



FORRESTER®

The Total Economic Impact™ Of Rippling

Cost Savings And Business Benefits
Enabled By Rippling

FEBRUARY 2023

Table Of Contents

Consulting Team: Luca Son
Tony Lam

Executive Summary	1
The Rippling Customer Journey	5
Key Challenges	5
Why Rippling?	6
Composite Organization	7
Analysis Of Benefits	9
Increased HR, Payroll, And Finance Operational Efficiency	9
Voice Of The Customer: Benefits.....	12
Increased IT Operational Efficiency	13
Increased Leadership And Employee Productivity	15
Technology Cost Savings.....	17
Unquantified Benefits	18
Flexibility	18
Analysis Of Costs	20
Rippling Subscription.....	20
Implementation, Training, And Ongoing Maintenance	21
Financial Summary	23
Appendix A: Total Economic Impact	24
Appendix B: Endnotes	25



ABOUT FORRESTER CONSULTING

Forrester provides independent and objective research-based consulting to help leaders deliver key transformation outcomes. Fueled by our customer-obsessed research, Forrester's seasoned consultants partner with leaders to execute on their priorities using a unique engagement model that tailors to diverse needs and ensures lasting impact. For more information, visit forrester.com/consulting.

© Forrester Research, Inc. All rights reserved. Unauthorized reproduction is strictly prohibited. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change. Forrester®, Technographics®, Forrester Wave, and Total Economic Impact are trademarks of Forrester Research, Inc. All other trademarks are the property of their respective companies. For additional information, go to forrester.com.

Executive Summary

HR, IT, and finance decision-makers need a solution that can effectively manage their organization's workforce operations, especially as downstream impacts of global economic factors force companies to scale back operations. This solution must operate across a variety of functions such as HR, finance, and IT that rely on employee data to strengthen workforce analytics and enable greater automation.

[Rippling](#) is an HR, IT, and finance solution that helps organizations manage employee payroll, benefits, expenses, devices, and more. Rippling unifies workforce data into a single source that enables workflow automation, analytics, and permissions.

Rippling commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Rippling.¹ The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Rippling on their organizations.

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed eight representatives at five organizations with experience using Rippling. For the purposes of this study, Forrester aggregated the interviewees' experiences and combined the results into a single [composite organization](#) that has annual revenues of \$100 million and 350 employees.

These interviewees said that prior to using Rippling, their organizations leveraged legacy human resources information systems (HRIS) and point solutions. However, the prior solutions had disjointed processes and siloed data, and they lacked a single source of truth for workforce data. These limitations led to burdensome manual processes and difficulties scaling HR, payroll, finance, and IT operations to meet growing business demands.

KEY STATISTICS



Return on investment (ROI)
137%



Net present value (NPV)
\$550K

After investing in Rippling, the interviewees' organizations streamlined HR, payroll, finance, and IT operations, which increased productivity for HR and IT teams and allowed the companies to avoid hiring additional headcount. Managers gained greater control and access to workforce analytics, and employees saved hours each year on performing core HR tasks. The interviewees' organizations reinvested costs from their legacy solutions back into Rippling.

KEY FINDINGS

Quantified benefits. Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Streamlined HR, payroll, and finance operational efficiency resulting in \$431,400 in cost savings.** With Rippling, the composite increases its HR, payroll, and finance operational efficiency by 42%. The composite consolidates

its legacy HRIS and point solutions into one centralized solution, integrates data sources across multiple applications, implements a wide-ranging variety of workflow automations, and unlocks new reporting insights and capabilities. This saves up to three FTEs' worth of headcount while allowing the composite to shift its HR team's focus from manual to strategic work.

- **Streamlined IT operational efficiency resulting in \$222,700 in cost savings.** Rippling enables the composite organization to save time on provisioning and managing devices and applications, which increases IT efficiency by 35%. Integration with third-party apps and security tools gives IT staff greater security visibility, control, and posture. The composite avoids hiring up to 1.2 FTEs worth of IT headcount.
- **Streamlined leadership and employee productivity resulting in \$103,800 in cost savings.** Rippling gives the composite organization's managers and senior leaders greater reporting visibility, control, and insights. This saves them each up to 22 hours annually on time they would have needed to spend creating and maintaining reports. Each employee organization wide saves 4 hours annually on onboarding, open enrollment, changes in qualifying events, time and attendance, performance, and more.
- **Legacy solution cost savings of \$254,000.** The composite sunsets its legacy HRIS and point solutions, which allows it to reinvest legacy licensing and maintenance costs.

