

Total Economic Impact

The Total Economic Impact™ Of Sharedien

Cost Savings And Business Benefits Enabled By Sharedien

A FORRESTER TOTAL ECONOMIC IMPACT STUDY COMMISSIONED BY SHAREDIEEN, JUNE 2025

The Forrester logo is displayed in white, serif, all-caps font within a black rectangular box. The background of the lower half of the page features abstract, flowing green and teal shapes against a black background.

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Executive Summary

With growing volumes of digital content and a need for omnichannel delivery, efficient rich-media asset management is critical to successful digital execution and the delivery of a consistent brand experience. Sharedien’s digital asset and content management (DAM) solution helps organizations centralize, streamline, and govern their access to assets throughout their content lifecycle. It enables the quick retrieval of assets, seamless collaboration, and consistent usage across teams, ultimately leading to faster time to market, reduced efforts, and improved revenue performance.

Sharedien is a cloud-native digital asset management platform that helps organizations centralize, manage, and distribute their digital assets. The platform supports a wide range of formats and leverages AI-powered search and content generation, metadata tagging, workflow automation, and role-based access control to ultimately streamline content collaboration and governance, enhance discoverability, and improve operational efficiency.

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

168%

Return on investment (ROI) ⓘ

€2.6M

Net present value (NPV) ⓘ

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed two decision-makers — a brand and advertising marketing division manager and a content asset manager — who have experience using Sharedien at their organization. Forrester used this experience to project a three-year financial analysis.

Interviewees said that before implementing Sharedien, their organization relied on a combination of a file system database and a web-based media assets management (MAM) solution. This fragmented environment lacked a centralized repository for digital assets, resulting in low user adoption and inconsistent asset management practices. Digital content was stored across multiple locations and folders, resulting in lengthy retrieval times, slower collaboration, and a risk of asset loss. Additionally, the previous solutions did not scale with growing content demands and volumes and also failed to meet the organization’s security requirements through unauthorized access to assets.

After the investment in Sharedien, the interviewees’ organization obtained a centralized and scalable repository for all digital assets and improved asset accessibility and findability across teams. The platform enabled role-based access control, allowing users to retrieve content based on their responsibilities and provided secure access to external suppliers and agencies to support collaboration. In addition, it introduced workflow automation and aligned with the organization’s security requirements. Key results from the investment include improved team collaboration and efficiencies and time savings in asset search and retrieval, cost elimination from legacy systems, and enhanced internal and external collaboration.

Key Findings

Quantified benefits. Three-year, risk-adjusted present value (PV) quantified benefits for the interviewees' organization include:

- **Asset search efficiency improvements of 10% over three years.** With Sharedien, the company's users working with digital content save time searching and retrieving the assets they need. These efficiency improvements reach 10% of time savings for all users by Year 3. Over three years and with a total of 1,050 internal users in marketing and buying departments, the organization experiences efficiency improvements for asset search that are worth €3.7 million.
- **Elimination of legacy solution costs worth €522,000.** With the transition to the cloud-native Sharedien platform, the interviewees' organization eliminated costs associated with the previous solutions.

Unquantified benefits. Benefits that are not quantified for this study include:

- **Improved user experience and adoption.** The introduction of Sharedien's platform as a centralized repository for all digital assets improved the company's user experience. Interviewees said that the solution's simple interface led to easier access to content and a higher adoption rate across teams.
- **Streamlined collaboration with internal and external stakeholders.** Sharedien's collaborative workspaces enabled internal and external users to manage projects, submit requests, and update content directly within the platform. This reduced reliance on separate communication tools and improved coordination across users.
- **Increased efficiency through workflow automation.** Sharedien's automation capabilities allowed the interviewees' company to streamline previously manual workflows, reducing repetitive tasks and increasing efficiency across content-related processes.
- **Strengthened security and access control.** Sharedien met the organization's security standards by offering role-based access, digital rights management capabilities, and improved control over asset sharing. Interviewees said this reduced the risk of unauthorized access and improved confidence in asset protection.
- **Improved campaign adoption and consistency.** With a single source of truth for media assets, marketing teams accessed approved content more quickly and consistently, improving campaign adoption and alignment.

