



FORRESTER®

# The Total Economic Impact™ Of Livestorm

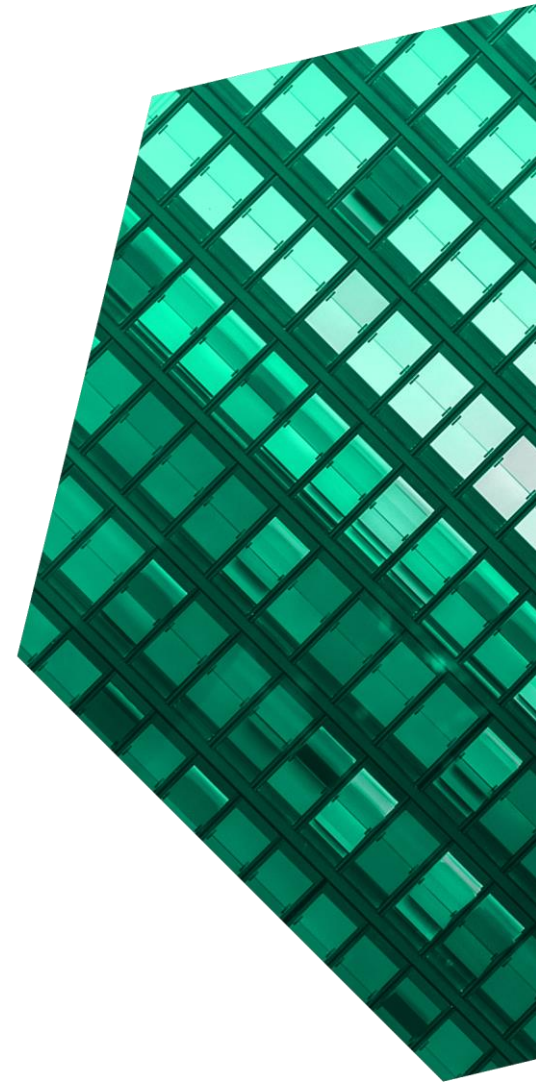
Cost Savings And Business Benefits  
Enabled By Livestorm

JULY 2021

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## ABOUT FORRESTER CONSULTING

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## Executive Summary

In an increased work-from-home environment, organizations strive to nurture relationships with their employees, customers, and prospects. It is arguably more crucial than ever to reach these stakeholders in more engaging ways. Video engagement platforms such as Livestorm offer companies the opportunity for groups to meet, collaborate, and interact.

Livestorm is a browser-based video engagement platform. It combines videoconferencing and webinar capabilities to provide a single solution for organizations wanting one platform to deliver on-demand, live, or pre-recorded meetings and events.

Livestorm commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying [Livestorm](#).<sup>1</sup> The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Livestorm on their organizations.

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed four customers with experience using Livestorm. For the purposes of this study, Forrester aggregated the experiences of the interviewed customers and combined the results into a single [composite organization](#).

Prior to using Livestorm, customers found it cumbersome to manage and administer external online events and large-scale internal meetings. Administrators used a combination of applications to manage registrations, mail-outs, reminders, and follow-ups. Events either weren't interactive enough, with attendees unable to participate, or too unstructured, with everyone able to speak at once. Event teams lacked insights into attendee activities and profile data, which made it difficult to verify

### KEY STATISTICS



Return on investment (ROI)

**181%**



Net present value (NPV)

**\$176K**

attendance at mandatory training and time-consuming to follow up on leads.

After investing in Livestorm, customers spent less time on event and meeting administration and could focus instead on planning and producing content. Using Livestorm dashboards, customers gained data-driven insights that helped them better understand participation and engagement trends, and in turn inform future content creation. Moreover, customers could provide a more manageable — yet interactive — experience that let attendees participate by posting a question, responding to a poll, or typing a comment in the chat window in addition to speaking through their microphones.

## KEY FINDINGS

**Quantified benefits.** Risk-adjusted present value (PV) quantified benefits over three years include:

- **Increased incremental profit from hosting live events, leading to an additional \$177,084.** After deploying Livestorm, the interviewees' organizations saw an improvement in their lead generation, which led to an increase in incremental profit. With Livestorm's easy-to-use and browser-based platform, organizations connected with prospects and customers to deliver engaging and interactive content.
- **Increased incremental profit from sharing on-demand events, leading to an additional \$68,637.** Customers were able to achieve a secondary wave of lead generation by uploading the hosted event online as an "on-demand" event, with only minimal effort required. By entering an email address, the viewer's details will automatically be shared with the host organization for follow-up and conversion.
- **Reduced time spent on events administration, saving \$14,324.** Organizations that had previously used generic videoconferencing platforms reported more than 80% time savings after switching to Livestorm for their live events, freeing teams to spend more time creating and improving content.
- **Reduced time spent on internal meeting and training administration, saving \$12,758.** Livestorm automatically compiles data about attendance and engagement, making it quick and easy to directly identify employees who need to complete mandatory training. Further, in-platform features such as polls, chat, and Q&A enable instant dialogue between organizations and employees. Organizations can take "pulse checks" and respond quickly, rather than using more protracted methods such as questionnaires.

