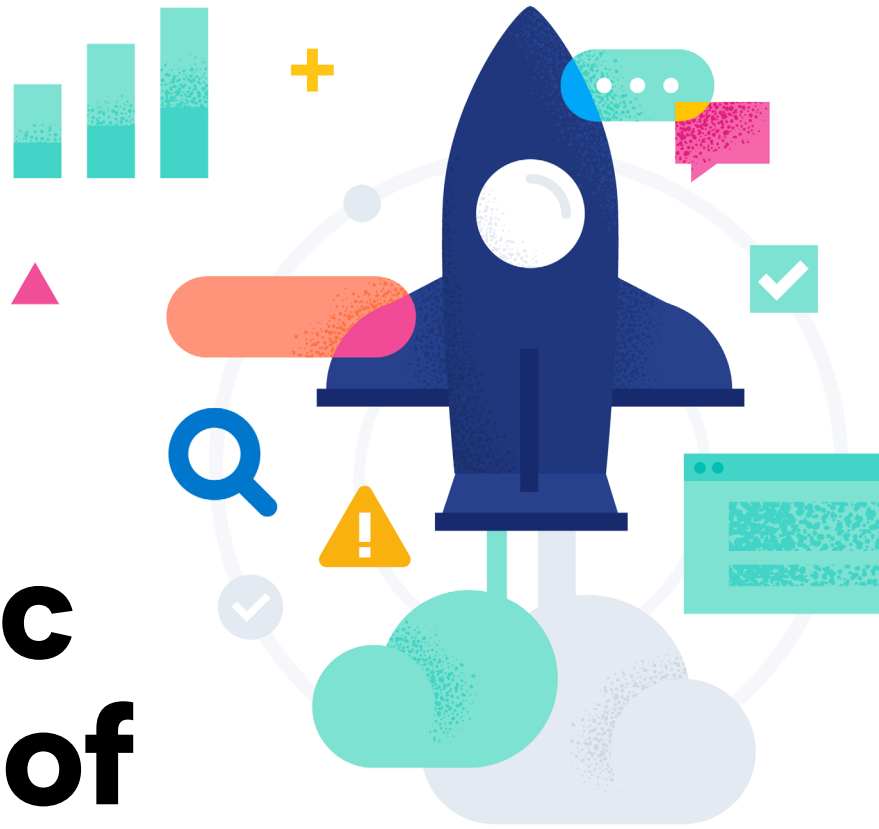




Total Economic Impact™ of Elasticsearch



Through interviews and data gathering with five customers, Forrester concluded that Elasticsearch has the following financial impact over three years:



Return on investment for organizations using Elasticsearch



One customer has seen tenfold increase in users, while the total cost of ownership has decreased

\$16M PV



Present value of benefits (PVB)

\$12M NPV



Net present value of benefits (NPV) (after costs)

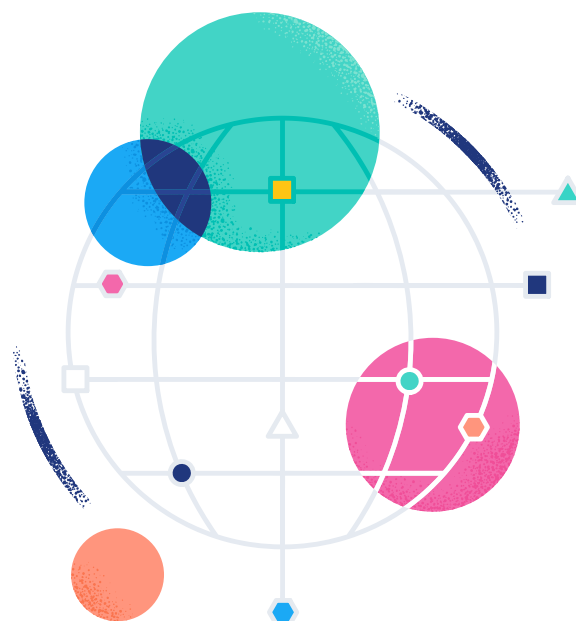


Payback period

[Download the study](#) →

Key customer assumptions

- Global organization
- \$750 million annual revenue
- 4,000 employees
- Internal & external-facing search solutions



Elastic customers interviewed



\$100B+
revenue



\$20B+
revenue



\$5B+
revenue



\$20B
revenue



\$200M+
revenue

Industry	Financial Services	Retail	Networking Products	Networking Products	Real Estate
Region	Global	Global	Global	Global	United States
Interviewee	Global head of sales management platform	Digital workplace technical product manager	Director of data analytics and engineering R&D	Enterprise search architect	Data engineering manager

Key customer challenges prior to adopting Elastic



Slow, unstable, and inconsistent user experience.