Costs. Three-year, risk-adjusted PV costs for the interviewee's organization include:

- **Implementation efforts of €115,000.** Interviewees reported that internal teams led the deployment of Sharedien with total implementation efforts worth €115,000.
- **Solution management costs of €803,000.** The company allocated internal resources to manage and maintain the Sharedien platform, including automation setup and vendor relationship management, resulting in a three-year cost of €803,000 over three years.
- **Licensing costs of €645,000.** Ongoing licensing costs for Sharedien included the enterprise XL subscription, access for internal and external users, integration capabilities, support service, and storage, totaling €645,000 over three years.

The financial analysis that is based on the interview found that the decision-makers' organization experiences benefits of €4.2 million over three years versus costs of €1.6 million, adding up to a net present value (NPV) of €2.6 million and an ROI of 168%.

“Sharedien allows us to store our assets, collaborate, and give different access rights to users based on their role. It also allows us to create briefings for photo shootings, upload requirements, and share them directly with our suppliers through the platform. Then they can update their work, submit requests, and upload content directly in Sharedien. This is very important for us.”

Content asset manager, retail/digital commerce

Key Statistics

168%

Return on investment (ROI) ⓘ

€4.2M

Benefits PV ⓘ

€2.6M

Net present value (NPV) ⓘ

14 months

Payback ⓘ

Benefits (Three-Year)

Asset search efficiency improvements

€3.7M

Legacy solutions cost savings

€521.8K

The Sharedien Customer Journey

Drivers leading to the Sharedien investment

Interviewees' Organization

Forrester interviewed two decision-makers who have experience using Sharedien at their organization. Their organization has the following characteristics:

- Retail/digital commerce sector.
- Located in Europe.
- €11 billion in annual revenue.
- 20 million media assets.
- 38,500 employees.

Key Challenges

Interviewees noted that prior to implementing Sharedien, their organization relied on a combination of a file system database and web-based MAM solution. This setup lacked a centralized repository solution for digital assets, resulting in a fragmented environment, poor user experience, and low adoption. Media assets were dispersed across individual folders and locations and the previous systems were tied to legacy processes designed for physical channels, making them unsuited to the company's evolving digital needs.

The interviewees noted how their organization struggled with challenges, including:

- **A lengthy asset retrieval process due to fragmented environment/multiple digital assets locations.** With digital assets stored across multiple folders and the lack of a central repository, users spent significant time locating the content they needed. This ultimately slowed down workflows and increased internal communications overhead.

"[Before], we had a decentralized system that people didn't want to work with. Users didn't use it, and the media assets weren't in one place."

Brand and advertising marketing division manager, retail/digital commerce

- **Security risk of asset exposure.** Interviewees noted that their previous environment did not meet their organization's security standards. Without robust access controls and digital rights management, media assets were at risk of unauthorized access, both internally and externally. The brand and advertising marketing division manager said: "Safety regulation was an urgent pressure we had because our file system could be easily accessed and hacked. We needed to change this."
- **Limited scalability to support growing content demands.** The legacy systems could not scale effectively with the increasing volume of digital assets. The lack of flexibility and technical performance hindered the organization's ability to support expanding content needs.

Solution Requirements/Investment Objectives

The interviewee's organization searched for a solution that could:

- Act as a central repository for the organization’s assets.
- Improve assets access and findability.
- Be technically performant and provide access to assets at any moment.
- Scale and adapt to the growing assets volumes.
- Safeguard the organization’s assets.

“We are working with a lot of assets in our business. ... Scalability [and] performance were the main criteria to make sure the platform could handle a lot of assets at any given time.”

Brand and advertising marketing division manager, retail/digital commerce

“Sharedien was the best technical platform and solution we found to meet our needs and at a great value for the cost.”

