AREA

Augmented Reality for Enterprise Alliance

AREA ROI Calculator

Overview

April 2020

ROI Calculator Overview & Goals

ROI Calculator Goals

The AREA ROI Calculator aims to help organisations:

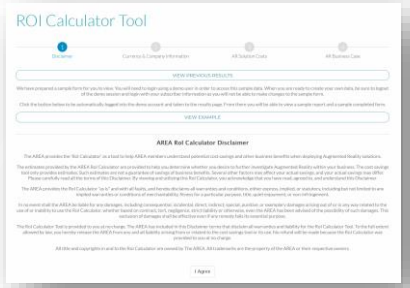
- Understand the value of Enterprise AR use cases within their business
- Provide tools to inform management to support investment decisions
- Benefit from a broader view of aggregated data from across the AR ecosystem

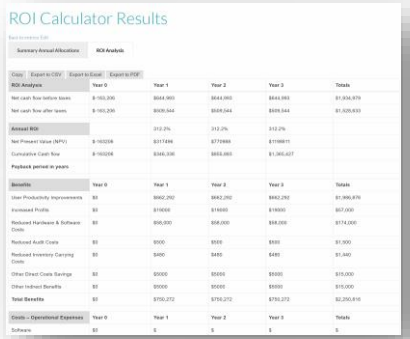
Captured data will help the AREA to communicate data-driven ROI info to the wider AR community

ROI Calculator Overview

The AREA ROI Calculator is a comprehensive web-based tool:

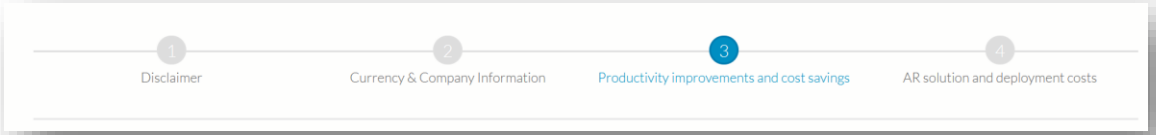
- Available to AREA members and registrants
- Supports input of data that encompasses:
  - Potential costs saved and increased revenues
  - User, Manager, IT and Consultancy costs
  - Initial and ongoing training costs
  - AR software, hardware and supporting IT infrastructure costs
  - Multiple currencies
- Reports results in multiple formats (CSV, PDF, Excel)
  - Multi-year view of costs, ROI and NPV
- Five different datasets per user
  - To support ‘what-if’ calculations
- Starter template for new users
- Non-editable ‘demo template’ for non-registrants



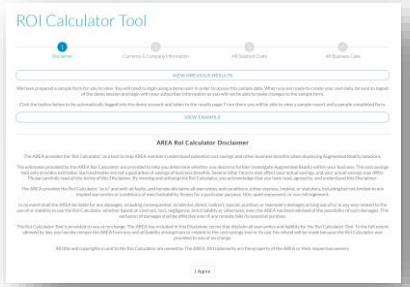


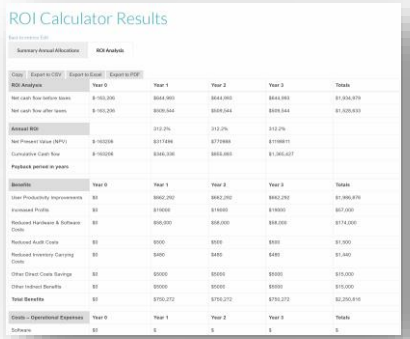
General Principles

- Users must have an account and be logged in to the AREA portal
  - Your individual data will not be shared
  - Anonymised and aggregated data (across many users) may be reported later
- All data entered is saved ‘as you go’
  - Just return to edit and continue…
- Complete as much as you can
  - Each item **must** have an entry –
    - Either find out the real answer or make an educated estimate (if unable, enter a zero)
- You can maintain up to five versions at a time
  - Add meaningful comments when updating/saving the ROI