**“Our new CEO saw Livestorm and how we were using it, and said, ‘What is that you guys are using? This thing works perfectly!’”**

**— Head of IT, food manufacturing**

**Unquantified benefits.** Additional benefits interviewees cited that are not quantified for this study include:

- **Making more data-driven decisions about future content.** Gaining insight about attendees' level of engagement throughout the content created opportunities to evaluate the quality and length of the content, which in turn informed future content decisions.
- **Reassuring board members and senior stakeholders by showing attendance and engagement.** The ability to demonstrate workforce compliance with required training is valuable for organizations that must enforce compliance obligations.
- **Providing training and demonstrations for existing customers.** While generating leads and increasing revenue were important, using Livestorm to provide training and product demos also strengthened relationships with existing customers.
- **Attracting high-caliber speakers.** For customers transitioning events to an online platform, it was easier to enlist higher-caliber speakers. Customers felt that this had a halo effect on their brand image and credibility.

**Costs.** Risk-adjusted PV costs include:

- **Livestorm annual license fees of \$39,344 for 10 users.** Livestorm's pricing model is based on two main factors: the number of host licenses required, and the cap on attendee numbers of each event or meeting.
- **Implementation costs of \$260.** Because Livestorm is browser-based, implementation costs are minimal, and IT personnel were largely unnecessary during implementation.
- **Event administration costs of \$34,095.** After the initial implementation, two users performed ongoing tasks to customize the Livestorm

platform, manage registrations, oversee the event, and compile post-event reports.

- **Meeting and training administration costs of \$30,084.** Similarly, two users performed ongoing administrative tasks via the platform by configuring Livestorm settings to align with corporate branding and managing and administrating each training and meeting session.

The customer interviews and financial analysis found that a composite organization experiences benefits of \$273,000 over three years versus costs of \$97,000, adding up to a net present value (NPV) of \$176,000 and an ROI of 181%.



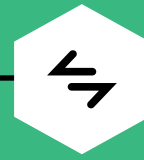
ROI  
**181%**



BENEFITS PV  
**\$273K**



NPV  
**\$176K**



PAYBACK  
**<6 months**

### Benefits (Three-Year)

Increased incremental profit from  
lead generation (live events)

**\$177.1K**

Increased incremental profit from  
lead generation (on-demand events)

**\$68.6K**

Event administration efficiencies

**\$14.3K**

Meeting administration efficiencies

**\$12.8K**

## TEI FRAMEWORK AND METHODOLOGY

From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in Livestorm.

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 Livestorm can have on an organization.

### DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Livestorm 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 study to determine the appropriateness of an investment in Livestorm.

Livestorm 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.

Livestorm provided the customer names for the interviews but did not participate in the interviews.



### DUE DILIGENCE

Interviewed Livestorm stakeholders and Forrester analysts to gather data relative to the Livestorm platform.



### CUSTOMER INTERVIEWS

Interviewed four decision-makers at organizations using the Livestorm platform to obtain data with respect to costs, benefits, and risks.



### COMPOSITE ORGANIZATION

Designed a composite organization based on characteristics of the interviewed organizations.



### FINANCIAL MODEL FRAMEWORK

Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewed organizations.



### CASE STUDY

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



# The Livestorm Customer Journey

## ■ Drivers leading to the Livestorm investment

Interviewed Organizations			
Industry	Region	Interviewee	Revenue
Public sector	US	Marketing manager	N/A
Software as a service (SaaS)	Headquartered in the Netherlands	Content marketer	\$10 million to \$12 million
Medical technology	Headquartered in the US	Marketing manager	\$250 million
Food manufacturing	Headquartered in the US	Head of IT	\$150 million

### KEY CHALLENGES

Decision-makers at the interviewed organizations reported that manual, inefficient methods made it difficult to deliver live video content to prospects and customers and host interactive large-scale meetings with employees. Common challenges included:

- **Time-consuming processes that made managing digital events inefficient.** One customer described a manual process where event managers used multiple apps and platforms, manually copied and pasted event links, and individually emailed event details and reminders to registrants. The lack of automation not only cost the event organizer valuable time but also increased the risk of introducing errors and making omissions.

**“Event administration was quite a lot of work: A customer registered on our website, and our administrator got sent an email and then had to input [customer] details into the video app and send out the link personally to that person.”**

*Marketing manager, medical technology*

- **Existing video communication platforms that failed to meet specific interaction needs.** Customers using alternative video engagement platforms reported that other solutions were either too unstructured, resulting in disruptive crosstalk, or not interactive at all, with the system only permitting one-way communication.
- **Inability to pivot to virtual-only event delivery.** The COVID-19 pandemic forced customers to quickly develop alternatives to face-to-face meetings or written content. Shelter-in-place orders caused the public sector marketing manager’s organization to close its main offices and scramble to evolve its traditional face-to-face model of interaction so it could continue to deliver meeting and event content. Local travel bans made hosting large in-person employee meetings impossible for another customer.
- **Limited visibility into attendee participation and engagement.** Easily monitoring which registrants actually attended and for how long is useful for following up on leads and essential for tracking participation in mandatory training courses. The head of IT we interviewed reported that they had to rely on self-certification to evaluate companywide participation in compliance-based learning, a practice that left them at risk of regulatory penalties.



