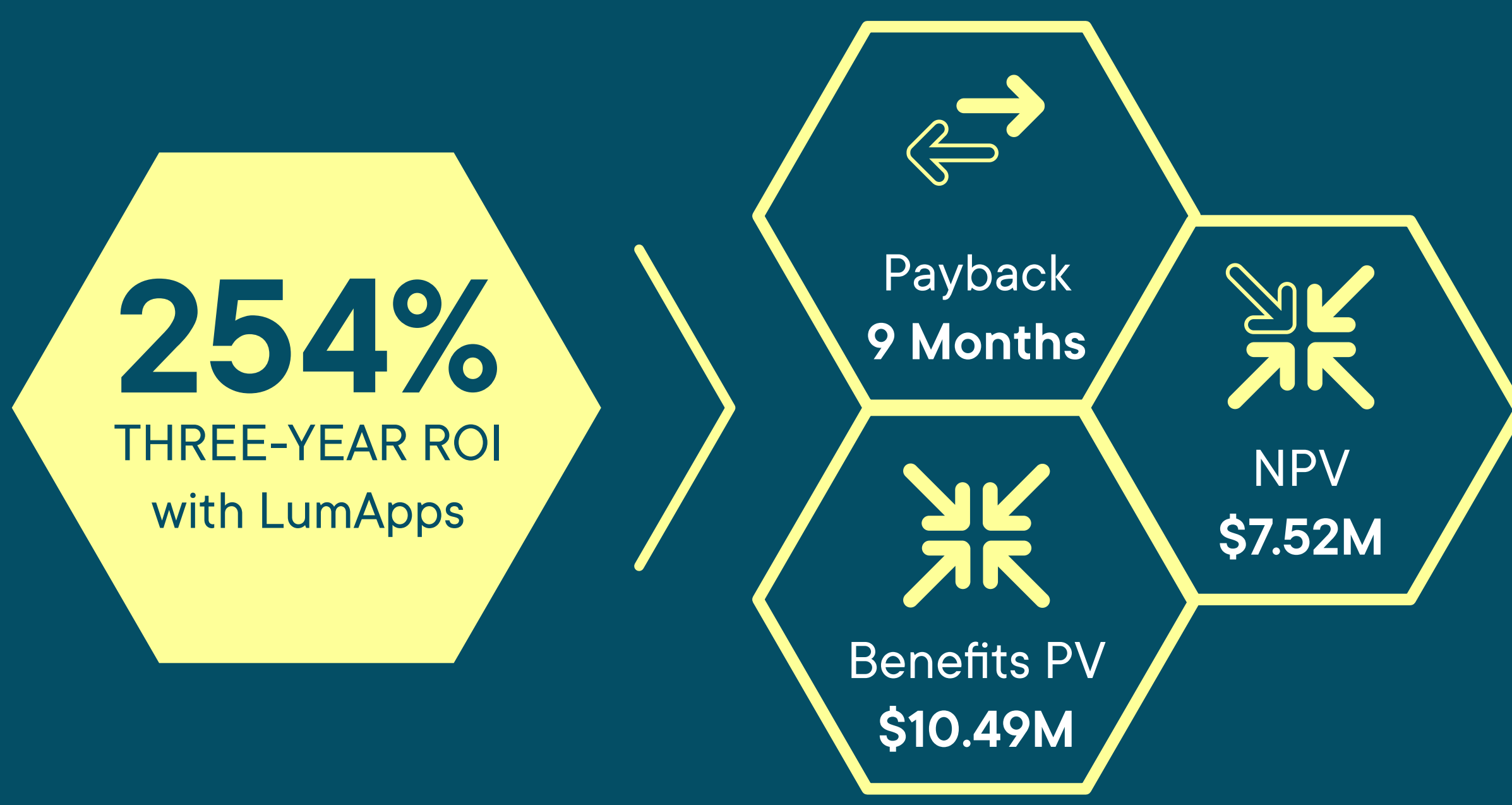


# The Total Economic Impact™ of LumApps

## Intranet ROI: Cost Savings and Business Benefits

THROUGH DATA ANALYSIS AND CLIENT INTERVIEWS, THIS COMMISSIONED STUDY CONDUCTED BY FORRESTER CONSULTING CONCLUDED THAT LUMAPPS HAS THE FOLLOWING THREE-YEAR FINANCIAL IMPACT.



