

## **ROI Calculator Highlights**

Q - What is this tool?

A – A ROI Calculator covering high level Total Cost of Ownership metrics and other business metrics (Total Savings, Return on Investment, and Break-even). Costs are based on inputs such as number of employees using devices, initial purchase price, additional set-up costs, and monthly costs. Benefits are based on cost and performance differences.

Q - Why would I want to use this?

A - Help prospects to quickly build a high level business case or cost justification that takes their unique situation into consideration.

Q - When should I use this calculator?

A - Early stages of the sales cycle - 1st or 2nd call w/ a prospect - door opener.

Q - How should I use this calculator?

A - Use in-person or phone/ Webex, and print/ leave behind screen shots for customer.

Q - How do I input information into the calculator?

A – Most questions have a variable component. You can go to the center of any box and do a **quick** double click in the center of that box. This will open the box and allow you to change the number. This will allow the business metrics to reflect the scenario you have created. Use the buttons on the navigation bar at the bottom of the model to move between the different sections.

## **Terms**

**ROI, Total Savings** and **Break-even** should be used in conjunction to understand the rate, size and timing of the return. ROI and Total Savings are based on 4 years; the assumptions are two-way radios are replaced after 4 years and cell phones/push-to-talk are replaced every 2 years.

**Return on Investment** (ROI) is the percentage return expected over a specified period of time. ROI is the total benefit divided by the total costs. This ROI metric is good for assessing the multiplier provided by the benefits relative to the total investment and costs.

$$\text{ROI} = \frac{\text{Net Benefit}}{\text{Total Costs}} \times 100 \text{ (in percent)}$$

### **Legend**

Net Benefit: Total savings minus total cost

Total Costs: The total cost

Example: Net Benefit = 1,000, Total Cost = 500

$$\text{ROI} = \frac{\$1,000}{\$500} \times 100$$

$$\text{ROI} = 200\%$$

**Total Savings** represents the total cost of the customer's current solution minus the total cost of the proposed Motorola two-way radio solution over a 4 year period.

**Break-even** is the number of months it takes for the project to yield a positive cumulative cash flow. Break-even is a key measurement of risk but does not take into account cash flows after the break-even period.

### **Leasing**

For additional information on special leasing options available for Motorola customers, channel partners can contact:

US: Dan Worsley  
Lease Corporation of America  
P: 248.743.5172  
<http://www.leasecorp.com>

Canada: Mary-Ellen McIntosh  
MCAP  
P: 613-821-7832  
<http://mcap.com/EquipmentFinancing/EquipmentFinancing>

### **Saving Scenarios:**

During your presentation you can save the scenarios you create to your local drive for later reference. To enable users to save, load, and delete scenarios, we added a Save component to the model that saves the entire model. When running the model, users can press the Save component to bring up the three option buttons for the scenarios: Save, Load, and Delete. After one of the three options is chosen (you have to have saved a model to Load it or Delete it later), a standard file dialog will appear, allowing the user to complete the operation. An unlimited number of scenarios can be saved in every model, as long as enough local storage is allocated for the Flash Player on the computer of the person saving the model.

The models are optimized for interactive presentations (online and in-person) where everyone can see the results immediately and the results can be saved and recalled for future reference.

We put a Save button on the Calculator to save and name multiple scenarios, understand that **ONLY** the person who saves a Calculator is the **ONLY** person who retrieves the saved information. Once a Calculator is opened on a 'new' PC the Calculator will not have access to any prior scenarios.

### **Printing the Calculator:**

The calculator does not have a print button because the virtual page development uses the print infrastructure of the Microsoft application that runs it (i.e. Explorer).

Print Options: Print in Landscape (use Left margin: 0.150 and Right margin: 0.150 for more space if needed).

To the printer: You can use Ctrl+P and print each screen (you have to bring up each screen).

To create a PDF file and save it on your computer: You must have a PDF print license from Adobe, etc.

On the **File** menu, click **Print** (or Ctrl+P). Select the pdf icon and click on it (this will save a picture of the current page).

If you are going to make copies of all of your pages you should leave the new pdf open (this will allow you to have one pdf with one page for each page of the model you capture).

Now open up the next page you want to capture. Repeat the open and capture process until you have all of the pages that you want inside the new pdf file. Save the pdf file to a folder location on your computer that will be easy to locate and you now have all of your scenario pages in one file. You may want to do a simple test case to get comfortable with the process before attempting to do a big job.

### **Emailing the Calculator Results:**

Create a PDF file of the results page, then email the PDF file.

To create a PDF file, save it on your computer: You must have a PDF print license from Adobe, etc.

On the **File** menu, click **Print** (or Ctrl+P). Select the pdf icon and click on it (this will save a picture of the current page).

If you are going to make copies of all of your pages you should leave the new pdf open (this will allow you to have one pdf with one page for each page of the model you capture).

Now open up the next page you want to capture. Repeat the open and capture process until you have all of the pages that you want inside the new pdf file. Save the pdf file to a folder location on your computer that will be easy to locate and you now have all of your scenario pages in one file. You can then email the PDF file.

### **What else should be known?**

- 1) It is always best to interact with the model on the computer where you want the information to be saved (remember...only the computer that saved the model can retrieve the saved data)
- 2) The models are not connected to an external database and there is no tool kit and no port to extract information.
- 3) The following explains how to display the calculator on the screen:

### **Desktop Version (Without Internet Connection)**

You must have Microsoft PowerPoint and the latest Adobe Flash player and Shockwave files downloaded on your desktop computer running Windows, with all of your ActiveX controls enabled.

#### ***Step 1:***

Please download and install software from both links:

<http://get.adobe.com/flashplayer/>     **Adobe Flash Player version 10.0.12.36+**

<http://get.adobe.com/shockwave/>     **Adobe Shockwave Player version 11.0.3.470+**

#### ***Step 2:***

Click to download and save the ROI Calculator:

<http://business.motorola.com/twowayradio/ROI Calculator.ppt>

Save the file to your desktop, for easy access.

**Step 3:**

Double click the file named ROI Calculator.ppt on your desktop to open the ROI Calculator without an internet connection. To run the calculator, view the slide in slide show mode. To Exit, hit the "ESC" key.

**To Print:**

Hit "ESC" to leave slide show mode. Click File and print.

**Saving Scenarios:**

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The models are optimized for interactive presentations (online and in-person) where everyone can see the results immediately and the results can be saved and recalled for future reference.

We put a Save button on the Calculator to save and name multiple scenarios, understand that ONLY the person who saves a Calculator is the ONLY person who retrieves the saved information. Once a Calculator is opened on a 'new' PC the Calculator will not have access to any prior scenarios.

If you have the latest version of Flash and Shockwave and you can't operate the file it means your ActiveX controls have been disabled by you or an IT administrator. If this is the case, the best thing to do is contact your IT administrator to turn on all of your ActiveX controls. Once the ActiveX controls are enabled you can run the model (anytime you get a warning please click to enable ActiveX or 'content').