- **Live broadcasts that don't engage attendees.** Using conventional videoconferencing software for all-hands meetings failed to give employees an easy way to ask questions in real time. The head of IT we interviewed, worked around this deficit by surveying its employees a week before the event and manually collating the most popular questions ahead of the meeting.

**"We did not have any sort of online event programming prior to COVID, though we were planning it. Then COVID came along and that forced our hand"**

*Marketing manager, public sector*

## SOLUTION REQUIREMENTS

The interviewed organizations wanted a solution that could:

- Provide a configurable, browser-based interface that minimizes the amount of customization required by the organization.
- Automate event administration processes to reduce errors and free resources to develop content.
- Save recordings of the live event and share them more widely with prospects and customers.
- Provide analytics data about event registration, attendance, and participation rates.
- Encourage audience interaction, such as live Q&A and chat, but restrict participation when necessary using selective muting.
- Give attendees access from multiple devices, such as tablets, phones, and PCs.

## COMPOSITE ORGANIZATION

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an ROI

analysis that illustrates the areas financially affected. The composite organization is representative of the four companies that Forrester interviewed and is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

**Description of composite.** The global, multimillion-dollar B2B organization operates primarily in Europe and North America. The organization is mature, has a strong online and offline presence, and employs around 1,000 employees dispersed across two continents, with a mix of office and homeworkers. The annual revenue for the composite organization is \$150 million, and the average value of a sale is \$23,000.

**Deployment characteristics.** The organization hosts 50 external events per year, including content marketing webinars and thought leadership panels. On average, 55 customers and prospects attend each event. After each event, teams upload external event content to the composite organization's website and social media channels to be consumed on demand. The organization hosts 84 internal video meetings per year and four mandatory internal training courses. The composite organization holds 10 host licenses, split evenly between the external events team and the corporate communications team, which hosts internal meetings and trainings.

### Key assumptions

- **Mature B2B organization**
- **Average deal size of \$23,000**
- **1,000 employees throughout North America and Europe**
- **\$150 million in revenue**

# Analysis Of Benefits

■ Quantified benefit data as applied to the composite

Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Increased incremental profit from lead generation (live events)	\$71,208	\$71,208	\$71,208	\$213,624	\$177,084
Btr	Increased incremental profit from lead generation (on-demand events)	\$27,600	\$27,600	\$27,600	\$82,800	\$68,637
Ctr	Event administration efficiencies	\$5,760	\$5,760	\$5,760	\$17,280	\$14,324
Dtr	Meeting administration efficiencies	\$5,130	\$5,130	\$5,130	\$15,390	\$12,758
Total benefits (risk-adjusted)		\$109,698	\$109,698	\$109,698	\$329,094	\$272,803

## INCREASED INCREMENTAL PROFIT FROM LEAD GENERATION (LIVE EVENTS)

**Evidence and data.** After using Livestorm to host free live events, interviewees said they were able to increase their lead generation and incrementally grow their annual profit. By interacting directly with customers and prospects, Livestorm customers provided relevant content in real time to better engage buyers and promote their products and services.

An inability to generate leads using in-person activities due to COVID-19 put increased focus on video content. By inviting customers and prospects via their company website, social media channels, and direct email, customers reported attracting 100

registrants or more without incurring additional marketing program spend.

Customers reported registration-to-attendance rates averaging 50% to 60% per event. To maximize attendance, they presumed that hosting events on a browser-based platform was less likely to deter participants than using an app-based solution. Interviewees also reported between 2% and 5% of attendees eventually converted into closed deals. The content marketer we interviewed stated that regularly scheduled events had the most impact on demand generation: “We’ve found monthly webinars to be very useful for lead generation. It’s actually easy to deliver this type of content and get a lot of qualified leads.”

Without travel requirements and costs, remote attendance rates significantly increased. The interviewed public sector marketing manager noted: “There’s a number of people who have said that they hope that we continue virtual delivery, even after we’ve reopened because — from an access point of view — it’s more reasonable for them to connect with us online versus traveling all the way here.”

**“We don’t need to travel, prospects get a good insight into different topics that they can discuss, they can ask questions, and we can answer. It’s really good for generating new leads.”**

*Marketing manager, medical technology*

The interviewed medical technology marketing manager reported being able to qualify leads during an event by using the poll functionality: “When I ask during the event: ‘Are you already automated?’ and they say ‘Yes’, ‘No,’ or ‘In progress,’ then this qualifies the lead before we hand over the customer details to the sales team.”

**Modeling and assumptions.** To calculate the value of this benefit, Forrester assumes the following for the composite organization:

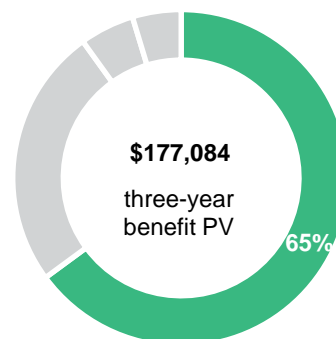
- The average deal size for the composite organization is \$23,000, and the profit margin is 10%.
- A typical upsell deal is valued at 20% of the new contract value, which is \$4,600.
- The composite organization hosts 50 external live events per year.
- Each event attracts an average of 100 registrants, 55% of whom attend the event.
- The audience comprises 50% new prospects who are not previously known to the organization, 30% existing prospects, and 20% existing customers.
- A sale happens in 2% of attendances by existing customers and new prospects.

