day from no longer fielding ad hoc requests for content.
- There are 8 international RMDs.
- International RMDs save an average of 4.8 hours per week with Brandfolder in place.
- An average fully burdened salary for the head of content is $135,000.
- An average fully burdened salary for a RMD is $108,000.

This benefit can vary due to uncertainty related to:

- Head of content and RMD salaries — note that salary is a conservative estimate of the value an employee provides to the organization.
- Volume of ad hoc content requests prior to Brandfolder adoption.
- Manual effort involved with distributing and monitoring content prior to Brandfolder.

To account for these risks, Forrester adjusted this benefit downward by 10%, yielding an annual risk-adjusted total PV of $108,660.

Organizations save 5 hours per week with fewer ad hoc content requests.

Content Distribution Cost Savings: Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
B1	Time spent fielding ad hoc asset requests (hours per week)	Composite	5	5	5
B2	Annual head of content salary, fully burdened (hourly)	Industry	$65	$65	$65
B3	*Subtotal: cost savings – fielding ad hoc content requests*	B1*B2*52	$16,900	$16,900	$16,900
B4	Number of international RMDs	Composite	8	8	8
B5	Efficiency gains from Brandfolder: controlled access, data and reporting, international access	Composite	12%	12%	12%
B6	Total hours saved coordinating with international stakeholders (annual)	B4*B5*2,080	1,997	1,997	1,997
B7	Average RDM salary, fully burdened (hourly)	Industry	$52	$52	$52
B8	*Subtotal: cost savings – coordinating with international stakeholders*	B6*B7	$103,834	$103,834	$103,834
Bt	Content distribution cost savings	B3+B8	$120,734	$120,734	$120,734
	Risk adjustment	↓10%			
Btr	Content distribution cost savings (risk-adjusted)		$108,660	$108,660	$108,660

Campaign Activity Savings

The interviewed organization described efficiencies and time savings related to campaign activities including kicking off new campaigns, managing ongoing campaigns, and reviewing performance of past campaigns.

- **Significant time savings related to kicking off campaigns with Brandfolder**. The interviewed organization no longer needed to coordinate with their digital asset management (DAM) vendor in order to set up new folders and campaigns. The head of content explained the efficiency gains in the process: "With Brandfolder, I can set up a new Brandfolder for a new campaign within 10 minutes, depending on the requirements. Whereas before, I would have to fill out spreadsheets, send them over to our legacy vendor, and they would take up to 72 hours to have the content and folder available, then I would have to send the link to everyone involved. You're looking at 10 minutes to maybe an hour max with Brandfolder, as opposed to four days with our previous solution."
- **More efficient campaign management for RMDs**. Instant access to campaign performance data gives RMDs the insights that they need to effectively manage their markets, allowing them to better prioritize where to spend their time and energy. Additionally, Brandfolder's intuitive user interface ensures that franchisees are able to find the right asset in the right format when they need it.

"To set up a new campaign, you're looking at 10 minutes to maybe an hour max with Brandfolder, as opposed to four days with our previous solution."

Head of content, QSR

Based on the customer interview, Forrester estimates:

- The organization runs 20 campaigns per year, with each region participating in 60% of all campaigns — meaning each region participates in one campaign per month.
- Campaign kickoff activities are 90% more efficient with Brandfolder due to reduced manual processes and waiting times.
- RMDs are able to realize a 10% efficiency boost in managing campaigns.
- An average fully burdened salary for the head of content is $135,000.
- An average fully burdened salary for a RMD is $108,000.

This benefit can vary due to uncertainty related to:

- Head of content and RMD salaries — note that salary is a conservative estimate of the value an employee provides to the organization.
- Number of campaigns launched each year.
- Effort associated with kicking off campaigns with previous solution.

To account for these risks, Forrester adjusted this benefit downward by 5%, yielding an annual risk-adjusted total PV of $ $25,490.

