

New Technology: The Projected Total Economic Impact™ Of The New Microsoft Outlook For Windows

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Through six in-depth interviews with multibillion dollar firms and a survey with 332 respondents, Forrester concluded that the new Outlook has the following projected three-year financial impact.



PROJECTED ROI
53%–205%



PROJECTED BENEFITS (PV)
\$2.4M–\$4.7M



TOTAL IMPLEMENTATION COSTS
\$1.56M

“With new Outlook, Microsoft is introducing new ideas to make users’ lives easier in a more modern workspace. It’s built in tandem with other products like Copilot and M365 related products, [leading] to significant time savings.”

— *Group CIO, logistics and distribution*

KEY METRICS WITH THE NEW OUTLOOK



10% to 20% reduction in Outlook outages



25% to 35% reduction in Outlook IT tickets



35% to 60% drop in IT time spent managing Outlook policies

VOICE OF THE CUSTOMER

“[New Outlook] creates significant time savings that can be repurposed for other work, [allowing us] to do more strategic thinking.”



Director, consumer goods

“People are finding they are less overwhelmed with emails. This significantly impacts things like work-life balance.”



Group CIO, logistics

“Classic Outlook is [decades] old, whereas new Outlook comes with a fresh codebase, providing a modern way of working”



Director, consumer goods

This document is an abridged version of a case study commissioned by Microsoft titled: New Technology: The Projected Total Economic Impact™ Of The New Microsoft Outlook For Windows, July 2024

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