

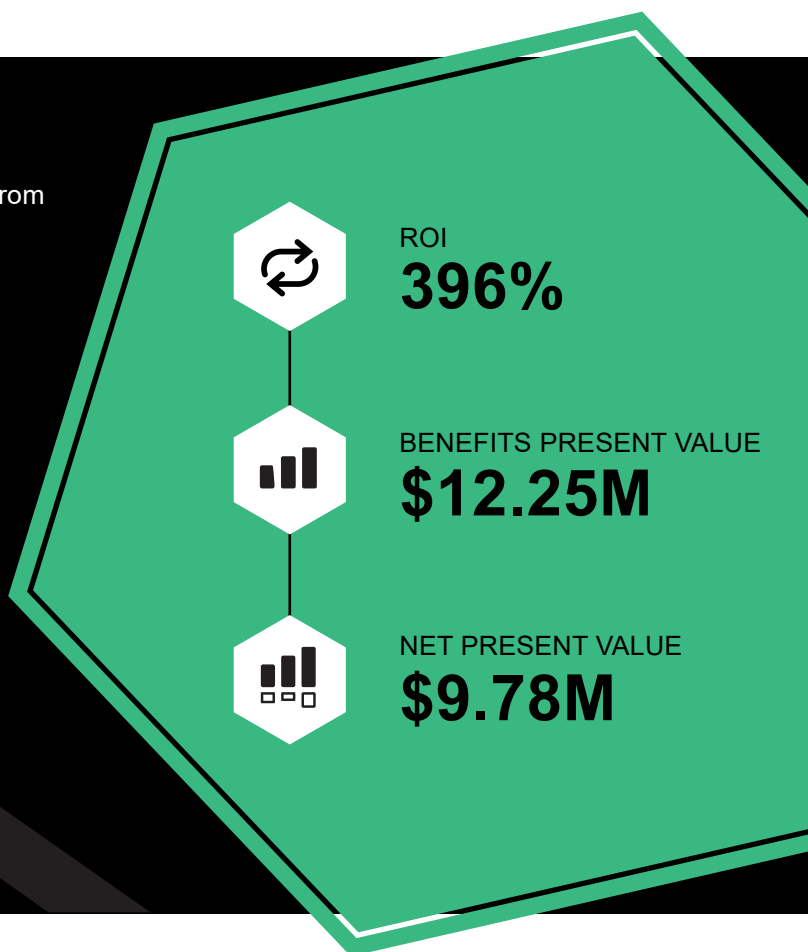
The Total Economic Impact™ Of Wrike

FORRESTER®

Through customer interviews and data aggregation, Forrester concluded that Wrike has the following three-year financial impact for a global composite organization.

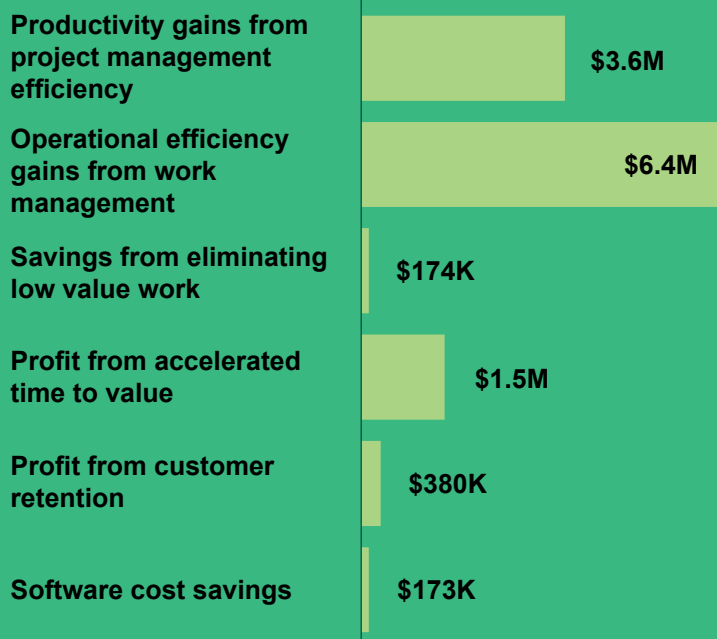
WRIKE BY THE NUMBERS

-  **216** annual hours saved by each project manager from improved work efficiency, visibility, and alignment
-  **103** annual hours saved by each Wrike user with increased visibility, alignment, and communication
-  **1.25%** increase in customer retention through an improved customer experience
-  **90%** reduction in low value initiatives through better visibility and optimized project and resource management
-  **95%** reduction in instances of end user disruption through better communication and prioritization
-  **3.50%** increased sales revenue through a higher velocity of work



SUMMARY OF QUANTIFIED BENEFITS

Three-year, risk-adjusted



VOICE OF THE CUSTOMER

“We’re able to create accountability and prioritization ... [and] because of that, we have the visibility for decision-makers to look at [decisions] and say, ‘This makes sense.’”



Director of R&D, telecommunications

“Wrike just does a lot of things automatically for you ... It saves a lot of time throughout day-to-day reporting and managing your work.”



Principal product manager, technology

“The variety of use cases is huge, and Wrike has always been able to meet that need.”



Director of R&D, telecommunications



Read the full study

This document is an abridged version of a case study commissioned by Wrike titled: The Total Economic Impact™ Of Wrike, August 2023.

Forrester interviewed four customers, aggregated their experiences, and combined the results into a single global composite organization with \$500 million in annual revenue.

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Commissioned By