Campaign Activity Savings: Calculation Table					
REF.	**METRIC**	**CALC.**	**YEAR 1**	**YEAR 2**	**YEAR 3**
C1	Number of campaigns (annually)	Composite	20	20	20
C2	Legacy: hours to create campaign folder and kick off campaign	Interview	16	16	16
C3	Brandfolder: efficiency gains – create new campaign folder and kick off campaign	Interview	90%	90%	90%
C4	Total hours saved on campaign kickoff activities with Brandfolder	C1*C2*C3	288	288	288
C5	Annual head of content salary, fully burdened (hourly)	Industry	$65	$65	$65
C6	*Subtotal: efficiency gains – kicking off campaigns*	C4*C5	$18,720	$18,720	$18,720
C7	RMD hours spent on campaign management, per campaign	Composite	10	10	10
C8	Number of regional marketing directors	Composite	13	13	13
C9	% of marketing campaigns that each region participates in	Composite	60%	60%	60%
C10	Total hours spent on campaign management	C1*C7*C8*C9	1,560	1,560	1,560
C11	Campaign management efficiency gains – access to usage data, platform UX, better prioritization	Composite	10%	10%	10%
C12	Average RMD salary, fully burdened (hourly)	Industry	$52	$52	$52
C13	*Subtotal: efficiency gains – campaign management*	C10*C11*C12	$8,112	$8,112	$8,112
Ct	Campaign activity savings	C6+C13	$26,832	$26,832	$26,832
	Risk adjustment	↓5%			
Ctr	Campaign activity savings (risk-adjusted)		$25,490	$25,490	$25,490

Better And Faster Customer Service

The interviewed organization reported a significant improvement in customer service with Brandfolder.

- Brandfolder provides multiple options for how to receive support including live chat, email, and a robust knowledge base to draw from, so users can receive the support they need in the format that they need it. Additionally, the Brandfolder support team resolves issues quickly with minimal effort from the end user.

- Issues that do arise are typically solved within 10 to 15 minutes; however, technical issues can take longer to resolve.
- Users are often able to answer their own questions by leveraging Brandfolder's knowledge base, rather than reaching out to support.

Based on the customer interview, Forrester estimates:

- With the legacy solution, there were five service requests per month that required remediation. The average time to resolve these issues was 60 hours (continuous, not business hours).
- With Brandfolder, there is one service request per month that requires remediation. The average time to resolve these issues is 16 hours (continuous).
- Brandfolder users work at 60% of normal productivity while an active service request is open.
- An average fully burdened salary for a Brandfolder user is $87,750.

This benefit can vary due to uncertainty related to:

- Average Brandfolder user salary — note that salary is a conservative estimate of the value an employee provides to the organization.
- Service level agreement with legacy solution.

To account for these risks, Forrester adjusted this benefit downward by 10%, yielding an annual risk-adjusted total PV of $51,529.

"There's no BS with Brandfolder. It's more like a partnership than a vendor relationship, that's how I look at it."

Head of content, QSR

Brandfolder support includes live chat, email, and a robust knowledge base.

Better And Faster Customer Service: Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
D1	Service requests per month with legacy solution	Composite	5	5	5
D2	Average time to remediate issue, legacy requests (hours)	Composite	60	60	60
D3	Total hours spent on service requests, legacy (annual)	D1*D2*12	3,600	3,600	3,600
D4	Productivity capture during waiting period	Composite	60%	60%	60%
D5	Average Brandfolder user salary, fully burdened (hourly)	Composite	$42	$42	$42
D6	Service requests per month, Brandfolder	Composite	1	1	1
D7	Average time to remediate issue, Brandfolder (hours)	Composite	16	16	16
D8	Total hours spent with outstanding service requests, Brandfolder	D6*D7*12	192	192	192
Dt	Better and faster customer service	(D3*(1-D4)*D5)-(D8*(1-D4)*D5)	$57,254	$57,254	$57,254
	Risk adjustment	↓10%			
Dtr	Better and faster customer service (risk-adjusted)		$51,529	$51,529	$51,529

Annual Savings Related To Retiring Legacy Solution

After adopting Brandfolder, the interviewed organization was able to sunset their legacy solution, reducing licensing costs for the organization.

