Measuring the ROI of Faronics Deep Freeze

Survey Analysis

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Intelligent Solutions for ABSOLUTE Control

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Executive Summary

Lowering IT costs and providing a solid ROI for IT projects are among the top challenges for IT executives. Gartner reports that a locked-down and well-managed desktop PC can be 42% less expensive to keep than an unmanaged one, and that the salary cost of a help desk employee can be estimated to be between $21.63 and $40.86 per hour.[1] The average help desk cost per contact is estimated to be $23.09.[2]

Faronics lowers these costs. Faronics Deep Freeze reduces IT support costs and help desk requests while increasing computer availability. The hundreds of unsolicited testimonials[3] that Faronics has received over the last 10 years provide a wealth of anecdotal evidence. This survey presents quantifiable proof of the effectiveness of Deep Freeze.

We reached out to 25,859 organizations; 1,293 responses drew the following picture:

- Organizations using Deep Freeze reported 40% fewer support tickets per desktop compared to organizations not using Deep Freeze, equating to over $52,000 in annual savings per 1,000 computers.

- Organizations that have deployed Deep Freeze on more computers within their deployments experience a lower number of support tickets per desktop. Organizations that have Deep Freeze on ≥ 90% of desktops reported a 63% reduction in support tickets with the lowest ratio of 2.14 support tickets per desktop compared to 5.76 for organizations not using Deep Freeze.

- Organizations using Deep Freeze reported that their support personnel manages 12% more desktops per employee compared to organizations without Deep Freeze.

Faronics Deep Freeze generates tangible savings value as it reduces the number of support calls an organization bears while increasing the number of computers supported by each IT technician. This enables organizations to more effectively allocate their resources to other priorities.

1 Gartner Inc., Desktop Total Cost of Ownership: 2008 Update, G00153705
2 Gartner Inc., IT Key Metrics Data 2009: Key Infrastructure Measures: Help Desk Analysis: Multi Year, G00163899
3 http://www.faronics.com/html/testimonial.asp

Survey Methodology

During May and June 2009, Faronics asked 25,859 organizations four questions via email:

1. How many IT desktop support personnel does your organization have?

   Based on the 1,293 responses received, each organization has an average of 6.7 support personnel. Only responses with 100 desktop computers or more were considered for the survey and used for calculating the results. The findings resulted in 2.73% margin of error.

2. How many computer workstations do they support?

   Average of 1,461 workstations per organization was reported.

3. How many of these computers have Faronics Deep Freeze installed?

   915 organizations out of 1293 respondents reported using Deep Freeze. Out of 1,504,022 workstations, 469,825 are protected by Deep Freeze.

4. How many IT desktop support tickets does your organization log in one year?

   905 respondents provided actual numbers of support incidents totaling 4,237,544. The reported numbers represent a mix between respondents' estimates and data based on reports from help desk support ticket tracking systems.

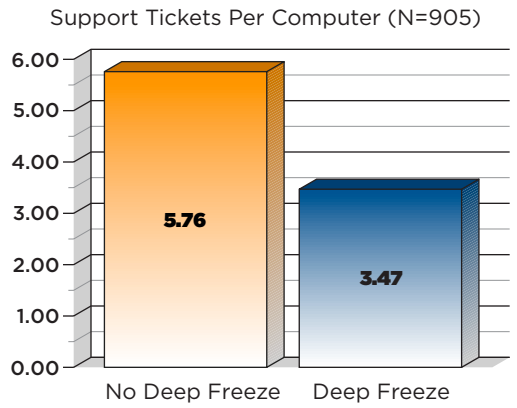
Survey responses were received from 38 countries.

Each response represents a unique organization.

Average refers to the arithmetic mean of the data, representing the sum of all values divided by the number of values.