- Because some conversions can be attributed to other aspects of the sales funnel, we assume a lower conversion rate for existing prospects of 1%.

**Risks.** The ability of organizations to increase profit through the deployment of Livestorm for live events can vary across organizations due to differences in:

- The number of events held annually.
- The extent to which the organization publicizes its events.
- The average deal size and the deal conversion rate.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$177,084.



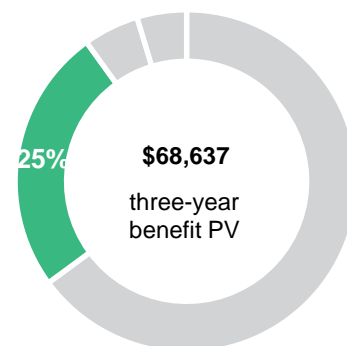
Increased Incremental Profit From Lead Generation (Live Events)					
Ref.	Metric	Calculation	Year 1	Year 2	Year 3
A1	Number of annual live events	Composite	50	50	50
A2	Average order value — new contract	Composite	\$23,000	\$23,000	\$23,000
A3	Average order value — upsell	A2*20%	\$4,600	\$4,600	\$4,600
A4	Registrants per live event	Composite	100	100	100
A5	Attendance rate	Composite	55%	55%	55%
A6	Number of fresh (not previously known) prospects per live event	A4*A5*50%	28	28	28
A7	Number of existing customers per live event	A4*A5*20%	11	11	11
A8	Number of existing prospects per live event	A4*A5*30%	17	17	17
A9	Number of conversions per live event — fresh prospects	A6*2% conversion rate (interview)	0.56	0.56	0.56
A10	Number of conversions per live event — customers	A7*2% conversion rate (interview)	0.22	0.22	0.22
A11	Number of conversions per live event — existing prospects	A8*1% conversion rate (assumption)	0.17	0.17	0.17
A12	Profit margin	TEI standard	10%	10%	10%
At	Increased incremental profit from lead generation (live events)	$A1*((A2*(A9+A11)) + (A3*A10))*A12$	\$89,010	\$89,010	\$89,010
	Risk adjustment	↓20%			
Atr	Increased incremental profit from lead generation (live events) (risk-adjusted)		\$71,208	\$71,208	\$71,208
Three-year total: \$213,624			Three-year present value: \$177,084		

## INCREASED INCREMENTAL PROFIT FROM LEAD GENERATION (ON-DEMAND EVENTS)

**Evidence and data.** After a Livestorm-hosted event has ended, customers receive a video recording that they can then share directly with attendees or post on their website and social media channels.

- Customers that made their events available on demand on their blogs, social media channels, or website — or emailed links to their contact lists — saw an increase in incremental leads and opportunities. The interviewed content marketer told us, “On average, once we host the webinar

on a blog, we get an additional 40 leads from those accessing the content on demand.”



**Modeling and assumptions.** The assumptions for on-demand events are the same as for live events, with the following differences:

- Each on-demand event is viewed by 40 individuals.
- The audience profile is 63% new prospects, 13% existing prospects, and 25% existing customers.
- The conversion rates are 50% lower for on-demand events compared with live events.

**Risks.** An organization's ability to realize profit gains from on-demand events can vary across organizations and industries due to:

- Differences in the usage of Livestorm features and capabilities.

**“Previously, one employee would take 8 to 10 hours to do all these things with emails and adding people to lists and setup. Now using Livestorm, it all takes about 1 hour.”**

*Marketing manager, medical technology*

- Inability to share event content widely on the internet, due to sensitivity or privacy issues.
- The willingness of individuals to provide their personal details to access an on-demand event.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a three-year, risk-adjusted total PV of \$68,637.

### Increased Incremental Profit From Lead Generation (On-Demand Events)

Ref.	Metric	Calculation	Year 1	Year 2	Year 3
B1	Number of annual live events	A1	50	50	50
B2	Average order value — new contract	A2	\$23,000	\$23,000	\$23,000
B3	Average order value — upsell	A3	\$4,600	\$4,600	\$4,600
B4	Number of fresh (not previously known) prospects per on-demand event	Interviews	25	25	25
B5	Number of existing customers per on-demand event	Interviews	10	10	10
B6	Number of existing prospects per on-demand event	Interviews	5	5	5
B7	Number of conversions per on-demand event — fresh prospects	$B4 \times 1\%$ conversion rate	0.25	0.25	0.25
B8	Number of conversions per on-demand event — existing customers	$B5 \times 1\%$ conversion rate	0.10	0.10	0.10
B9	Number of conversions per on-demand event — existing prospects	$B6 \times 0.05\%$ conversion rate	0.03	0.03	0.03
B10	Profit margin	TEI standard	10%	10%	10%
Bt	Increased incremental profit from lead generation (on-demand events)	$B1 \times (B2 \times (B7 + B9)) + (B3 \times B8) \times B10$	\$34,500	\$34,500	\$34,500
	Risk adjustment	↓20%			
Btr	Increased incremental profit from lead generation (on-demand events) (risk-adjusted)		\$27,600	\$27,600	\$27,600
Three-year total: \$82,800			Three-year present value: \$68,637		