Based on the customer interview, Forrester estimates:

- The legacy solution cost $80,000 in annual licensing, support, and maintenance costs.

This benefit can vary due to uncertainty related to:

- Annual costs associated with previous solution.

To account for these risks, Forrester adjusted this benefit downward by 10%, yielding an annual risk-adjusted total PV of $72,000.

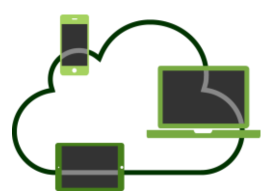
Annual Savings Related To Legacy DAM Solution: Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
E1	Annual cost of legacy DAM solution	Industry	$80,000	$80,000	$80,000
Et	Annual savings related to legacy DAM solution	D1	$80,000	$80,000	$80,000
	Risk adjustment	↓10%			
Etr	Annual savings related to legacy DAM solution (risk-adjusted)		$72,000	$72,000	$72,000

Topline Impact – Utilizing Brandfolder To Rebrand

The interviewed organization went through an urgent rebrand and was able to quickly and effectively update all logos and brand assets globally, improving brand consistency and consumer confidence. Other organizations who leverage Brandfolder in a different way may experience a different impact based on their specific use case and organizational structure.

- Brandfolder represents the single source of truth for all approved brand assets. During an urgent rebrand, corporate was able to update the assets in the Brandfolder and automatically push the approved assets to all franchisees and agencies around the world.
- Additionally, local markets were able to take the newly approved assets, localize them, and quickly update any out-of-date assets.



Distribute approved brand assets around the world with one click.

Based on the customer interview, Forrester estimates:

- Quarterly revenue of $375 million.
- 12% of quarterly revenue is spent on marketing activities, 50% of which are related to digital brand assets in Brandfolder.
- The ability to instantly distribute updated brand assets to all franchisees, and have the franchisees localize and update their content represents a 1% boost in marketing effectiveness.
- Urgent rebrands are relatively rare and happen only once every few years.

This benefit can vary due to uncertainty related to:

- Annual costs associated with previous solution.
- Quarterly revenue.
- Marketing budget as a percentage of revenue.
- Lift in marketing effectiveness attributed to brand assets.

To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a one-time risk-adjusted total PV of $163,636.

Topline Impact – Utilizing Brandfolder To Rebrand: Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
F1	Quarterly revenue		$375,000,000		
F2	Quarterly budget dedicated to marketing		12%		
F3	Budget related to digital assets		50%		
F4	Improvement in marketing impact attributed to Brandfolder		1%		
Ft	Attributed impact from rebrand with Brandfolder	F1*F2*F3*F4	$225,000	$0	$0
	Risk adjustment	↓20%			
Ftr	Attributed impact from rebrand with Brandfolder (risk-adjusted)		$180,000	$0	$0

Unquantified Benefits

While not quantified, the interviewed organization experienced additional benefits that Forrester deems important in the evaluation of Brandfolder. They are as follows:

- **Greater brand consistency and control.** The interviewed organization noted how, with Brandfolder, they had more control and visibility over what brand assets are being leveraged across the globe and could move quickly to correct anything that was out of compliance. As the organization continues to expand their usage of Brandfolder, the level of consistency and control is expected to increase.
- **Ability for local markets to customize and control content for their market.** Forrester research states that an in-depth understanding of the market is vital to framing the right brand proposition and strategy, this research further recommends that brands leverage local resources to gather in-market intelligence when expanding abroad, especially into growth markets like China.[4] Brandfolder has enabled the interviewed organization to do just that. Local franchisees are able to access approved brand assets and templates and use their understanding of the local market to create assets that will resonate and drive sales.

