


ROI Best Practices

1. The ROI methodology is implemented as a process improvement tool and not  performance evaluation tool.
2. ROI impact studies are conducted very selectively, usually involving 5-10% of programs.
3. A variety of data collection methods are used in ROI analysis.
4. For a specific ROI evaluation, the effects of the solution are isolated from other influences.
5. Business impact data are converted to monetary values.
6. ROI evaluation targets are developed, showing the percent of programs evaluated at each level.
7. The ROI methodology generates a micro level scorecard.
8. ROI methodology data are being integrated to create a macro scorecard.
9. The ROI methodology is being implemented for about 3-5% of the budget.
10. ROI forecasting is being implemented routinely.
11. The ROI methodology is used as a tool to strengthen/improve processes.

*Based on benchmarking with over 200 organizations using ROI routinely

Evaluation Targets