Brand and advertising marketing division manager, retail/digital commerce

Use Case Description

The organization uses Sharedien as a centralized DAM platform to streamline content access and collaboration across its marketing and buying departments. Initially adopted by the marketing team, Sharedien’s usage expanded incrementally across the organization, eventually supporting a total of 1,500 users by Year 3. This includes 1,050 internal users — equally distributed between marketing and buying teams — and 450 external users, such as creative agencies, photo studios, and other partners working on content.

Sharedien serves as the primary repository for 20 million digital assets related to the organization’s own brand products, used daily by internal teams and external collaborators to manage, retrieve, and repurpose assets efficiently.

The platform also functions as the main collaboration hub between internal stakeholders and external partners.

For this use case, Forrester has modeled benefits and costs over three years.

Analysis Of Benefits

Quantified benefit data

Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Asset search efficiency improvements	€238,680	€1,377,000	€3,084,480	€4,700,160	€3,672,414
Btr	Legacy solutions cost savings	€170,000	€212,500	€255,000	€637,500	€521,751
	Total benefits (risk-adjusted)	€408,680	€1,589,500	€3,339,480	€5,337,660	€4,194,165

Asset Search Efficiency Improvements

Evidence and data. Interviewees shared that prior to using Sharedien at their organization, searching for assets was a time-consuming and manual process. Users often had to send multiple emails, request links, and coordinate across teams to locate the right files. This inefficiency disrupted both internal workflows and hindered collaboration with external partners. The brand and advertising marketing division manager described the previous process as fragmented and inefficient. He noted: “In the past, there were a lot of emails, questions, transfer links, and communications that were shared across team members and partners.” Interviewees also noted that Sharedien:

- **Reduced time spent searching for assets.** The same interviewee explained that Sharedien’s centralized repository and intuitive asset search enabled users to quickly locate and manage assets without needing to rely on others. He said: “With Sharedien, you can find the right assets, you can discuss it, you can address issues, you can market, you can add information. You don’t need to ask someone to do it, you don’t need to think about where the asset is. This is key for us.”
- **Simplified workflows through a unified system.** The content asset manager highlighted the benefit of working within a single platform for their digital assets needs. She said: “For users it’s much faster to work on one system where they can retrieve the assets. It’s much easier for everyone working on content.” The brand and advertising marketing division manager added: “With Sharedien, everything is centralized, so users can first search for everything they need before purchasing a picture or starting a photo shoot. There are savings from this.”
- **Saved time due to improved search efficiency.** The brand and advertising marketing division manager highlighted the time savings for marketing and buying department users. He stated, “With Sharedien, users are saving from 5% to 10% of their time just from searching for the assets they need.”

Modeling and assumptions. Based on the interview, Forrester assumes the following:

- The deployment of Sharedien gradually increases over time.
- The number of internal users is 150 in Year 1, 600 in Year 2, and 1,050 in Year 3.
- The number of marketing users is 150 in Year 1, 450 in Year 2, and 525 in Year 3.
- The number of buying users is 150 in Year 2 and 525 in Year 3.
- The fully burdened hourly rate for a marketing department FTE is €39.
- The fully burdened hourly rate for a buying department FTE is €33.

- There are 1,920 working hours per year per FTE.
- The organization has a 50% productivity recapture rate, which means that 50% of the time saved through asset search is used for productive work.

Risks. Forrester recognizes that these results may not be representative of all experiences. The following factors may impact this benefit:

- A company's previous environment.
- The number of users and their roles.
- The salary rate of users.
- The deployment use cases and rate.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of €3.7 million.

192

Yearly hours saved per user by Year 3

“The amount of time our company spends handling images is huge. Most people never touch the real product. They just handle images and product information. It’s important for users to handle images with a proper tool like Sharedien that they work with every day.”

