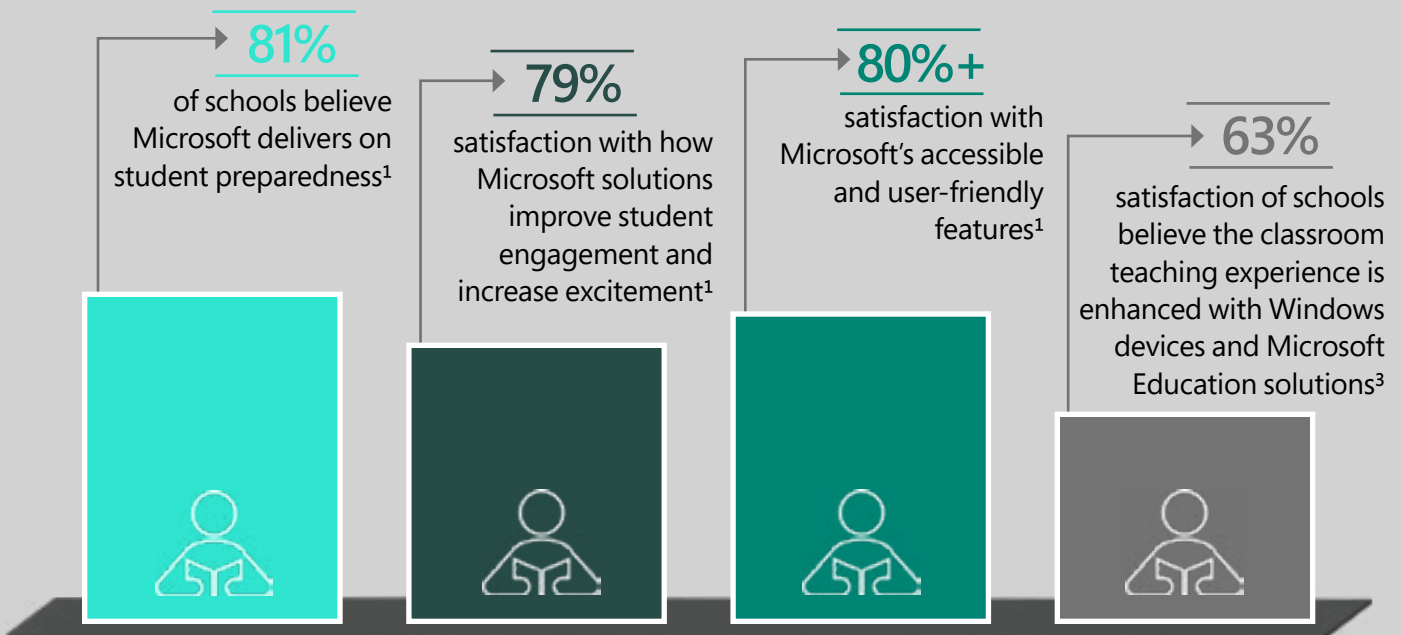


Quantifying impact: Knowing the Value of your Tech Investment

Quantifying value, benefits received, and total cost of ownership for a complex array of solutions is a challenge. Microsoft commissioned Forrester Consulting and Concentrix to help. Three studies, two that measure the Total Economic Impact of Microsoft products and solutions, and a third on the Total Cost of Ownership of Microsoft devices, provide readers with a deeper understanding of the value they may be getting in return for their tech investments. Here's what we learned.

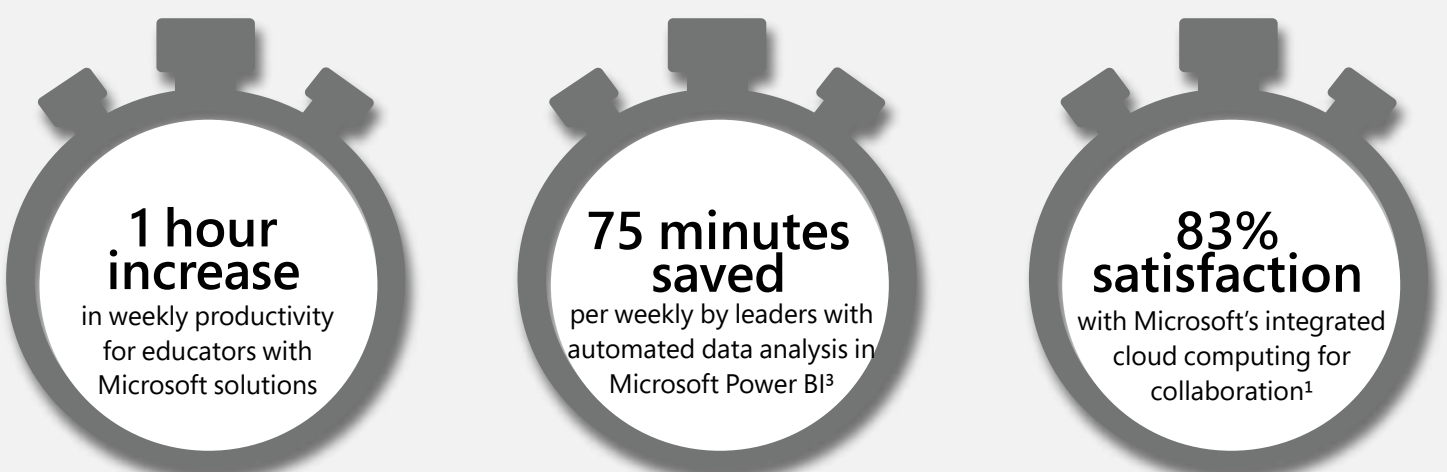
Revolutionize learning

In a survey of school leaders studies found that Microsoft's comprehensive solutions enhance student learning outcomes, engage students, and foster inclusive digital learning environments.