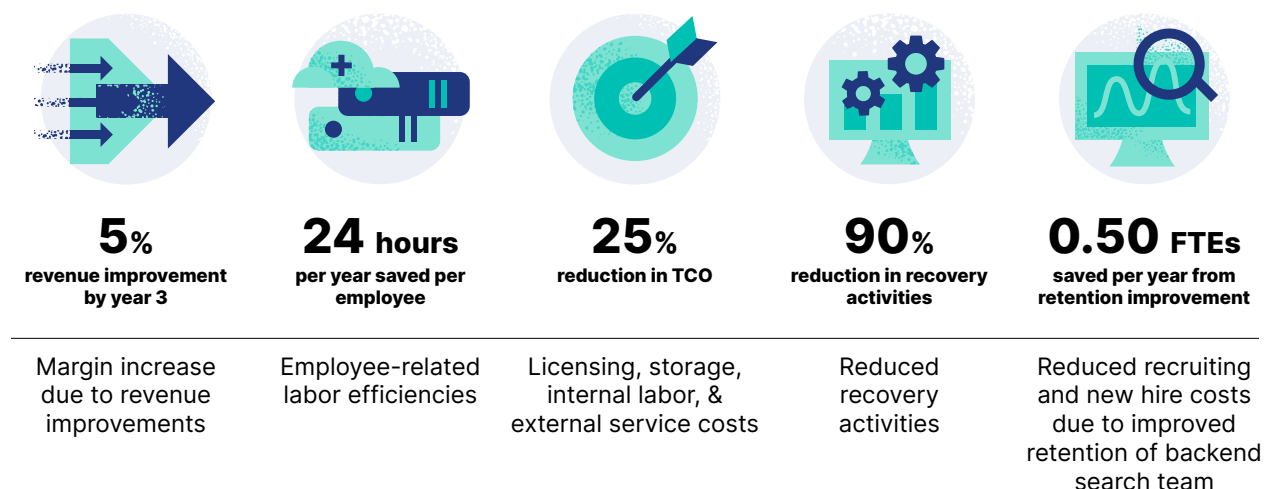


Scale, flexibility, and functionality not meeting business requirements.



Solution costs growing exponentially while employee satisfaction declined.

Three-year customer quantified benefits



Customer quotes

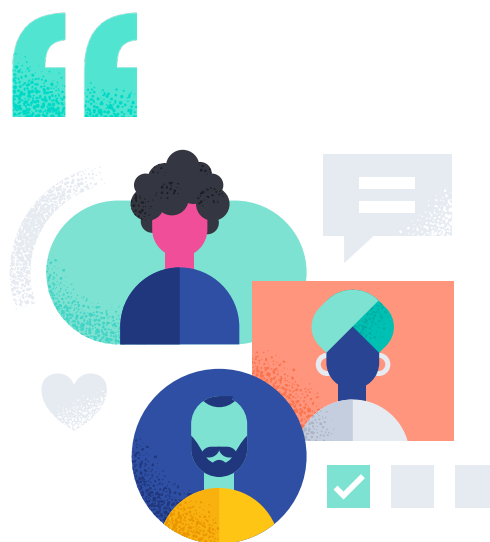
“We have quadrupled the revenue of our data analytics solution due to [Elasticsearch], with associated costs growing slightly over two times.”
Director of data analytics and engineering R&D, networking

“With our prior solution a developer error could lock up a database for hours, [which would bring] down the whole application. With [Elasticsearch], only a fraction of the application would be affected, and one developer would fix it in 30 minutes.”
Global head of sales management

“With [Elasticsearch] we are now more effective at supplying our retail employees with what they are looking for with minimal effort. They get more, better, faster, and simpler. The time savings have been fairly significant.”
Digital workplace technical product manager

“We turned around a developer retention issue. Elastic has provided a nimble environment where we are doing modern things. Employee satisfaction is much better.”
Global head of sales management platform, financial services

“Previously we had a third-party provider that was expensive while supplying slow response times and key data was refreshed too infrequently.”
Data engineering manager, real estate



Elastic customers also cited these unquantified benefits



Having a trusted partner for advice on architecture, solving problems, applying search to use cases, and more



Improved customer satisfaction due to performance and stability improvements, result completeness, and better organization of results



Better decision making stemming from using Elasticsearch for business intelligence (BI) analyses



End-user labor savings due to stability, performance, and associated downtime reduction costs recognized by reduction in outage downtime



Time to market improvement in developing and launching new innovative solutions within the organization



Having the flexibility of a cloud environment that allows nimble scaling and shifting of resources

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.