Brand and advertising marketing division manager, retail/digital commerce

Asset Search Efficiency Improvements					
Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Sharedien users (internal)	Interview	150	600	1,050
A2	Time savings with Sharedien	Interview	5.0%	7.5%	10.0%
A3	Hours saved per year per FTE	A2*1,920 hours	96	144	192
A4	Marketing department users	Interview	150	450	525
A5	Fully burdened hourly rate for a marketing FTE	Composite	€39	€39	€39
A6	Subtotal: Efficiency savings for marketing FTEs	A3*A4*A5	€561,600	€2,527,200	€3,931,200
A7	Buying department users	Interview	0	150	525
A8	Fully burdened hourly rate for a buying department FTE	Composite	€33	€33	€33
A9	Subtotal: Efficiency savings for procurement buying FTEs	A3*A7*A8	€0	€712,800	€3,326,400
A10	Total efficiency savings	A6+A9	€561,600	€3,240,000	€7,257,600
A11	Productivity recapture	TEI methodology	50%	50%	50%
At	Asset search efficiency improvements	A10*A11	€280,800	€1,620,000	€3,628,800
	Risk adjustment	↓15%			
Atr	Asset search efficiency improvements (risk-adjusted)		€238,680	€1,377,000	€3,084,480
Three-year total: €4,700,160			Three-year present value: €3,672,414		

Legacy Solutions Cost Savings

Evidence and data. Interviewees said that migrating their digital asset management to the cloud-native Sharedien platform enabled their organization to eliminate costs associated with maintaining legacy systems solutions. These previous solutions were embedded in the older environment and incurred ongoing expenses.

- **Cost elimination from decommissioned legacy tools.** The brand and advertising marketing division manager explained that the transition to Sharedien allowed their organization to fully retire its previous solution. He stated: “With the move to Sharedien, we were able to eliminate costs from our previous solutions that were bonded within the environment. We were able to save from €200,000 to €300,000 when we fully removed the solutions.

Modeling and assumptions. Based on the interview, Forrester assumes the following:

- The organization gradually decommissions its legacy digital asset management solutions over a three-year period. The decommissioning rate is 67% in Year 1, 83% in Year 2, and 100% by Year 3.
- The total annual cost of the legacy solutions is €300,000.
- Cost savings are realized proportionally as the legacy systems are phased out.

Risks. Forrester recognizes that these results may not be representative of all experiences. The following factors may impact this benefit:

- The organization’s previous environment.
- The decommissioning rate.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of €522,000.

“In the past, people always talked about the asset management system and complained. Now we don’t even hear about it. Sharedien became a commodity tool that people who work with assets use every day.”

Brand and advertising marketing division manager, retail/digital commerce

Legacy Solutions Cost Savings					
Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Legacy solutions cost	Interview	€300,000	€300,000	€300,000
B2	Decommissioning rate	Interview	67%	83%	100%
Bt	Legacy solutions cost savings		€200,000	€250,000	€300,000
	Risk adjustment	↓15%			
Btr	Legacy solutions cost savings (risk-adjusted)		€170,000	€212,500	€255,000
Three-year total: €637,500			Three-year present value: €521,751		

Unquantified Benefits

The interviewees mentioned the following additional benefits that the organization experienced but was not able to quantify:

- **Improved user experience and adoption.** Interviewees mentioned that the adoption of Sharedien as a centralized repository for digital assets greatly improved the user experience. They noted that the platform’s simple interface and navigation make it easier for users to access and manage content. The brand and advertising marketing division manager said: “[Sharedien] is easy and convenient. ... This definitely helps making it a commodity tool.” He further added: “We did some research and interviews with user groups on their experience with asset management. Before, it was a pain; [after Sharedien], it isn’t anymore.”
- **Streamlined collaboration with internal and external stakeholders.** Interviewees noted that Sharedien’s collaborative workspaces enable internal teams and external partners to manage projects, submit requests, and update content directly within the platform. This reduced the need for emails and manual coordination, ultimately improving collaboration. The content asset manager said: “Something very good for us during the process of new photo shoots is the trigger you can select to let everyone know there is something new upcoming. Suppliers get this trigger to know there is a workspace for them they have to use. Nobody has to send emails or calls. They automatically receive their access to the project on Sharedien.”