## EVENT ADMINISTRATION EFFICIENCIES

**Evidence and data.** Interviewed customers said they experienced time savings when Livestorm enabled them to automate many event administration processes and track participation and engagement. Event administration efficiencies included:

- Automating the event promotion and registration process, such as emailing the full details of the event and follow-up reminders to each registrant. The interviewed public sector marketing manager found: “Getting the registration system set up to send out the invites and reminders, and scheduling all that into the app, takes around 30 minutes now with Livestorm.”
- Simplified integrations with various business apps, such as CRM and marketing automation platforms, allow teams to automatically upload attendee details into a database for follow-up. The interviewed public sector marketing manager told us, “Downloading attendee information from Livestorm and importing everything into our email marketing software takes us about 2 seconds.”
- Overall, an organization can recoup more than 80% of administration time, compared with using a generic videoconferencing platform for managing and running external events.

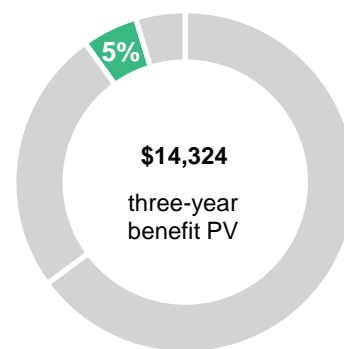
**Modeling and assumptions.** To calculate the value of this benefit, Forrester assumes the following for the composite organization:

- Two users in the organization are responsible for administrating every live event, one with IT responsibilities and one with administration responsibilities.
- Each user saves 2 hours per event due to Livestorm automations.
- Because these two users will have different salaries, Forrester averages those salaries and determines a fully burdened hourly rate of \$32.

**Risks.** This benefit may vary for users depending on:

- The amount of time it previously took event managers to arrange and host live online events.
- The event complexity and number of resources required to support it.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of \$14,324.



Event Administration Efficiencies					
Ref.	Metric	Calculation	Year 1	Year 2	Year 3
C1	Number of workers (1x host, 1x admin support)	Composite	2	2	2
C2	Hourly rate per person	TEI Standard	\$32	\$32	\$32
C3	Number of hours saved per event per worker	Composite	2	2	2
C4	Number of annual live events	A1	50	50	50
Ct	Event administration efficiencies	$C1 \times C2 \times C3 \times C4$	\$6,400	\$6,400	\$6,400
	Risk adjustment	↓10%			
Ctr	Event administration efficiencies (risk-adjusted)		\$5,760	\$5,760	\$5,760
Three-year total: \$17,280			Three-year present value: \$14,324		

## MEETING ADMINISTRATION EFFICIENCIES

**Evidence and data.** Just as the automated features and analytics of Livestorm save time for event administrators, so too do internal meeting and training administrators realize similar time savings. These include:

- **Eliminating manual employee dialogue processes.** Instead of asking them to submit questions before the meeting, attendees can pose questions to the speakers live during the meeting using the Q&A feature. The interviewed head of IT reported that this meant the host no longer had to create a questionnaire, field it to the attendees ahead of time, and compile the results before the meeting. Instead, they could simply moderate the questions as they came in during the meeting itself.
- **Greater ability to track engagement levels.** The interviewed head of IT has government-mandated requirements to provide evidence of their participation in certain occupational training courses, such as data protection or health and safety courses. “Capturing participation information is paramount in compliance training. Now I just run a report from Livestorm and say,

‘Here is everybody that logged in,’ and we can then follow up with individuals and say, ‘You logged in, but you were only active for 45% of the time. You need to have an engagement of 75% or higher to qualify for completion.’” This type of engagement tracking leads to time saved by: 1) downloading, rather than manually compiling, a summary report on the participation and engagement levels for the training, and 2) emailing individuals automatically who had not participated or achieved an agreed-to level of engagement.

**Modeling and assumptions.** To calculate the value of this benefit, Forrester assumes the following for the composite organization:

- There are 84 internal meetings (including all-hands, town halls, and lunch-and-learns) and four companywide trainings per year.
- Two users in the organization are responsible for administering every meeting, one with IT responsibilities and one with hosting responsibilities.
- Because these two users will have different salaries, Forrester averages those salaries to determine a fully burdened hourly rate of \$32.

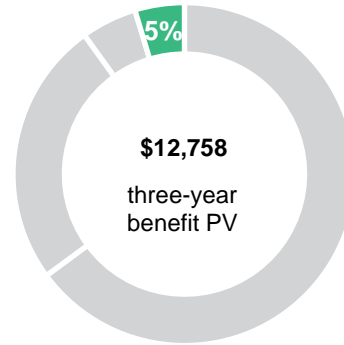


- Each user saves 1 hour per meeting.
- An additional user from HR is responsible for administrating the trainings.
- The HR training administrator saved 3 hours per training.
- The HR administrator has a fully burdened hourly rate of \$27.

**Risks.** An organization's ability to realize efficiency gains for internal meetings and trainings can vary across organizations and industries due to:

- Differences in the adoption and usage of Livestorm features and capabilities.
- Variations in the number of internal meetings and trainings per year.
- The complexity of these trainings/meetings and the resources required to support them.
- The amount of time users previously spent on setting up internal meetings and trainings.
- The extent to which organizations make use of in-meeting features such as Q&A and polls.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of \$12,758.