Enhance productivity

Microsoft's innovative solutions support vital collaboration efforts and help staff automate administrative processes, unlocking essential time for educators.



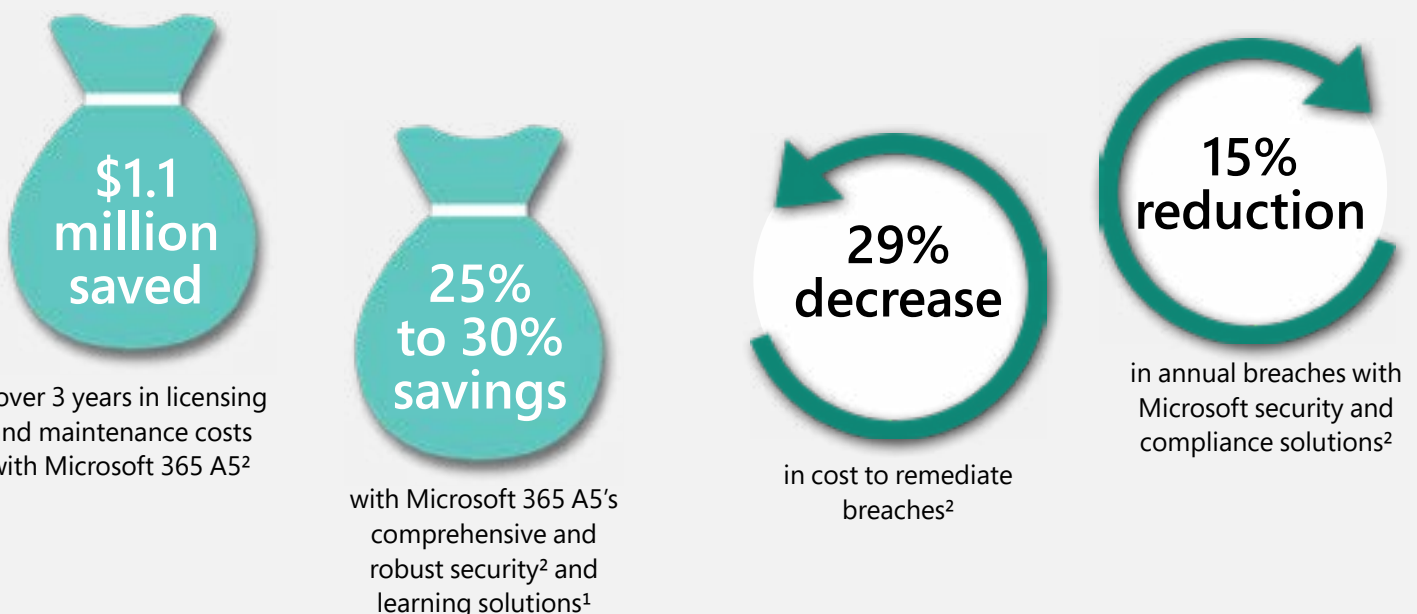
Avoid hidden costs

Windows devices and Microsoft licenses not only offer schools initial investment cost savings, but decreased "hidden" costs, like IT time requirements and third-party software needs.



Improve school security

Microsoft has built-in, best-in-class security, identity, and compliance to keep students, staff, and devices safe.



Microsoft's offerings provide superior value, backed by a history of success and a commitment to innovation. Windows devices and Microsoft solutions enhance learning and administrative efficiency, optimize technology budgets, and harness emerging technologies like AI. Leveraging Microsoft yields unmatched benefits, making it an exceptional platform for educational institutions.

For more information, explore the full whitepaper *Quantifying Impact: Knowing the Value of your Tech Investment* at <http://aka.ms/M365Win11Valuewhitepaper>

Sources:
¹ *Microsoft Education Total Cost of Ownership (TCO) Study (2023)*, a commissioned study conducted by Concentrix, July 2023. The study is based on qualitative interviews, database analysis, mystery shopping, and quantitative surveys
² *The Total Economic Impact™ Of Microsoft 365 Education A5 Security For K-12 Schools*, a commissioned study conducted by Forrester Consulting, July 2023. The study utilized a composite organization representing a K-12 school system with 60,000 students and 10,000 employees. Results from this study are for a composite organization based on interviewed school districts.
³ *The Total Economic Impact™ Of Microsoft Windows Devices For K-12 Education*, a commissioned study conducted by Forrester Consulting, July 2023. The study employed a composite scenario representing a US-based public school district, which serves 30,000 students across 50 schools spanning grades K-12. Results from this study are for a composite organization based on interviewed school districts.