“In Sharedien, we can create briefings in workspaces where everyone can put their requirements for a project, and this is shared directly with external partners and agencies who can see this in their workspaces. Then they can upload results directly on the platform.”

Content asset manager, retail/digital commerce

- **Increased efficiency through workflow automation.** Sharedien allowed the interviewees’ organization to automate previously manual tasks, improving operational efficiency and reducing repetitive work. The brand and advertising marketing division manager said: “It’s easy to automate certain tasks with Sharedien. This is a great addition for us, and it’s easy to implement these automations.”
- **Strengthened security and access control.** Interviewees said that Sharedien’s platform supports their organization’s security standards through role-based access, digital rights management, and controlled asset sharing. This reduced the risk of unauthorized access and increased confidence in how digital assets are protected and distributed. The content asset manager said, “One of the problems we had before was security ... and Sharedien met our needs from that aspect.”

“It’s very important for us to be able to collaborate in the Sharedien platform and provide different user access rights based on roles and responsibilities.”

Content asset manager, retail/digital commerce

- **Improved campaign adoption and content consistency.** Interviewees mentioned that, with a single source of truth for their digital assets, marketing teams could access approved content more quickly and consistently. This improved campaign execution and ensured brand alignment. The brand and advertising marketing division manager said: “Sharedien makes adoption of campaigns easier. User can drop assets directly on the platform for online marketing display. Everyone knows where it is, which makes it much easier for everyone.”

“With Sharedien, we optimized the production process with external agencies.”

Brand and advertising marketing division manager, retail/digital commerce

Flexibility

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Sharedien and later realize additional uses and business opportunities, including:

- **Leveraging artificial intelligence (AI) for content generation.** Interviewees mentioned that Sharedien’s generative AI (genAI) tools can enable them to automatically modify visual assets, such as changing a photo’s background, without the need for manual intervention or additional photo shoots. They emphasized the potential to reduce the number of photo sessions and decrease dependency on external resources, resulting in potentially faster turnaround times and cost savings.

- **Centralizing third-party and vendor assets.** Interviewees noted that Sharedien provided a centralized repository for storing assets from third-party vendors on their digital commerce platform. The content asset manager said: “Some of our clients ask if they can store assets in our system. For us, it’s very important to store these as it’s part of our organization’s history. We have to be very flexible to let every possibility happen when it comes to assets and who can store and access them.”

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in [Total Economic Impact Approach](#)).

“Sharedien’s genAI tool ability to change background is important for us and something we are looking to use. With the growing cost of photo shoots, this could help us save on expenses.”

Content asset manager, retail/digital commerce

Analysis Of Costs

Quantified cost data

Total Costs							
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Total	Present Value
Ctr	Implementation efforts	€115,000	€0	€0	€0	€115,000	€115,000
Dtr	Solution management cost	€0	€220,000	€330,000	€440,000	€990,000	€803,306
Etr	Licensing cost	€0	€210,000	€262,500	€315,000	€787,500	€644,515
	Total costs (risk-adjusted)	€115,000	€430,000	€592,500	€755,000	€1,892,500	€1,562,821

Implementation Efforts

Evidence and data. Interviewees described their organization’s implementation efforts for the Sharedien platform. They noted that internal resources were used to deploy the platform initially without reliance on external consultants or third-party services.

Modeling and assumptions. Based on the interview, Forrester assumes the following:

- Two IT FTEs were dedicated to the initial deployment of Sharedien.
- The deployment lasted six months.
- The average fully burdened annual salary for an IT FTE is €100,000.

Risks. Forrester recognizes that these costs may not be representative of all experiences. The following factors may impact this cost:

- The complexity of the organization’s previous environment and ecosystem.
- The salaries of implementation team members.
- The scale and pace of the implementation process.

Results. To account for these risks, Forrester adjusted this cost upward by 15%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of €115,000.

