



Total Economic Impact™ of Elastic Observability

Through interviews and data gathering with seven customers combined to form a single composite organization, Forrester concluded that Elastic Observability has the following financial impact over three years:



Return on investment for organizations using Elastic Observability

\$15M PV



Present value of benefits (PVB) equal to more than \$15M realized over 3 years

\$11M NPV



Net present value of benefits (NPV) equal to more than \$11M (after costs) realized over 3 years

Key composite customer assumptions

- \$1 billion annual revenue
- 2,500 employees
- 10 million customers
- 300+ internal & external-facing applications

[Download the study](#) →

Key customer challenges prior to adopting Elastic

- Siloed logging data
- Limited visibility into business data
- Legacy tools that were slow, difficult to manage, and lacking in security
- Excess time spent watching for, identifying, and responding to issues
- Inaccessible data
- Requests for enterprise-level support and guidance

Three-year quantified benefits after adopting Elastic Observability:



Elastic customers interviewed

Revenue	\$53B+	\$20B+	\$5B+	\$20B	\$200M+	\$200M+		
Industry	Manufacturing	Fintech	Insurance	Insurance	Digital Media	Digital Media	Public Sector	Public Sector
Region	Global	US	US	US	US	US	Europe	Europe
Interviewee	Senior Operations Engineer	Director of Engineering	VP of IT	Development & Integration Manager	Head of Engineering	Head of Engineering	Product Owner	IT Specialist

Customer quotes

"It's dramatically faster [to resolve issues]. It used to take us sometimes days depending on the issue. If it's a signal issue, we're pretty much down in the minutes. Now, we're in the seconds."

Head of Engineering, Digital Media

"[For] anything infrastructural, [and] new rollouts, Elastic Observability is going to help out so we can ramp from [development] to production at a much faster pace than we used to."

Director of Engineering, Fintech

"[We are] able to take all [our] data and put it at our fingertips to build dynamic reports for different vendors, advertisers, and clients. Knowing how the field is doing in a near real-time solution is what we were looking for."

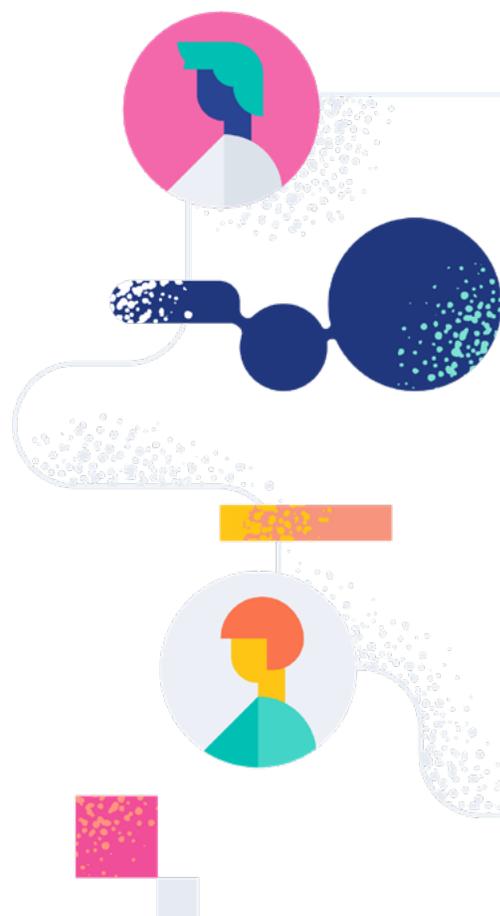
Head of Engineering, Digital Media

"At the end of the day, [Elastic Observability] helps our customers because they're looking for and getting [the data they want] faster."

Senior Operations Engineer, Manufacturing

"Elastic allows us to be more cost efficient with storage, and we save time and have the chance to grow. It's very flexible."

Product Owner, Public Sector



But wait, there's more! Elastic customers also cited these unquantified benefits:



Additional revenue from accelerated business decisions and application releases



Faster and higher quality, data-driven decision-making



Improved application performance and reduced support tickets



Improved employee collaboration and retained employee knowledge base



Faster innovation and facilitated growth



Improved security and compliance



Flexibility and scalability with Elastic's open ecosystem, OpenTelemetry, and the Elastic Common Schema (ECS)

Consolidated three-year risk-adjusted metrics

The financial results calculated below 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.

Cash flow analysis (risk-adjusted)

