Windows 95 Business Analysis Tool
Beta Version
Documentation

Purpose of this Tool

Organizations will experience many benefits from moving to the Microsoft® Windows® 95 operating system. The major benefits include:
- Reduced support burden
- Increased control of the desktop
  - Improved end-user productivity

The purpose of this business analysis tool is to provide you with a general framework for analyzing the business impact on your organization and to estimate specific elements of the impact, including the benefits, costs, and pay-back period of migrating to Windows 95.

This tool provides a general model for analysis and the output is highly dependent on the information that you choose to include. You should view this tool as a starting point for performing additional analysis. We recommend you use the output of this tool as an input to your own analysis. So, when analyzing the impact on your organization, you should also consider other benefits such as productivity gains from new capabilities in the product (for example, giving employees in your organization the new ability to access a mission critical application remotely).

How to Use this Tool

To most effectively use this business analysis tool, follow these steps:
- Read this document completely.
- Gather data (fill out the Business Analysis Tool Input on the following page).
- Input the information into the spreadsheet tool. (Note: You must use Microsoft Excel for Windows, version 5.0 to run the spreadsheet tool.)
- Review the output.
  - Consider other assumptions and incorporate the output into your own model.

Limitations of Business Analysis Tool

There are certain limitations to this Business Analysis Tool:
- The time horizon is one year from when your organization migrates to Windows 95. This tool does not make any assumptions on subsequent year affects on your organization. Therefore, if you want to perform "pay-back" analysis on Windows 95, you may want to take this model and project the affect on your organization for subsequent years following the migration.
- The tool does not take into consideration labor rates nor does it place a value on the person-hours saved in this model. (This is a logical way for you to use the output data in further analysis.)
- This is a *beta* tool. Therefore, there are certain inherent problems with it:
  - This model has not been used in a wide range of organizations, so your results may vary or not be accurate. Please provide Microsoft with your feedback (see below for details) so we can expand our analysis to include a wider range of environments.
  - The spreadsheet model (using Microsoft Excel 5.0 for Windows) has been tested in a limited number of environments and configurations. You may encounter technical problems with the spreadsheet including formula errors! Please email or contact us at the address below informing us of any errors you encounter.

Business Analysis Tool Input Worksheet

We provide this worksheet to prepare you for information needed in the Business Analysis Tool spreadsheet (Bustool.xls). You should use this worksheet as a guide in acquiring data on your upgrade base. Some of the information you will need to input is unique to your organization (such as the number of desktops you'll be upgrading) and other information includes industry-appropriate data that you can tailor to your environment (such as the percent of calls avoided by migrating to Windows 95).

Once you've collected the necessary data specific to your upgrade base, merely plug the numbers into the worksheet.

Input Description	Default Value	Default Source	Your Estimate
Upgrade Effort:			
Number of users to upgrade	1,000		
Cost of the operating system software	$99	Estimated retail street price	
Estimated time to upgrade a user	2 hours	"Push" and "Pull" combination installation estimates	
Amount of end-user training you will conduct to upgrade users to Windows 95	10 minutes	Usability Sciences study	
Number of IS professionals that support this upgrade effort	2.7 per 1,000 users	Workgroup Technologies "Rescue for the Helpdesk" study	
Amount of training (in hours) for these support professionals to learn Windows 95	8 hours	Internal Microsoft estimates	
Support Burden			
Number of help desk calls you receive today (average per PC)	.6 calls per month	Workgroup Technologies "Rescue for the Helpdesk" study	
Average call time (per call)	30 minutes	Combination of Workgroup Technologies "Rescue for the Helpdesk" study and Microsoft internal estimates	
Percent of these calls that require an onsite visit by a technician	31%	Workgroup Technologies "Rescue for the Helpdesk" study	
Average difference in time between calls that are handled by technicians on site versus via phone support	30 minutes	Combination of Workgroup Technologies "Rescue for the Helpdesk" study and Microsoft internal estimates	
Projected affect on help desk as a result of upgrading to Windows 95 (for the first 2 weeks after the upgrade)	.3 calls per unit upgraded	Microsoft internal estimates	
End-User Time Assumptions			