Implementation Efforts						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
C1	Implementation time (years)	Interview	0.5			
C2	IT FTEs dedicated to implementation	Interview	2			
C3	Fully burdened annual salary for an IT FTE	Interview	€100,000			
Ct	Implementation efforts	C1*C2*C3	€100,000	€0	€0	€0
	Risk adjustment	↑15%				
Ctr	Implementation efforts (risk-adjusted)		€115,000	€0	€0	€0
Three-year total: €115,000			Three-year present value: €115,000			

Solution Management Cost

Evidence and data. Interviewees shared the following insights into the ongoing management of the Sharedien platform:

- Initially, two FTEs were responsible for managing the solution, including creating automations information content for users.
- Over time, two additional FTEs were added to support platform operations and scalability.

Modeling and assumptions. Based on the interview, Forrester assumes the following:

- Two FTEs were dedicated to Sharedien management in Year 1, three in Year 2, and four in Year 3.
- The average fully burdened annual salary for an FTE is €100,000.

Risks. Forrester recognizes that these costs may not be representative of all experiences. The following factors may impact this cost:

- The organization’s volume of assets.
- The organization’s ecosystem and integrations with other solutions.
- The number of users accessing the platform.
- The diversity and complexity of Sharedien use cases.
- The salary rate of FTEs managing the platform.

Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of €803,000.

“The return on investment on Sharedien is a given for us. It’s relatively low priced for this scale, and we don’t need many people to maintain it. From our perspective, this is a great value.”

Brand and advertising marketing division manager, retail/digital commerce

Solution Management Cost						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
D1	FTEs dedicated to platform management	Interview		2	3	4
D2	Fully burdened annual salary for an FTE	Interview		€100,000	€100,000	€100,000
Dt	Solution management cost	D1*D2		€200,000	€300,000	€400,000
	Risk adjustment	↑10%				
Dtr	Solution management cost (risk-adjusted)		€0	€220,000	€330,000	€440,000
Three-year total: €990,000			Three-year present value: €803,306			

Licensing Cost

Evidence and data. Interviewees described their licensing costs associated with the Sharedien platform. They reported using the enterprise XL subscription of Sharedien, which includes:

- An enterprise service plan.
- Access for both internal and external users.
- Integration hub capabilities.
- Sharedien support and monitoring services.
- Storage usage.

Modeling and assumptions. Based on the interview, Forrester assumes the following:

- The organization is subscribing to Sharedien’s enterprise XL plan.
- The organization has 1,500 users: 1,050 internal users and 450 external partners.

Risks. Forrester recognizes that these costs may not be representative of all experiences. The following factors may impact this cost:

- The organization’s number of users.
- The organization’s volume of assets.
- The Sharedien subscription plan.

