

ROI is based on 150 Web Sites. Average Rate of Return is 23% for \$2,500 investment per site

ROI ANALYSIS	Year 1	Year 2	Year 3	Year 4	Year 5
Incremental Benefits					
Disk Space	\$ 6,319.48	\$ 7,899.35	\$ 9,874.18	\$ 12,342.73	\$ 15,428.41
FTE Hours	\$ 47,756.25	\$ 59,695.31	\$ 74,619.14	\$ 93,273.93	\$ 116,592.41
Editing Tools	\$ 18,750.00	\$ 23,437.50	\$ 29,296.88	\$ 36,621.09	\$ 45,776.37
Benefits Total	\$ 72,825.73	\$ 91,032.16	\$ 113,790.20	\$ 142,237.75	\$ 177,797.19
Incremental Costs					
Rebranding	\$375,000	0	0	0	0
Costs Total	\$375,000	\$0	\$0	\$0	\$0
CF Delta	\$ (302,174.27)	\$ 91,032.16	\$ 113,790.20	\$ 142,237.75	\$ 177,797.19
CF Cumulative	\$ (302,174.27)	\$ (211,142.11)	\$ (97,351.91)	\$ 44,885.84	\$ 222,683.02
				Break Even	
Internal Rate of Return	23%				
Net Present Value	\$32,915.87 Positive NPV				
NPV for each web site	\$219.44				

	Average #/Size	Current Volume	% Reduction	\$ Savings
Images	482	72300	43.6%	\$ 6,304.56
Files	45	114.75	65.0%	\$ 14.92
Template Header Labor Hours	2	300	96%	\$ 21,600.00
Name & Navigation Labor Hours	2.5	375	93%	\$ 26,156.25
Editing Tools	1	150	50%	\$ 18,750.00

Parameters	
Number of Sites	150
Average Image Size (in MB)	0.017
Cost per MB	\$ 0.20
Cost per editing tool	\$ 250.00
Cost per FTE Hour	\$ 75.00
Additional Site Changes per year (%)	25%
Re-branding cost in first year per site	\$2,500
Business Case Discount Rate	17.50%