Unquantified benefits. Benefits that provide value for the composite organization but are not quantified in this study include:

- **Improved HR, finance, and IT collaboration and experience.** Rippling improves the composite's HR, payroll, finance, and IT user

experiences, job satisfaction, and collaboration between teams.

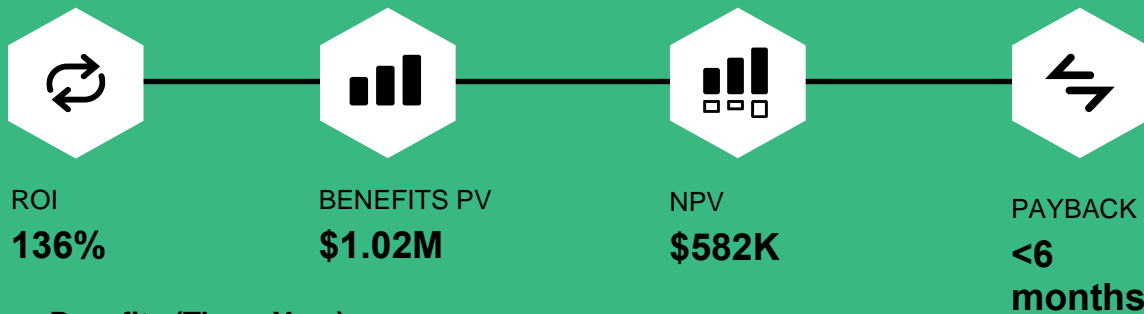
- **Improved employee experience.** Rippling strengthens the composite's employee experience by streamlining core HR tasks such as onboarding and time and attendance.
- **Greater vendor support.** Interviewees said Rippling's self-service support is intuitive and helpful in resolving issues. They also said customer service representatives are attentive and helpful for in-depth support and product-development suggestions.
- **Improved IT practices, security postures, and compliance.** Rippling has built-in integration capabilities that increase the composite organization's security posture and compliance.

Costs. Three-year, risk-adjusted PV costs for the composite organization include:

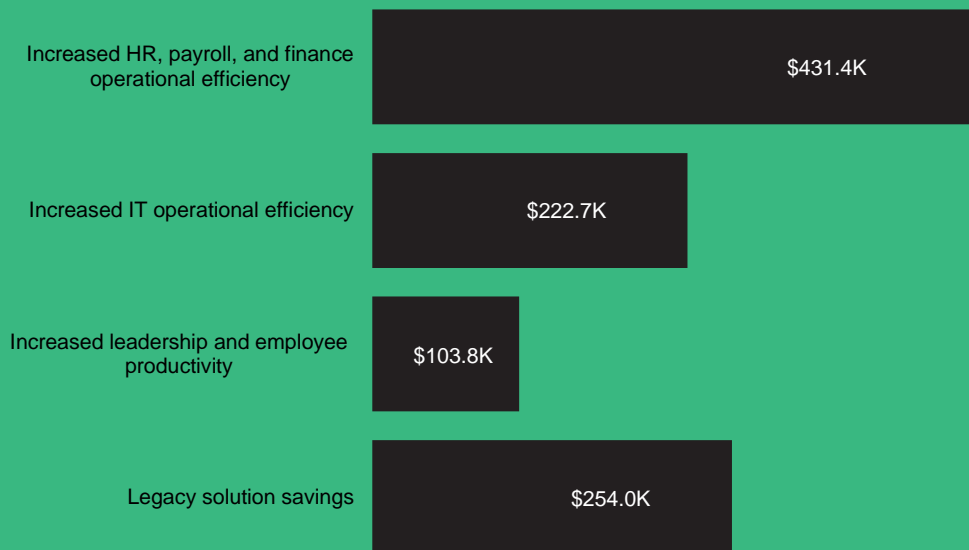
- **Rippling subscription cost of \$394,600.** The composite leverages Rippling HR and IT Cloud, and it pays a per-employee per-month fee to Rippling.
- **Implementation, training, and ongoing maintenance costs of \$35,000.** The composite undergoes planning, change management, integration, and testing, and it leverages professional services to fully implement Rippling. After implementation, the composite dedicates HR labor to ongoing workflow creation and system maintenance.

The representative interviews and financial analysis found that a composite organization experiences benefits of \$1 million over three years versus costs of \$430,000, adding up to a net present value (NPV) of \$582,000 and an ROI of 136%.