Navigate between topics by clicking on the headings

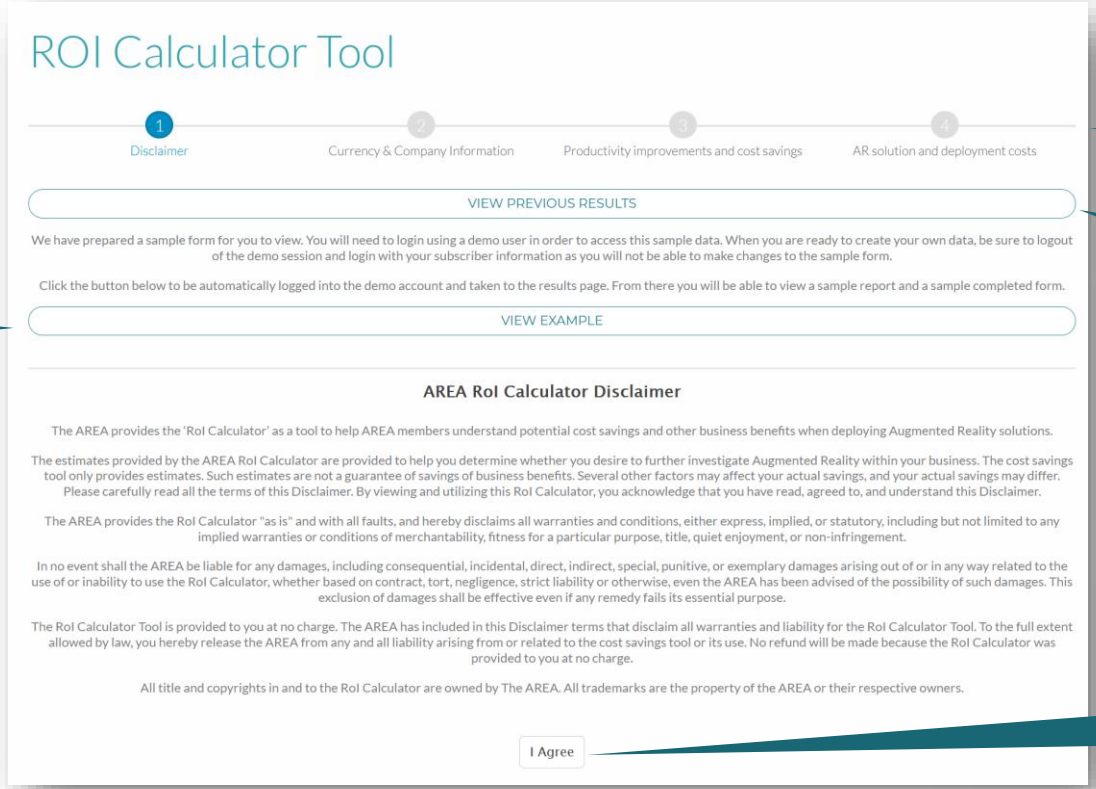




Getting Started

Getting Started – ROI calculator home page

ROI calculator is available here: https://thearea.org/roi-calculator-tool/



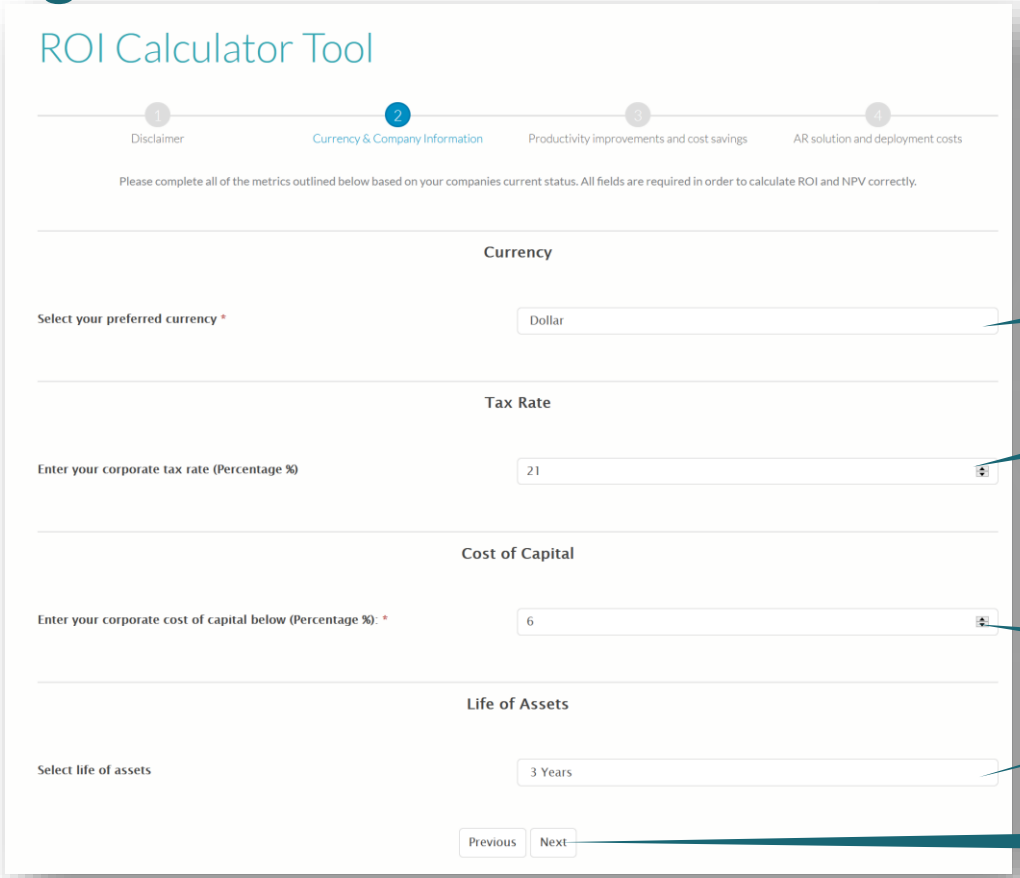
Process steps

View previous results (if any) stored against your login credentials

View a pre-filled starter example

START HERE

First page – some basics



Options:
USD, RMB, EUR, GBP

Varies e.g.
US = 21%
UK = 19%

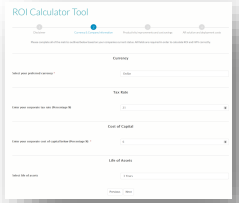
Obtain from corporate finance.

Click to complete data entry.

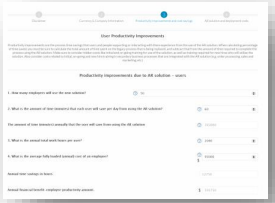
Entering data

Overview of workflow – first usage

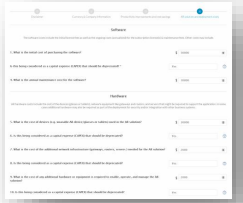
Accept disclaimer



Enter basics



Enter Productivity improvements and cost savings

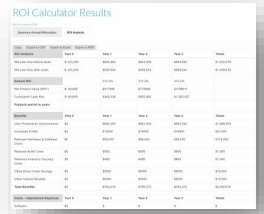


Enter AR solution and deployment costs