## Meeting Administration Efficiencies

Ref.	Metric	Calculation	Year 1	Year 2	Year 3
D1	Number of workers (1 host, 1 IT/admin support)	Composite	2	2	2
D2	Hourly rate per person	TEI standard	\$32	\$32	\$32
D3	Number of hours saved per meeting	Interviews	1	1	1
D4	Number of annual internal meetings	Composite	84	84	84
D5	Hourly rate per HR person	TEI standard	\$27	\$27	\$27
D6	Hours saved through automated tracking of training participation	Assumption	3	3	3
D7	Number of annual trainings	Assumption	4	4	4
Dt	Meeting administration efficiencies	$(D1 \cdot D2 \cdot D3 \cdot D4) + (D5 \cdot D6 \cdot D7)$	\$5,700	\$5,700	\$5,700
	Risk adjustment	↓10%			
Dtr	Meeting administration efficiencies (risk-adjusted)		\$5,130	\$5,130	\$5,130
Three-year total: \$15,390			Three-year present value: \$12,758		

## UNQUANTIFIED BENEFITS

Additional benefits that customers experienced but were not able to quantify include:

- **Using data to determine what type of content engages their attendees.** Interviewees also spoke favorably about using platform dashboards to view key metrics on attendee engagement. This information helped guide their future content decisions and shorten meeting times.
- **Using attendance and engagement data to inform stakeholders about event outcomes.** Interviewed companies use participation and engagement reports when communicating with both internal and external stakeholders to confirm important results such as leads generated or compliance rates with training requirements.
- **Engaging with existing customers.** Beyond the lead-generation benefits of hosting video events, customers valued the opportunity to use the platform to reengage with existing customers to

deliver ongoing training or product demonstrations, instead of relying on in-person meetings or written content.

Hosting events online rather than in person presented a separate set of additional benefits:

- **Broadening the geographic reach of the brand.** After the COVID-19 pandemic forced the interviewed public sector organization to close its customer-facing site, an unexpected outcome occurred: It attracted a wider range of attendees from across the continent by delivering more online content. According to the marketing manager, “The value of Livestorm has been our ability to connect outside of our geographic region.”
- **Attracting high-caliber speakers.** Two customers mentioned the importance of attracting high-caliber speakers, which traditionally can be difficult and expensive to organize for in-person events. When location is not an issue, event

organizers attract more name-brand, popular speakers, which improves brand perception and customer experience. As the interviewed content marketer explained: “For some webinars, we have guests who are influential, experts themselves, and specialize in a topic. It’s always good for us to associate with these kinds of influencers.”

- **Staying connected to customers during the pandemic.** The interviewed public sector organization’s physical site hosted a million visitors per year. With COVID-19 forcing the firm to close its office, hosting online events served as a reminder to customers: “We are still here.”

## FLEXIBILITY

By integrating with other business solutions over time, customers developed the capabilities of the Livestorm platform and increased the flexibility of the system. While this requires additional time for configuration and training in the short term, it also opens opportunities for additional benefits and can result in further gains in efficiency and time savings. Additional benefits might include:

- **Increased revenue opportunities.** Livestorm hosts can support paid events by managing ticketing and payments using payment gateway integrations.
- **Greater collaboration.** Users can use virtual whiteboards during a Livestorm meeting or training session if they integrate with a collaboration solution. This would make it easier to brainstorm and take notes from within the platform.
- **Wider audience reach.** Users can tag their events and then track visits via integrations with popular web analytics platforms. They can also integrate with online advertising platforms to promote the event to more prospects.

**“Having insights into the number of questions asked, the number of responses, and how long the sessions lasted has been crucial. These insights have led us to question town hall durations. We reduced future meetings from 1 hour to half an hour just because we were looking at the numbers and what employee engagement was like.”**

*Head of IT, food manufacturer*

# Analysis Of Costs

Quantified cost data as applied to the composite

Total Costs							
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Total	Present Value
Etr	Software license fees	\$0	\$13,115	\$13,115	\$13,115	\$39,344	\$32,614
Ftr	Implementation costs	\$260	\$0	\$0	\$0	\$260	\$260
Gtr	Administrative costs for events	\$672	\$13,440	\$13,440	\$13,440	\$40,992	\$34,095
Htr	Administrative costs for meetings/trainings	\$672	\$11,827	\$11,827	\$11,827	\$36,154	\$30,084
	Total costs (risk-adjusted)	\$1,604	\$38,382	\$38,382	\$38,382	\$116,750	\$97,053

## SOFTWARE LICENSE FEES

**Evidence and data.** The interviewees explained that their organizations pay an annual fee based primarily on the number of host licenses and on the maximum number of live attendees.

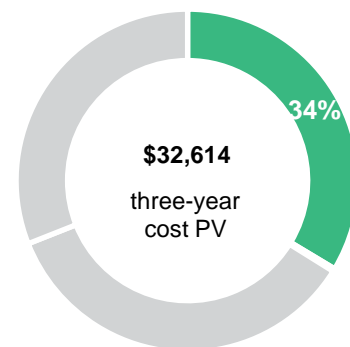
**Modeling and assumptions.** To determine the cost of Livestorm's annual subscription and host license fees, Forrester assumes the following:

- The organization purchases 10 separate host licenses: five for hosting external events and five for hosting internal meetings and trainings.
- Each license costs \$1,249.