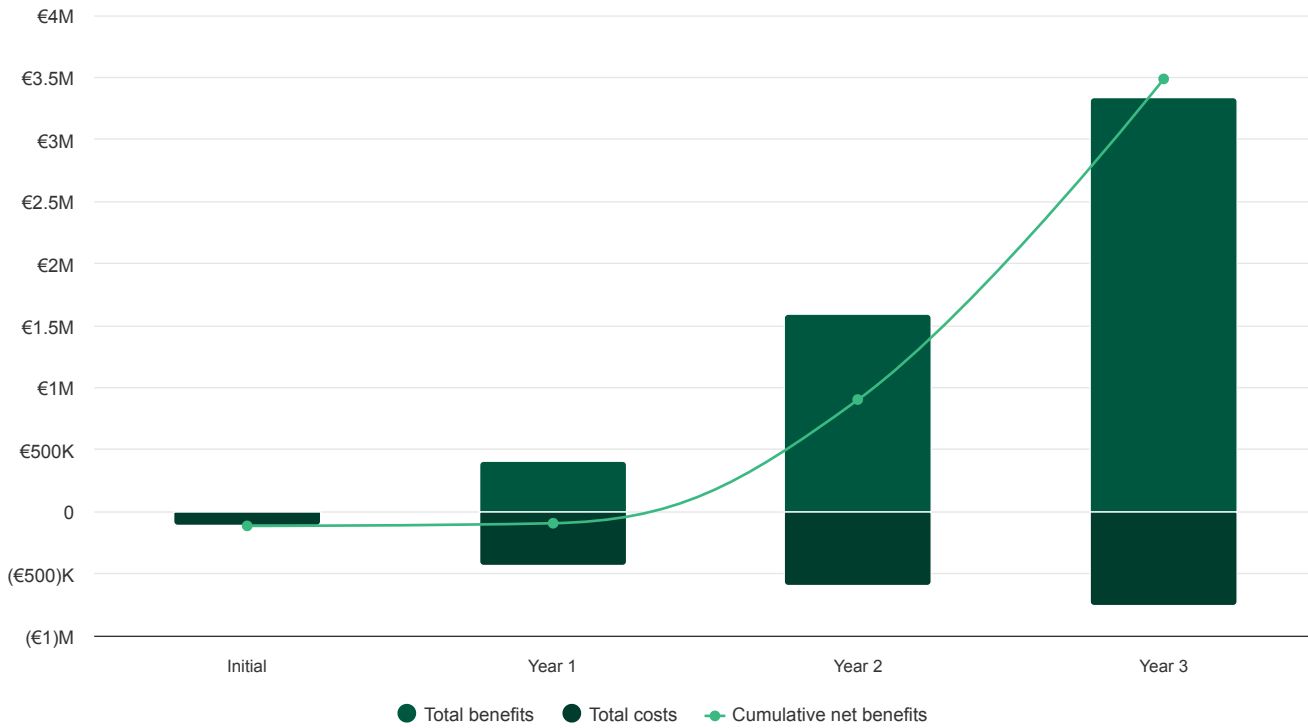
Results. To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of €645,000.

Licensing Cost						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
E1	Licensing cost	Interview		€200,000	€250,000	€300,000
Et	Licensing cost	E1		€200,000	€250,000	€300,000
	Risk adjustment	↑5%				
Etr	Licensing cost (risk-adjusted)		€0	€210,000	€262,500	€315,000
Three-year total: €787,500			Three-year present value: €644,515			

Financial Summary

Consolidated Three-Year, Risk-Adjusted Metrics

Cash Flow Chart (Risk-Adjusted)



Cash Flow Analysis (Risk-Adjusted)

	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(€115,000)	(€430,000)	(€592,500)	(€755,000)	(€1,892,500)	(€1,562,821)
Total benefits	€0	€408,680	€1,589,500	€3,339,480	€5,337,660	€4,194,165
Net benefits	(€115,000)	(€21,320)	€997,000	€2,584,480	€3,445,160	€2,631,344
ROI						168%
Payback						14 months

ⓘ Please Note

The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the 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.

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.

TEI Framework And Methodology

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

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 Sharedien can have on an organization.

Due Diligence

Interviewed Sharedien stakeholders and Forrester analysts to gather data relative to Sharedien.

Interview

Interviewed two decision-makers from the same organization with experience using Sharedien at their organization to obtain data about 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 interviewee.

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.

Glossary

Total Economic Impact Approach

Benefits

Benefits represent the value the solution delivers to the business. The TEI methodology places equal weight on the measure of benefits and costs, allowing for a full examination of the solution's effect on the entire organization.

Costs

Costs comprise all expenses necessary to deliver the proposed value, or benefits, of the solution. The methodology captures implementation and ongoing costs associated with the solution.

Flexibility

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. The ability to capture that benefit has a PV that can be estimated.

Risks

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."

Financial Terminology

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

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

Appendixes

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 solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

APPENDIX B

Supplemental Material

Related Forrester Research

[Strategic Technology Selection Guide For Digital Asset Management Systems](#), Forrester Research, Inc., April 28, 2025.

[Key Insights From The Forrester Wave™: Digital Asset Management, Q1 2024](#), Forrester Research, Inc., March 4, 2024.

APPENDIX C

Endnotes

¹ Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

Disclosures

Readers should be aware of the following:

This study is commissioned by Sharedien 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 Sharedien.

Sharedien 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.

Sharedien provided the customer name for the interview but did not participate in the interview.

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