



# MDC Partners

New York, NY

## JAMF Software - Casper Suite Return on Investment Analysis

### Introduction

MDC Partners is a portfolio of best-in-class marketing communications companies whose strategic and innovative solutions lead the marketing industry, attract the finest talent, and achieve outstanding results for clients.

We are a publicly traded company with compliance requirements driven by Sarbanes-Oxley and our clients. Because of the computing platform widely used in our industry, many organizations have difficulties executing controls systematically that enforce their IT and corporate policies.

The Casper Suite of products has allowed us to define and efficiently implement controls through a centrally managed set of tools. The tool set has allowed us to focus our efforts on growing the organization through effective use of IT and not requiring our resources to spend their time on maintenance.

Currently several of our partner firms are using the Casper Suite and many more are in various stages of evaluating, acquiring and deploying the tools.

### Cost Savings:

Automation tools are widely used so administrators can focus their efforts on tasks that benefit the organization far more than the utilitarian functions that often consume their time. Return on investment for administrative and management tools is a function of efficiency and time savings directly driven by labor cost. The more efficiently people work, the more productive they are, therefore less people are required to support the organization.

The time for tasks, such as provisioning a computer, is significantly reduced by the ability to create a standard image by class of user and push out that image to new machines or to devices that need to be re-deployed. The process of configuring a machine manually used to be approximately 4 hours per machine. Utilizing the Casper Suite, the same process is now performed in about 15 minutes.

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Printers are constantly changing across the organizations. They are replaced due to age, wear and tear, and upgraded for better print quality and performance. The process of provisioning printers on the network is an extremely time and labor intensive process. Without the use of tools to automate the process, an administrator would typically have to go to every workstation or laptop and manually configure the devices. More experienced administrators can write scripts to install the printers, but the execution of the script would require manual intervention by the end users. With the use of the Casper Suite, we can now deploy the devices to user computers, without visiting the machines, from a central server in the organization, thus allowing lower level system administrators to distribute and install printers on hundreds of workstations in approximately 15 minutes. Additionally, the Casper Suite allows for the creation of user groups that allow administrators to even further increase their efficiency by only deploying resources such as printers to the workstations that require them.

Remote deployment of applications to the user community greatly reduces the need for support individuals to visit each desktop when upgrading or installing new applications. Additionally, the deployment can be defined to user groups which help to manage the inventory of licenses distributed. The Casper Suite allows us to create packages that can be distributed systematically for any application from any vendor.

The Casper Suite brings enterprise level management tools to the Apple platform. For a long time Windows administrators have been able to define and enforce policies on users machines from a central location. The Casper Suite brings many of these types of features to the Apple platform. The ability to automatically discover, remove and report on applications installed by end users is critical to any organization. These applications, fonts etc... pose a serious security risk to organizations as well as a financial liability.

There is a significant amount of savings when using the Casper Suite to create and enforce security policies. Significant savings are seen when end users are prevented from performing actions that would increase the need for support. Functions like application blacklisting, automated software updates, and automated e-mail notifications ensure users workstations are current with patches and fixes as well as ensuring they do not change configurations or install unauthorized software that can pose a threat to the machine and the other workstations on the network.

**Based on surveys performed across our partner firms currently using the Casper Suite the following represents time savings for typical tasks performed by IT support personnel.**

	(In Hours)			Per Machine	Per Machine	Year 2 forward
	Before Casper	After Casper	Time Savings	Dollar Savings	Annual Savings	Annual Savings
Hours to deploy new MAC	4.0	0.5	3.5	\$87.50	\$87.50	\$0.00
Hours to roll out patch and/or printer maintenance	0.5	0.1	0.4	\$10.00	\$100.00	\$120.00
Hours performing preventative maintenance per month	1.0	0.3	0.8	\$18.75	\$225.00	\$225.00
Estimated savings due to security policy enforcement	0.5	0.1	0.4	\$10.00	\$120.00	\$120.00
Hours to inventory IT assets and related SW	0.5	0.1	0.4	\$10.00	\$120.00	\$120.00
<b>Total Savings</b>				<b>\$136.25</b>	<b>\$652.50</b>	<b>\$585.00</b>
Cost/machine year 1*					<b>\$118.00</b>	<b>\$18.00</b>
Return in efficiency - dollars per machine					<b>\$534.50</b>	<b>\$567.00</b>
Cost savings for organization based on 50 machines					<b>\$26,725.00</b>	<b>\$28,350.00</b>

\*Note: Cost/machine depends on the number of machines managed with the Casper Suite.

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