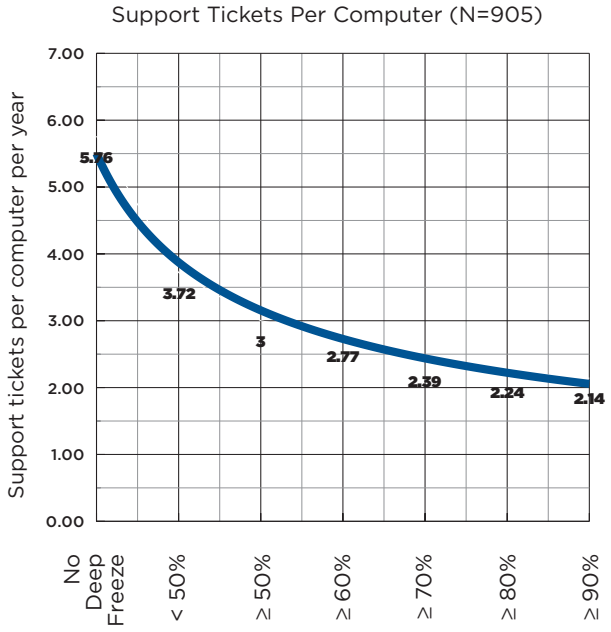
Survey Results

1. Organizations using Faronics Deep Freeze have on average 40% fewer support tickets per desktop than those that do not use Faronics Deep Freeze.



Customers using Deep Freeze reported on average 3.47 support tickets per desktop, whereas respondents with no Deep Freeze installed reported on average 5.76 support tickets per desktop. This 40% difference in the number of support tickets on 1,000 computers can translate into 2,290 fewer support tickets per year that desktop support personnel have to process. Research conducted by Gartner found the cost of a help desk call to be $23.09.[1] Therefore, the resulting savings generated by Deep Freeze on 1,000 computers annually are $52,876.

2. Organizations that have deployed Deep Freeze on more workstations within their computing environment experience a lower number of support tickets per desktop. Organizations that have Deep Freeze on 90% or more of their desktops reported the lowest ratio of 2.14 support tickets per desktop compared to 5.76 for organizations without Deep Freeze installed. The result is a 63% reduction in the number of support tickets.

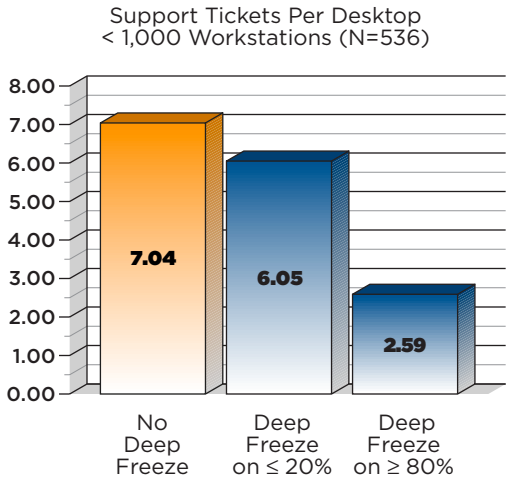


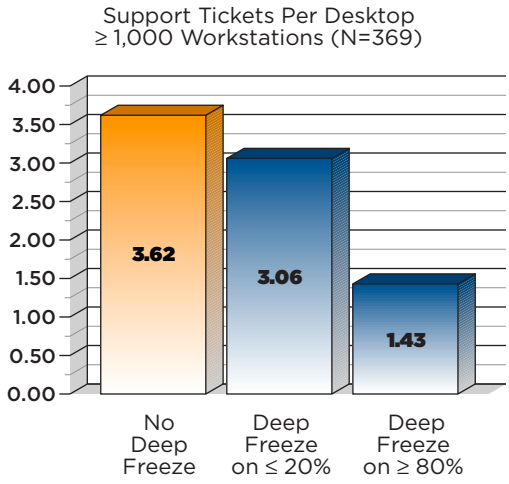
1 Gartner Inc., IT Key Metrics Data 2009: Key Infrastructure Measures: Help Desk Analysis: Multi Year, G00163899

3. Deep Freeze customers experience fewer support tickets per desktop compared to respondents not using Deep Freeze.

   Deep Freeze customers with fewer than 1,000 computers reported processing 63% fewer support tickets when Deep Freeze is installed on 80% or more of their desktops compared to organizations not using Deep Freeze.

   Deep Freeze customers with 1,000 or more computers reported similar performance gains. A 61% reduction in the number of support tickets was reported when Deep Freeze is installed on 80% or more of the desktops.