Brandfolder enables greater brand consistency and control.

› **Efficiency gains for franchisees.** This case study and financial model focuses on the benefits to the corporate entity, but similar time savings and efficiency gains can be expected for the individual franchisees as well. With Brandfolder, franchisees no longer rely on emails containing links to updated content that can easily be missed, lost, or deleted. Additionally, the intuitive nature of the platform gives franchisees access to the exact asset that they need, in the correct format, exactly when they need it, eliminating any lag time experienced when requesting specific assets from corporate.

Flexibility

The value of flexibility is clearly unique to each customer, and the measure of its value varies from organization to organization. There are multiple scenarios in which a customer might choose to implement Brandfolder and later realize additional uses and business opportunities, including:

› **Revenue boost from more effective marketing campaigns, especially internationally.** When a foreign brand strikes a local chord and forges a common connection, consumers are far more likely to open up their wallets. By giving more control over content to RMDs and local franchisees, the interviewed organization should expect to see improved sales performance from franchises.

› **Additional efficiency improvements by leveraging Brandfolder's custom workflow capabilities**. The interviewed organization is not currently leveraging all features and capabilities offered by Brandfolder. For example, all brand assets can be reviewed and approved in Brandfolder, eliminating the manual processes involved with sending around near-final files for review and comment, collecting feedback, making adjustments, and resending for approval.

› **Improved campaign performance and increased number of campaigns.** The efficiency gains that Brandfolder created around campaign kickoff and management allows the interviewed organization to run more campaigns with the same number of resources. Additionally, as the interviewed organization continues to work with Brandfolder, they will be able to more effectively leverage the data and insights from the platform to create more effective campaigns.

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

Flexibility, as defined by TEI, represents an investment in additional capacity or capability that could be turned into business benefit for a future additional investment. This provides an organization with the "right" or the ability to engage in future initiatives but not the obligation to do so.

Analysis Of Costs

QUANTIFIED COST DATA

Total Costs							
REF.	COST	INITIAL	YEAR 1	YEAR 2	YEAR 3	TOTAL	PRESENT VALUE
Gtr	Brandfolder onboarding and licensing fees	$21,000	$105,000	$105,000	$105,000	$336,000	$282,119
Htr	Implementation and training costs	$46,445	$0	$0	$0	$46,445	$46,445
	Total costs (risk-adjusted)	$67,445	$105,000	$105,000	$105,000	$382,445	$328,564

Brandfolder Onboarding And Licensing Fees

The interviewed organization described the onboarding and annual licensing costs associated with Brandfolder. Other organizations may experience different onboarding and annual licensing costs based on their specific characteristics and deployment.

- $20,000 initial one-time onboarding fee.
- Annual contract of $100,000 that includes licensing and services.

This cost can vary due to uncertainty related to:

- Size, number, and complexity of brand assets.
- Brandfolder features.
- Level of service required.

To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV of $282,119.

The table above shows the total of all costs across the areas listed below, as well as present values (PVs) discounted at 10%. Over three years, the interviewed organization expects risk-adjusted total costs to have a PV of $328,564.

Brandfolder Onboarding And Licensing Fees: Calculation Table						
REF.	METRIC	CALC.	INITIAL	YEAR 1	YEAR 2	YEAR 3
G1	Brandfolder onboarding fee	Composite	$20,000			
G2	Brandfolder license (annual)	Composite		$100,000	$100,000	$100,000
Gt	Brandfolder onboarding and licensing fees	Composite	$20,000	$100,000	$100,000	$100,000
	Risk adjustment	↑5%				
Gtr	Brandfolder onboarding and licensing fees (risk-adjusted)		$21,000	$105,000	$105,000	$105,000

Implementation And Training Costs

The interviewed organization experienced the following training and implementation costs associated with Brandfolder:

- Four-week implementation period with one internal FTE working 50% of their time on the Brandfolder implementation.
- 600 internal employees required training — each training session lasts 1.5 hours.