Enter name and description for later re-use

Enter ‘Submit’ (may be ‘Update’)

Review results



Export to desired format and share (optional)

Topic: Productivity improvements and cost savings

Overview of sections:

Productivity improvements:

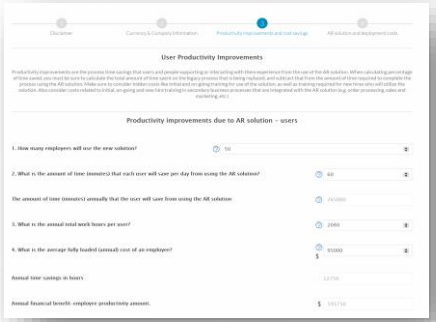
1. Due to AR solution – users
2. Productivity improvements due to AR solution – managers
3. Productivity improvements due to AR solution – others

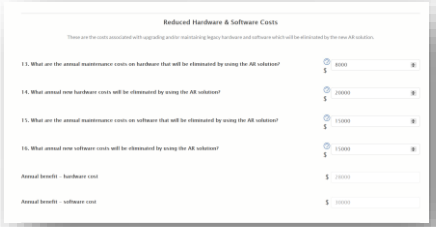
Reduced costs:

1. Hardware & Software Costs
2. Inventory Carrying Costs

Other

1. Increased Profits
2. Reduced Audit/Accounting Costs
3. Other Benefits





Topic: AR solution and deployment costs

Overview of sections:

AR solution costs:

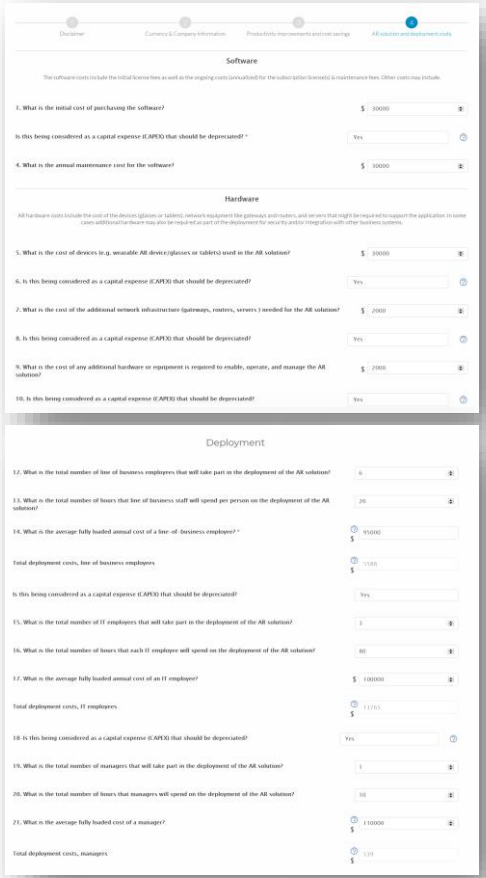
1. Software
2. Hardware

Labor costs:

1. Deployment
2. Initial training
3. Ongoing annual training
4. Ongoing management and integration

Consulting and professional services costs:

