

# Case Study: Rogue Wave Software



## Opportunity

On-time project delivery is more critical than ever, and end users are demanding richer feature sets and greater usability. In order to meet and exceed end user expectations, companies must maximize their development efforts to deliver projects on time, on budget and to specifications. When developing object-oriented business applications, companies can either build applications completely using in-house resources or use a foundation of flexible and reliable pre-built components from a reputable source. Rogue Wave Software, Inc. - a leading global software and consulting services company - develops large-scale, platform-independent business frameworks, components and services that provide the fastest way to deliver durable mission-critical applications.

Rogue Wave knew that, throughout the project lifecycle, their solutions had substantial benefits in comparison to in-house developed components. But they needed the validation of independent, third party research and metrics to help their sales force prove these benefits and clearly communicate their business value proposition. Rogue Wave chose Alinean to develop a customized ROI Analyst program, creating a compelling application development ROI business case for their clients and prospects. The program successfully illustrates how companies can reap the business benefits of their applications more rapidly.

*"With Alinean's independent research, validation and modeling of our value proposition, we can clearly and concisely detail a personalized cost-benefit justification for SourcePro C++ to our current clients and prospects."*

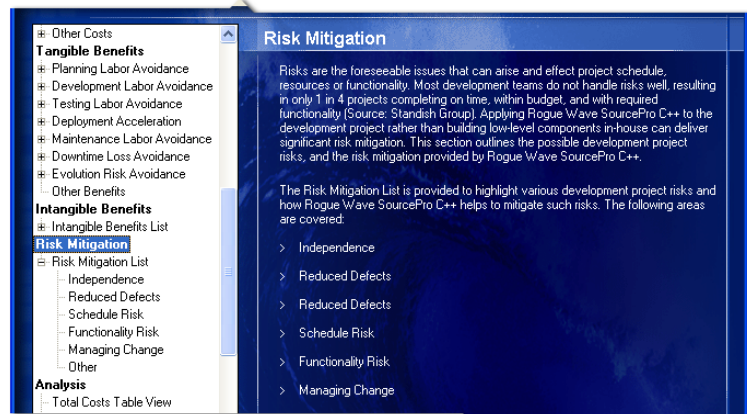
- JOHN FLOISAND, CEO  
ROGUE WAVE SOFTWARE

## Solution

Rogue Wave contracted with Alinean to develop and license a customized return on investment (ROI) tool to prove the value of Components-Based Application Development. The tool is based on research by Alinean, and is a customized version of Alinean's patent-pending ROI Analyst software. Rogue Wave's mission is to use this tool with enterprise accounts to demonstrate the value proposition of moving from costly in-house applications to the flexible and reliable pre-built components offered by Rogue Wave.

Alinean's research found that software development projects are prone to failure, with almost three-quarters of all software development projects suffering from cancellation, cost overruns, time overruns or a rollout with fewer features or functions than promised. Alinean's research results prove that Rogue Wave Software components can reduce these development risks and deliver a substantial ROI of three to five dollars for every dollar invested in SourcePro C++.

"With Alinean's cost-justification model and ROI Analyst software, we expect that the Rogue Wave sales force will gain effectiveness in communicating this message to clients and reduce the time it takes to quantify and build positive business cases for implementing SourcePro C++," said Tom Pisello, CEO of Alinean.



*To help sales professionals communicate the impact of risk on the proposed business case, ROI Analyst identifies potential project risks and applies a "What-if" analysis to adjust for possible cost overruns and benefit achievement issues.*

Working with Rogue Wave product and marketing managers, Alinean developed a customized model to help sales professionals and IT executives calculate the costs, benefits and ROI from using Rogue Wave SourcePro C++. Key metrics were researched from Alinean's proprietary database of over 27,000 international corporations and IT budgets, and supplemented with case studies and experiences from Rogue Wave's client projects.

The model and research were then engineered into a customized ROI Analyst. The ROI Analyst enables users to capture key information about the project, estimates costs and benefits, and presents the possible ROI from the proposed project. The research and customized ROI Analyst tool demonstrate that customers who opt for using SourcePro C++ will see substantial benefits throughout the project lifecycle, including: reduced development workload, faster time-to-market, increased quality and application availability, lower maintenance costs, smoother evolution, better strategic alignment and reduced overall project risk.

All metrics and factors in the tool are well documented, describing how each of the results is calculated and derived. Once the typical cost-justification business case is understood, the Rogue Wave sales professional can work with IT executives to derive a completely personalized business case. Typical metrics are replaced one by one with actual salary, staffing, workload and availability metrics from the client to paint a clear picture of the potential ROI. The result: a 18 page overview / 90 page complete cost-justification business case documenting all costs and benefits.

## Conclusion

The report concludes that pre-built software components from Rogue Wave improve the efficiency of development teams and accelerate the deployment of business-critical applications. The investment in Rogue Wave will easily deliver three times the return on investment with the first project, with payback in less than six months.

With SourcePro C++, development teams have a head start on building applications that solve real-world business problems, increase productivity and deliver projects on schedule with reduced risk of failure. "With Alinean's independent research, validation and modeling of our value proposition, we can clearly and concisely detail a personalized cost-benefit justification for SourcePro C++ to our current clients and prospects," said John Floisand, CEO of Rogue Wave Software.

The ROI Analyst sales tool development began in January 2002, and a Beta version was available for client trials in mid February. The tool was officially launched worldwide to Rogue Wave sales professionals and consultants in February 2002. Results were documented in a comprehensive White Paper, which was published in April. Additionally, Rogue Wave presented a free online Webcast on Cost-Justifying Software Development Projects (hosted by Tom Pisello, Alinean), which was recorded and can be viewed on their web site.



*To help convey the value proposition, Alinean developed a comprehensive white paper on the possible advantages of pre-built software components.*

*Using the ROI Analyst tool, Rogue Wave sales professionals can quickly develop a comprehensive and compelling Business Case report and Executive Summary for using pre-built software components.*