**Risks.** This cost will vary among organizations based on:

- The cap on attendee numbers for each event or meeting.
- The total number of licensed users.

**Results.** To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$32,614.



Software License Fees						
Ref.	Metric	Calculation	Initial	Year 1	Year 2	Year 3
E1	Unit fee per license	Composite	0	\$1,249	\$1,249	\$1,249
E2	Number of host licenses	Composite	0	10	10	10
Et	Software license fees	E1*E2	\$0	\$12,490	\$12,490	\$12,490
	Risk adjustment	↑5%				
Etr	Software license fees (risk-adjusted)		\$0	\$13,115	\$13,115	\$13,115
Three-year total: \$39,344			Three-year present value: \$32,614			

## IMPLEMENTATION COSTS

**Evidence and data.** Interviewees were unanimous that the cost of implementation was relatively minimal, owing to the system's cloud/browser architecture and its ease of use. Because the platform is browser-based, interviewees were able to assure IT stakeholders that they would not need to roll out installations across the organization, and furthermore, that security requirements were met.

The interviewed head of IT described how — following IT familiarizing themselves with the platform and completing initial testing — they “were able to function within one day.”

**Modeling and assumptions.** To determine the cost of implementing Livestorm, Forrester assumes the following:

- One IT employee is responsible for testing and exploring the Livestorm platform.
- This individual spends 4 hours in total on implementation initially, with no ongoing implementation requirements.
- The fully burdened hourly rate of the IT employee is \$62.

**Risks.** This cost will vary among organizations based on:

- The extent of the integrations with other apps and software to be implemented.
- The extent of testing required by the organization.

**Results.** To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV of \$260.

Implementation Costs						
Ref.	Metric	Calculation	Initial	Year 1	Year 2	Year 3
F1	Number of IT people	Interview	1	0	0	0
F2	Hourly rate per IT person	TEI Standard	\$62	\$62	\$62	\$62
F3	Hours	Interview	4	0	0	0
Ft	Implementation costs	F1*F2*F3	\$248	\$0	\$0	\$0
	Risk adjustment	↑5%				
Ftr	Implementation costs (risk-adjusted)		\$260	\$0	\$0	\$0
Three-year total: \$260			Three-year present value: \$260			

## ADMINISTRATIVE COSTS FOR EVENTS

**Evidence and data.** Event administration costs include the onboarding and training costs for each user, the platform configuration, and the ongoing costs associated with using the Livestorm platform to administer events.

All interviewees primarily used written and video materials provided by Livestorm to train users. Most found this sufficient to get them started. They were then able to onboard other hosts within their organization, a process the interviewed medical technology marketing manager summarized as: “I read through the guides that they supply on the website, then I just prepared a short guide for our team in terms of the training. Beyond that, I did a 1-hour training with the team and ran some dummy events on the platform.”

Customers said they spent a little extra time initially customizing their landing page within the Livestorm platform by adding their company logo, altering the colors and fonts to align with corporate branding, and other such modifications. The interviewed public sector marketing manager estimated this process to have taken 1 hour.

Customers reported spending time before each event to familiarize speakers with the platform and run technical rehearsals to check microphones, camera placements, etc. The interviewed content marketer described the speaker onboarding process as very minimal: “We always have a call at least a few days before the actual event just to show the guests the platform, how it works, and how to use it. The process takes 10 minutes max because they receive an email from Livestorm with a link to join the event. Once they’re in, there’s a pop-up with information about your camera and your microphone, which they have to accept to go online, and then that’s it.”

Following an event, hosts report spending a small amount of additional time to make the event available on demand and import the details into the organization’s CRM or marketing software.

**“I was able to train event administrators that have no tech background at all to be able to run and facilitate these meetings, and they’re doing it fine. It was very easy to train everybody, and everybody’s been very happy with it.”**

*Head of IT, food manufacturer*

**Modeling and assumptions.** To determine the internal labor cost for training and ongoing use of Livestorm for external events, Forrester assumes the following:

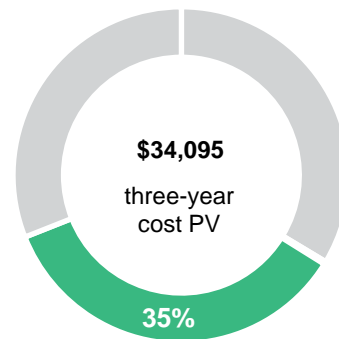
- Initially, all five users dedicated to events hosting will each spend 4 hours being trained on the platform and familiarizing themselves with the features and functionality.
- The average fully burdened hourly rate salary of an events administrator is \$32.
- For ongoing administration, we assume that two hosts each spend 4 hours working directly with the platform, which includes demonstrating the platform to new speakers, marketing and promoting the event, and attending and moderating the event. Post-event administration includes posting the on-demand video to various channels and updating CRM and marketing automation platforms with attendee data.

**Risks.** This cost will vary among organizations based on:

- Users' familiarity with video engagement platforms in general.

- The number of speakers and their technical abilities.
- The number of different channels used for promoting the event and posting the recorded video/link for on-demand access.
- The extent of customization required to create the event landing page, as well as whether the team creates and recycles templates for similar future events.

