

# The Total Economic Impact™ Of Software AG's Cumulocity IoT Platform

Through in-depth customer interviews and data aggregation, Forrester concluded that the Software AG Cumulocity IoT platform has the following three-year impact:

## FINANCIAL SUMMARY

Three-year risk-adjusted



ROI  
**339%**



BENEFITS  
**\$8.1M**



PAYBACK  
**<1 YEAR**

“

The Cumulocity IoT platform provides us with a visual drag-and-drop editor that customers use to build their own analytics. Other platforms wouldn't have allowed us to deploy solutions in this way. The only way we could have achieved this outcome was through an in-house, custom-built solution. But that would have come with very high development costs.”

*IoT development manager,  
automotive assembly and production*

”

## SOFTWARE AG CUMULOCITY IOT KEY CUSTOMER OUTCOMES

**125%** increase in incremental revenues from advanced IoT analytics solutions over three years.

**75%** reduction in IoT operations costs compared to previously used platforms.

**66%** increase in attach rates for add-ons to customer orders.

**50%** improved win rate in competitive situations through the delivery of IoT services.

**35%** reduction in unplanned maintenance visits through predictive maintenance and monitoring.

**30%** reduction in licensing costs through platform consolidation and standardization.

## CUSTOMER-REPORTED REASONS FOR SELECTING CUMULOCITY IOT:

- ✓ Easy to deploy yet technically sophisticated
- ✓ Easy to rebrand
- ✓ Scalable pricing
- ✓ Easy to connect to new types of hardware
- ✓ True multitenancy
- ✓ Easy-to-configure dashboards
- ✓ Portability and deployment flexibility

“Software AG provided us with technical guidance at the start to get our equipment online, but it also helped us to understand what resources and capabilities we needed to start winning customers.”

*Sales and automation manager,  
industrial equipment*

“Our customers want to be able to make faster, better-informed decisions. And this is where the platform helps us to help them.”

*CEO, industrial automation  
manufacturing and service*



Read the  
full study

This document is an abridged version of a case study commissioned by Software AG titled: The Total Economic Impact Of The Software AG Cumulocity IoT Platform, May 2021.

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Commissioned By

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