Amount of time (hours per year) that each user in your upgrade base uses a PC	1,000	Microsoft internal estimates	
Percent of time the user spends working with the operating system (rather than an application) components (such as launching an application, copying files, printing, and the like)	10%	Microsoft internal estimates	
Impact of Windows 95 on Help Desks			
Percent of support calls alleviated	11%	Workgroup Technologies "Rescue for the Helpdesk" study	
Increased efficiency in handling calls (reduced number of site visits by technicians)	30%	Workgroup Technologies "Rescue for the Helpdesk" study	
Improved End-User Productivity			
Efficiency in the user interface	91%	Usability Sciences study	
Fewer mistakes in performing common tasks	10%	Usability Sciences study	
Cost Avoidance from Included Software		Individual cost savings are based on Microsoft internal estimates	
Time Avoidance from Integrated Software		Time estimates from a Microsoft Solution Provider	

Sources of Assumptions

Workgroup Technologies *Rescue for the Help Desk—A White Paper on the Impact of Windows 95*. Workgroup Technologies found that between 7 and 15 percent of all PC support calls will be alleviated by your upgrade base on Windows 95. This same study found that up to 50 percent of PC support calls that have been handled by technicians at the user's desks can be handled via telephone support.

Call alleviation refers to the number of calls that will no longer be placed to the help desk as a result of migrating to Windows 95 as an operating system (versus Windows® 3.1). The improvements in efficiency of existing support resources is based on the number of calls that can now be handled via the phone in lieu of having a technician physically visit the desktop. In the spreadsheet, you will input the number of requests for support your organization receives monthly (on a per PC basis). Then, you will input the number of minutes your organization spends on average servicing each request. To be able to apply the Workgroup Technology study to your environment, you also need to define how many of these total calls required a technician site visit and how much longer, on average, these calls take to service compared to supporting them via the phone. This will allow you to apply a help desk efficiency component to this model.

For more information on this study, please refer to the Helpdesk.doc document located on the Windows 95 Migration Kit CD (in the \Deploy95\Biz section).

Usability Sciences, *Windows 3.1 versus Windows 95 Quantification of Learning Time and Productivity*
This study on Windows 3.1 users tested during their first experiences with Windows 95 found that Windows 3.1 users were immediately almost twice as productive on Windows 95 and they made 10

percent fewer mistakes. Although this study was conducted on different types of users from a variety of organizations and is projectable to the population of users of Windows at large, you must decide whether you feel this is applicable to your organization.

For more information on this study, please refer to the document Usabilty.Doc located on the Windows 95 Migration Kit CD (in the \Deploy95\Biz section).

Cost Avoidance from Included Software
This tool provides a pick list of software that has functionality included in Windows 95. Currently, you would have to purchase third-party software and install it on the each desktop. Windows 95 includes significant software utilities in the operating system—such as hard disk compression, disk utilities, integrating messaging, internetworking protocols, diagnostic tools, and remote access software. You should go through the pick list to choose the utilities that you use and the number of these that would be offset by migrating to Windows 95.

Time Avoidance from Integrated Software
This tool provides a pick list of software (that's included in Windows 95) that you would otherwise have to spend time to integrate onto each desktop. With Windows 95, you can save time because these features are already included in the operating system. You don't have to spend subsequent time installing them on each desktop. You should go through the pick list to choose the utilities you use today and the number of these that would be offset by purchasing Windows 95.

Other Considerations for Your Analysis
This Business Analysis Tool is just one of many methods for modeling how Windows 95 will affect your organization. The Gartner Group has a *Total Cost of Ownership* research note that details the costs of owning a Windows 3.1-based PC over a five-year period and compares this with what it would cost if the PC runs Windows 95. If you want more details, contact the Gartner Group at (203) 967-6700 and ask for more information about their *Total Cost of Ownership* study.

Tell us what you think

This Business Analysis Tool is a beta version of the tool Microsoft will provide organizations when Windows 95 is released. We welcome your ideas on making this document and the spreadsheet tool more effective. Please send all comments to the Windows 95 Business Analysis Tool alias at Microsoft: Win95Biz@Microsoft.com or via the Windows 95 area on the Microsoft Network online service.

Also, we'd like to know how this model works in a wide variety of organizations. To that end, we would like you to send us a copy of your completed spreadsheet model (and the questionnaire on the following page). Your spreadsheet information will be held in confidence—but feel free to disguise any organization-specific information (but please don't change the data in the output). As an added incentive, the first 100 people who send us this information will receive a Microsoft Windows 95 Team tee-shirt! Just send your completed model along with any comments and your contact information (name and mailing address) to:

> Windows 95 Business Analysis Tool
> Microsoft Corporation
> One Microsoft Way
> Redmond, WA 98052-6399

Thanks for your help!