1. Deployment and training
2. Content adaptation
3. Integration



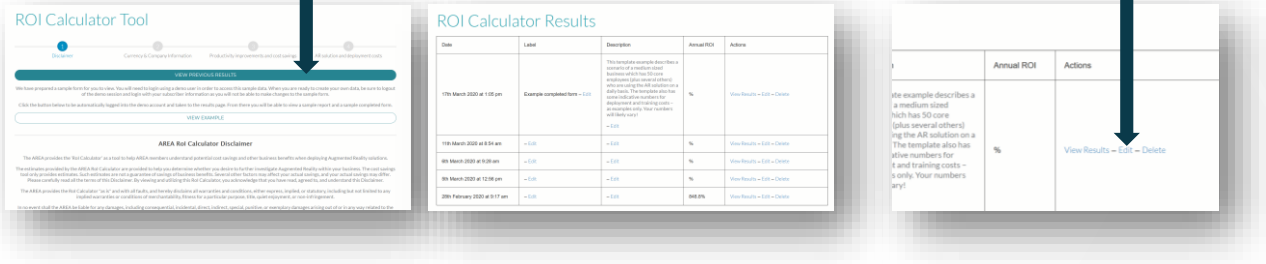
Editing existing entries

Click “VIEW PREVIOUS RESULTS”

Choose previous results from table

In Actions column, click click “Edit”

Accept disclaimer and edit as before



You can easily return to previously completed forms.
The system maintains up to five forms per user.

https://thearea.org/roi-calculator-tool/

Viewing the results

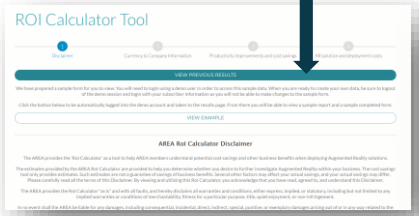
Viewing previous results

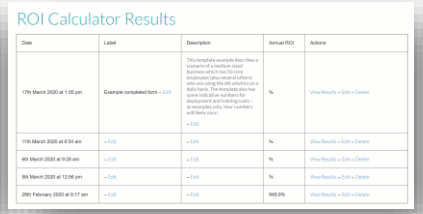
Click “VIEW PREVIOUS RESULTS”

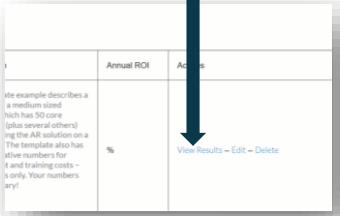
Choose previous results from table

In Actions column, click click “View Results”

Review or export as before





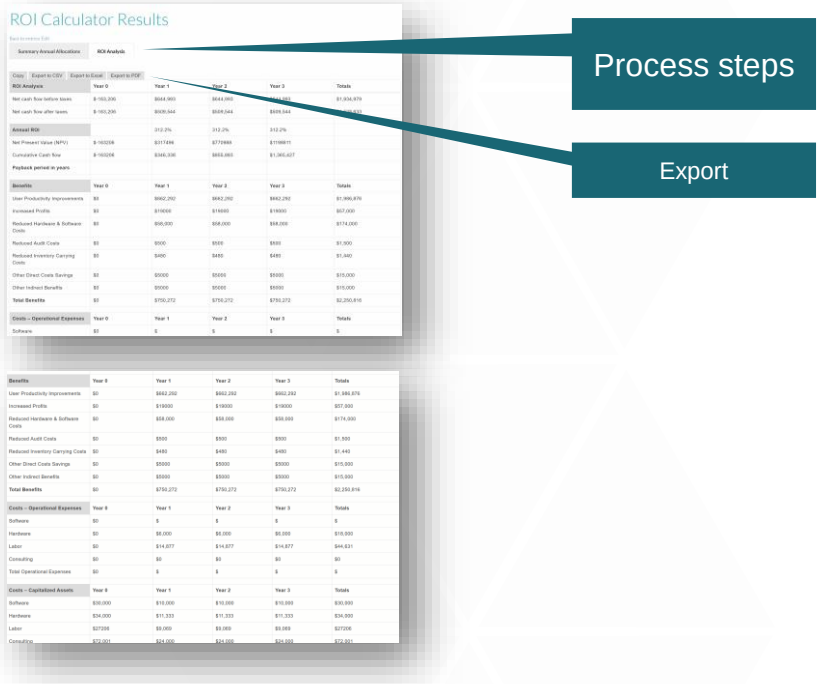


You can also go directly to: https://thearea.org/roi-calculator-results/

Viewing the results

Two sets of results available:

- Summary of annual allocations
  - Year by year costs and saving
- ROI analysis showing year by year:
  - Cash flow before/after taxes
  - NPV
  - Costs/savings
  - Depreciation schedule
- All results can be exported
  - CSV
  - Excel
  - PDF
  - Copy to clipboard



Thank you

Please provide feedback to:

michael@thearea.org