“WE’RE BREAKING DOWN SILOS IN ALL OF THESE DIFFERENT REGIONS AND BRAND SEGMENTS AND BRINGING EVERYONE INTO THE SAME CORPORATE PLATFORM. AND THAT WAS A FIRST FOR [US] TO HAVE ONE UNIFIED, CORPORATE INTRANET.”

- SENIOR MANAGER, GLOBAL INTRANET, FINANCIAL TECHNOLOGY

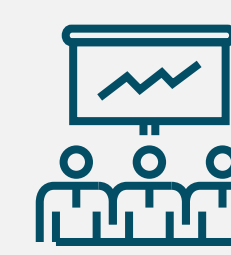
### In selecting LumApps, enterprise clients interviewed sought:

“THERE WERE 7,000 PAGES ON THE PREVIOUS INTRANET, AND THERE ARE NOW 700, SO YOU’RE RETURNING IN A SEARCH, 90% FEWER RESULTS. THE AVERAGE [WORKER IS] NOW ONLY SPENDING FOUR MINUTES TO COME ON, FIND WHAT THEY NEED, READ IT, AND LOG OFF, AND THAT WAS MORE LIKE 8 OR 10 BEFORE.”

- DIGITAL COMMUNICATIONS MANAGER, RETAIL



UNIFIED COMMUNICATIONS



SEAMLESS INTEGRATION WITH PRODUCTIVITY SUITES AND COLLABORATION TOOLS



BROADER DIGITAL TRANSFORMATION INITIATIVES, I.E., MOVING TO THE CLOUD

### LumApps Quantified Benefits (Three-Year)



**New hires:**  
20% reduction in onboarding time



**Developers:**  
≥2 additional hours per week spent on work tasks



**Desktop workers:**  
11.5 additional hours per year on collaboration, work tasks



**Frontline workers:**  
13.8 additional hours per year serving customers