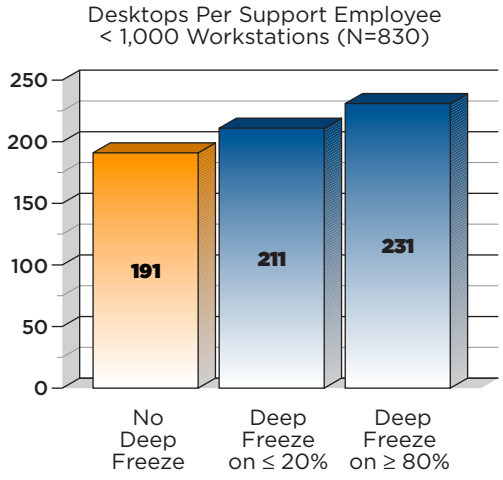


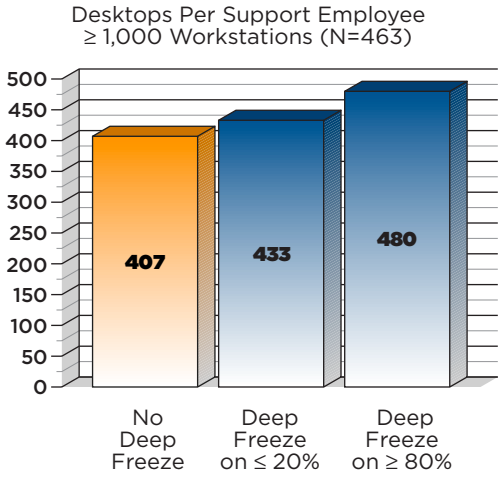


4. Deep Freeze customers support 12% more desktops per support employee compared to respondents that do not use Deep Freeze.

   Deep Freeze customers with fewer than 1,000 computers and Deep Freeze installed on 80% or more of their desktops support 21% more desktops per employee compared to their peers not using Deep Freeze.

   Deep Freeze customers with 1,000 or more computers reported similar gains in efficiency with 18% more desktops per employee being supported when Deep Freeze is deployed on 80% or more of their desktops compared to organizations not using Deep Freeze.





Conclusion

The findings of the survey are clear. Organizations using Deep Freeze experience up to a 63% reduction in the number of support tickets per desktop and support 12% more computers with the same staff compared to organizations not using Deep Freeze.

Organizations must always be conscious of the bottom line, but they must also balance restrictions with productivity. Excessive restrictions reduce personnel efficiency, relaxed policies result in additional costs associated with support. Deep Freeze helps here as well.

Deep Freeze's patented technology makes computers immune to any software related issues, and assures IT that any changes are only temporary and will have no lasting effects on the protected computers. Users, on the other side, can enjoy a fully functional and unrestricted computing experience for maximum productivity.

These facts point to the conclusion that Deep Freeze provides organizations with a significant and tangible savings value. Organizations are able to lower their IT support costs while concurrently gaining efficiency for allocating their IT resources to other priorities.

About Deep Freeze

Faronics Deep Freeze reduces IT help desk requests by making computer configurations indestructible. It does this by ensuring each and every desktop, laptop, and server always remains in its perfect, original operating state that it was deployed in. Organizations enjoy greater computer reliability with lowered support costs, while IT personnel are freed from tedious help desk requests.

Deep Freeze's disk protection can be centrally managed, and provides for system and third party updates. It also enables users to retain changes to their documents, spreadsheets, and other data. Deep Freeze is available for Windows, Mac, and Linux platforms.

About Faronics

Faronics' solutions help organizations increase the productivity of existing IT investments and lower IT operating costs. In today's economic climate of increasingly tightened budgets, continuous market pressure, and more work to do than time available, this is critical.

With a well-established record of helping organizations manage, simplify, and secure their IT infrastructure, Faronics makes it possible to do more with less by maximizing the value of existing technology.

Incorporated in 1996, Faronics has offices in the USA, Canada, and the UK, as well as a global network of channel partners. Our solutions are deployed on over 8 million computers in over 150 countries worldwide, and are helping more than 30,000 customers.

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