**Results.** To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV of \$34,095.



Administrative Costs For Events						
	Metric	Calculation	Initial	Year 1	Year 2	Year 3
G1	Number of events people	Composite	5	2	2	2
G2	Hourly rate per person	TEI Standard	\$32	\$32	\$32	\$32
G3	Admin hours per external event (onboarding speakers, marketing and managing events)	Composite	4	4	4	4
G4	Events per year	A1	1	50	50	50
Gt	Administrative costs for events	$G1 \times G2 \times G3 \times G4$	\$640	\$12,800	\$12,800	\$12,800
	Risk adjustment	↑5%				
Gtr	Administrative costs for events (risk-adjusted)		\$672	\$13,440	\$13,440	\$13,440
Three-year total: \$40,992			Three-year present value: \$34,095			



## ADMINISTRATIVE COSTS FOR MEETINGS/TRAININGS

**Evidence and data.** As with events, hosts using Livestorm for internal meetings and training sessions will need to make similar investments to familiarize themselves with the platform, configure settings in line with corporate branding, and conduct each session. However:

- Most internal meetings don't include external speakers, so the requirement for speaker onboarding will decrease relative to external events.
- Publicizing internal events, by posting a link to the intranet or emailing employees directly, is much simpler and reduces the administration costs compared with those of external events.

**Modeling and assumptions.** To determine the labor cost for training staff on how to use Livestorm for internal meetings and trainings, Forrester assumes the following:

- Initially, all five users dedicated to meeting and training hosting will each spend 4 hours familiarizing themselves with the platform and on training tasks.

- The average fully burdened hourly salary of an internal meeting or training administrator is \$32.
- For ongoing administration, we assume that two hosts spend 2 hours each working directly with the platform for each training session or meeting. This includes demonstrating the platform to new speakers, publicizing the meeting/training internally, attending and moderating the meeting/training, and handling post-event administration such as generating participation reports or reposting the meeting/training event internally.

**Risks.** This cost will vary among organizations based on:

- How familiar users are with video engagement platforms.
- The number of speakers and their technical abilities.

**Results.** To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV of \$30,084

### Administrative Costs For Meetings/Trainings

Ref.	Metric	Calculation	Initial	Year 1	Year 2	Year 3
H1	Number of meeting people	Composite	5	2	2	2
H2	Hourly rate per person	TEI Standard	32	32	32	32
H3	Admin hours per internal meeting	Composite	4	2	2	2
H4	Meetings per year	Composite	1	84	84	84
H5	Training sessions per year	Composite	0	4	4	4
Ht	Administrative costs for meetings/trainings	$H1 \times H2 \times H3^* (H4+H5)$	\$640	\$11,264	\$11,264	\$11,264
	Risk adjustment	↑5%				
Htr	Administrative costs for meetings/trainings (risk-adjusted)		\$672	\$11,827	\$11,827	\$11,827

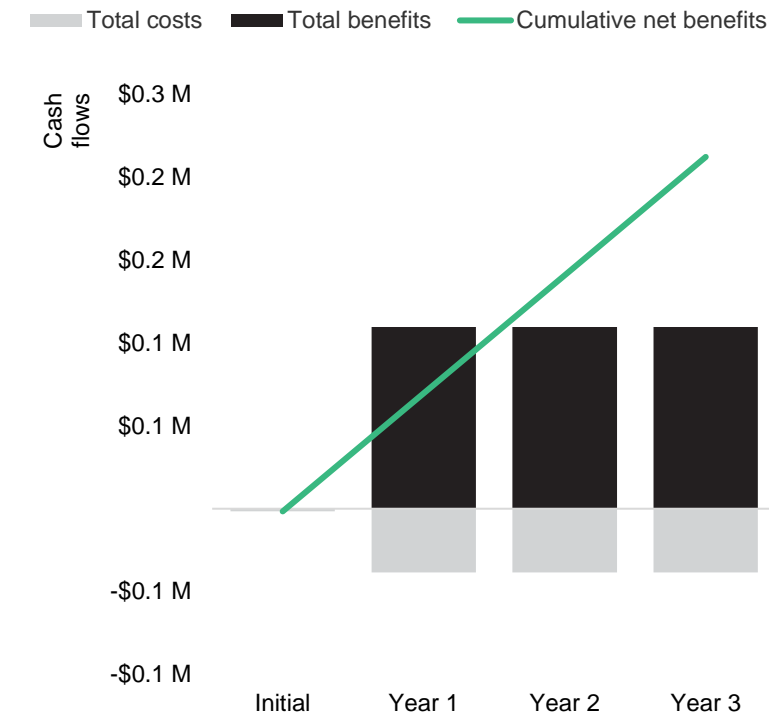
Three-year total: \$36,154

Three-year present value: \$30,084

# 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 composite 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 Analysis (Risk-Adjusted Estimates)

	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(\$1,604)	(\$38,382)	(\$38,382)	(\$38,382)	(\$116,750)	(\$97,053)
Total benefits	\$0	\$109,698	\$109,698	\$109,698	\$329,094	\$272,803
Net benefits	(\$1,604)	\$71,316	\$71,316	\$71,316	\$212,345	\$175,750
ROI						181%
Payback period (months)						<6

## 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: Endnotes

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<sup>1</sup> 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.

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