This cost can vary due to uncertainty related to:

- Length of implementation and internal effort required to support.
- User adoption and training required.

To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV of $46,445.

Total implementation and deployment time: **four weeks**

Implementation And Training Costs: Calculation Table

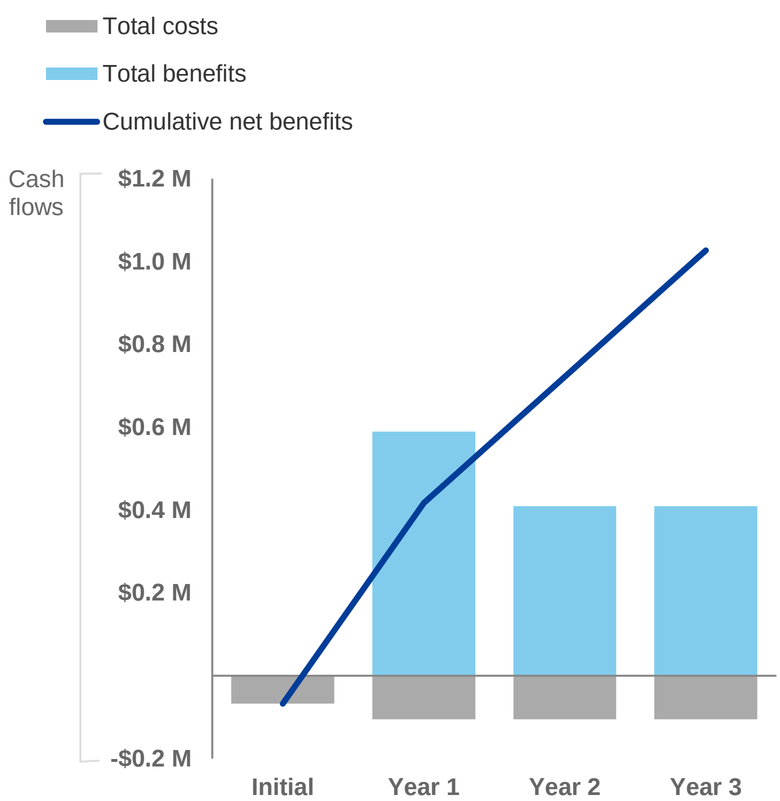
REF.	METRIC	CALC.	INITIAL	YEAR 1	YEAR 2	YEAR 3
H1	Implementation time (annual)	4 weeks / 52 weeks	~0.08			
H2	Internal FTE time spent managing implementation	Composite	50%			
H3	Annual internal FTE salary, fully burdened	Composite	$115,000			
H4	*Subtotal: internal effort for implementation*	H1*H2*H3	$4,423			
H5	Number of employees trained	Composite	600			
H6	Hours spent per training session	Composite	1.5			
H7	Average Brandfolder user fully burdened salary (hourly)	Composite	$42			
H8	*Subtotal: total cost of Brandfolder platform training*	H5*H6*H7	$37,800			
Ht	Implementation and training costs	H4+H8	$42,223	$0	$0	$0
	Risk adjustment	↑10%				
Htr	Implementation and training costs (risk-adjusted)		$46,445	$0	$0	$0

Implementation risk is the risk that a proposed investment may deviate from the original or expected requirements, resulting in higher costs than anticipated. The greater the uncertainty, the wider the potential range of outcomes for cost estimates.

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 interviewed 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 Table (Risk-Adjusted)

	INITIAL	YEAR 1	YEAR 2	YEAR 3	TOTAL	PRESENT VALUE
Total costs	($67,445)	($105,000)	($105,000)	($105,000)	($382,445)	($328,564)
Total benefits	$0	$589,780	$409,780	$409,780	$1,409,339	$1,182,697
Net benefits	($67,445)	$484,780	$304,780	$304,780	$1,026,893	$854,133
ROI						260%
Payback period						<3 months

Brandfolder: Overview

The following information is provided by Brandfolder. Forrester has not validated any claims and does not endorse Brandfolder or its offerings.