### That Translates to

**\$7.50M**

Increased productivity:  
**Desktop workers**

**\$2M**

Increased productivity:  
**Frontline workers**

**\$705K**

Increased efficiency:  
**Employee onboarding**

**\$321K**

Cost avoidance:  
**IT consolidation**

### Other LumApps Unquantified Benefits



IMPROVED COLLABORATION BETWEEN EMPLOYEES ACROSS DIVISIONS



INCREASED EMPLOYEE ENGAGEMENT WITH COMPANY COMMUNICATIONS



REDUCED ENVIRONMENTAL IMPACT OF COMMUNICATIONS ACTIVITIES

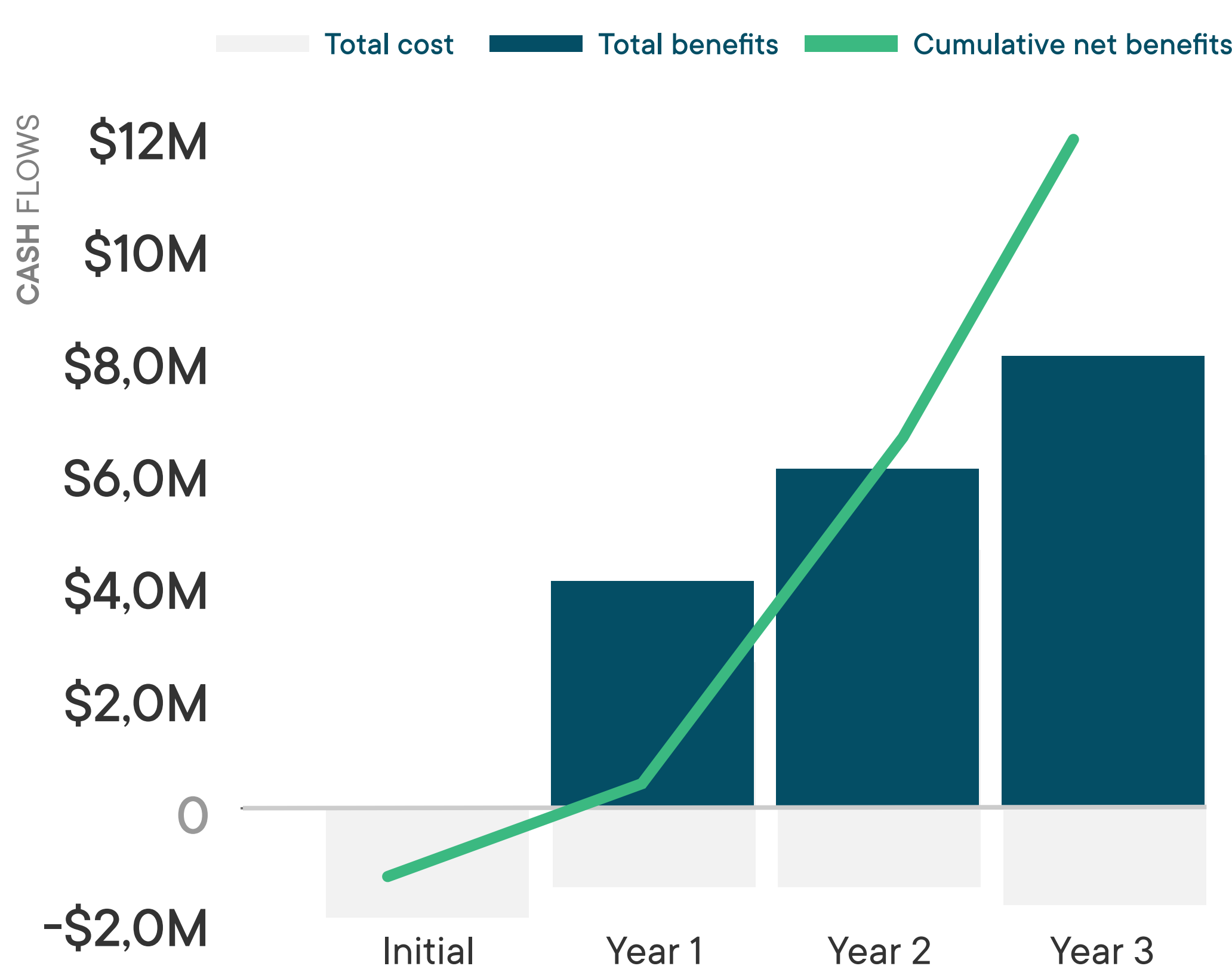


“FOR EXAMPLE, WE HAVE A FEW STORES WHO CREATED THEIR OWN COMMUNITY. AND IN THIS COMMUNITY, THEY SHARE ANY KIND OF COMMUNICATION OR INFORMATION FOR THE EMPLOYEES OF THIS SPECIFIC STORE. SO THE EMPLOYEES, KNOW THAT WHEN THEY GO TO THIS COMMUNITY, THEY WILL FIND ANY KIND OF INFORMATION THEY WANT.”

- INTERNAL COMMUNICATIONS MANAGER, RETAIL

### A Rising Tide of ROI Consolidated three-year risk-adjusted metrics

Cash Flow Chart (Risk-Adjusted)



“[WITH] THIS ONE TOOL, I CAN [NOW] REPLACE THREE TOOLS I USED TO HAVE BEFORE. AND SO THERE ARE BENEFITS IN TERMS OF COST LICENSES AS A CONSEQUENCE.”

- INTRANET PROJECT MANAGER, AEROSPACE