Brandfolder's intuitive Digital Asset Management (DAM) platform helps companies of all sizes organize, manage, distribute, and analyze brand assets from a central source of truth. We've created a powerfully simple, yet robust, DAM designed to be incredibly easy to use for everyone — from internal teams to external end users.

Also weaved throughout Brandfolder is an intelligence layer, called Brand Intelligence. Brand Intelligence applies artificial intelligence and machine learning to usher asset management into a new era of amplified brand engagement and understanding.

Unlike most DAMs, Brand Intelligence goes beyond generalized models of AI and ML. Through trainable AI models, it empowers global brand leaders with critical data and actionable insights that better inform creative strategy and development. Use cases for Brand Intelligence include: deploying digital assets faster, enhanced asset findability, strategic campaign planning, individual asset insights, and predictive content performance and metrics.

Top features from Brandfolder include:

Organize and manage

- **Collections:** Curate the right assets for specific audiences, both internally and externally, when you organize assets by Collections.
- **Nested Labels:** Labels help companies organize and find assets quicker through a tag and metadata-based organization framework. They are a visual, hierarchical representation of your assets without the chaos of typical folder structures.
- **Bulk uploading and management:** Easily upload your tags in bulk. Manage tags in a consolidated location for better consistency and organization throughout your Brandfolder.
- **Granular permissions:** Manage users and their permissions to quickly allow who has access to which assets.
- **Templating:** Enable your business to create branded materials with Templating. Upload creative with editable text fields and images, where users input content directly from Brandfolder to control consistency.

Curate and find

- **Advanced search:** Quickly search across a variety of asset metadata and taxonomy. Utilize intelligent search tools like advanced filtering, auto-tags, pinned searches, and more.
- **AI and ML-driven features:** Auto-tagging automatically adds logical tags to your assets upon import for intuitive discovery when searching. Suggested tags are based on other assets in your Brandfolder, as well as your tagging habits. Tagging is also as specific as what's in the image, such as products and other elements, like trees.

Distribute and understand

- **Smart embed CDN:** Embed an asset to any channel the exact specifications you need within Brandfolder. Update it in Brandfolder and changes will propagate everywhere instantaneously.
- **Digital rights management:** Set publish dates, expiration dates, and custom watermarks on assets, automating asset viewability to end users.

Analyze and plan:

- **Cross-channel insights:** Drill down to get analytics on an asset level on any channel. Quickly view your most active assets and view the analytics, activity, and top users for individual assets to gain further insight.
- **Asset scoring and brand insights:** Quickly understand the success, and potential success, of a piece of brand collateral.

Integrations, APIs, and professional services

- **Integrations:** Whether you want to streamline your workflow, connect to cloud storage, or track events and analytics, Brandfolder’s platform offers thousands of integrations to strengthen your workflow and minimize disruptions.
- **APIs:** Our RESTful API offers endless opportunities for programmatically sharing and showcasing your assets across your marketing technology stack.
- **Professional services:** Brandfolder offers integration and/or API architecture and implementation support through professional services.

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

"We're Not In Kansas Anymore: Building Culturally Relevant Social Brands In Global Growth Markets," April 12, 2017.

Appendix C: Endnotes

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[1] Source: "We're Not In Kansas Anymore: Building Culturally Relevant Social Brands In Global Growth Markets," Forrester Research, Inc., April 12, 2017.
[2] Source: Brandfolder Security Capabilities (https://brandfolder.com/blog/product/security/).
[3] Source: Branfolder Product (https://brandfolder.com/product).
[4] Source: "We're Not In Kansas Anymore: Building Culturally Relevant Social Brands In Global Growth Markets," Forrester Research, Inc., April 12, 2017.