Based on the composite organization with 504 employees:



Benefits (Three-Year)



“Rippling saves headcount for us. It’s like a one-stop shop for things that traditionally require several different platforms or systems. [Rippling is] continually expanding and continually adopting.”

— Director of HR, technology

TEI FRAMEWORK AND METHODOLOGY

From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in Rippling.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Rippling can have on an organization.

DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Rippling and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Rippling.

Rippling reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Rippling provided the customer names for the interviews but did not participate in the interviews.



DUE DILIGENCE

Interviewed Rippling stakeholders and Forrester analysts to gather data relative to Rippling.



INTERVIEWS

Interviewed eight representatives at five organizations using Rippling to obtain data with respect to costs, benefits, and risks.



COMPOSITE ORGANIZATION

Designed a composite organization based on characteristics of the interviewees' organizations.



FINANCIAL MODEL FRAMEWORK

Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees.



CASE STUDY

Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

The Rippling Customer Journey

■ Drivers leading to the Rippling investment

Interviews						
Role	Industry	Region	Annual revenue	Number of employees	Use cases	
<ul style="list-style-type: none">• Director of HR• People analytics manager	Technology	US headquarters	\$100M+	600	HR and integration with third-party IT management	
Director of people operations and technology	Business intelligence	US headquarters	\$70M+	550	HR and finance	
<ul style="list-style-type: none">• Information technology manager• Director of people operations	Energy	US headquarters, global operations	\$45M+	270	HR and IT	
Total rewards manager	Media	US headquarters	\$30M+	170	HR and IT	
<ul style="list-style-type: none">• Director of people operations• Legal affairs, people operations	Professional services	US headquarters, global operations	\$25M+	130	HR and integration with third-party IT management	

KEY CHALLENGES

Forrester spoke with eight interviewees at five small-to-midsize organizations that use Rippling. Prior to deploying Rippling, the organizations either leveraged disparate point systems for HR and payroll or they each had one central legacy HRIS platform. On the IT front, the organizations had no legacy solutions or they used alternative IT management solutions. Interviewees cited the following common challenges:

- **Disjointed legacy solutions led to siloed data, manual processes, and human error.** The organizations' prior environments lacked solutions that could integrate multiple data sources and solutions, and this led to disjointed processes, manual operational tasks, and limited extensibility. The director of HR at a technology company told Forrester: "We did not have one centralized place [for our employee data]. ... Rippling was like a one-stop shop for everything we needed. Instead of having two or more systems that had fragmented information, it can all be kept in one place."

"We couldn't trust [our legacy HRIS] as a source of truth because it didn't have the connections that we needed. There was a lack of truth to rely on."

Director of people operations and technology, business intelligence

The total rewards manager at a media organization said: "Before [using] Rippling, there were regular mistakes and constant corrections to payrolls. People were distrustful and did not have faith [that] the hours they were working were the hours they were being paid for. ... With the help of Rippling and just a little bit of back-end knowledge, it was easy to build back up that trust."

- **Difficulties scaling HR, finance, and IT operations and expertise.** Interviewees said their organizations' legacy solutions were either too expensive and too complex for small-to-midsize businesses or they lacked the capabilities needed to support growing HR, compliance, payroll, and IT demands. The director of people operations at a professional services organization said: "Our legacy HRIS had all the features we needed. The problem was not having somebody who was educated in HR, compliance, and regulation. [The legacy system] was not great about staying on top of that. For example, when [Form I-9s] weren't fully completed in the system, there were no flags or triggers to notify us. A lot of things got overlooked."
- **Poor legacy vendor support.** The organizations' legacy solutions were complex, lacked support, and introduced operational burdens. Several interviewees expressed that their organization's legacy vendor support was inaccessible, required long waiting times to reach a support representative, or gave inconsistent responses to issues. The director of people operations at a professional services organization stated: "Many things ended up falling through the cracks [in our prior environment]. The biggest issue with [the previous solution] was its

customer service and the disjointedness of all its products. There were different reps who managed each."

WHY RIPPLING?

The interviewees' organizations searched for a solution that could:

- **Unify multiple data sources into one platform.** Interviewees' organizations sought to integrate multiple data sources across tooling to increase automation, improve compliance, provide advanced reporting abilities, and improve operational efficiency across HR, finance, and IT. The director of HR at a technology organization explained: "The integrations that Rippling has [are] the biggest selling point. ... There are not many other HRIS tools that integrate with so many different platforms, can transfer so much information, and [can] be used by so many different teams."
- **Enable automation and repurpose the time of HR, IT, and finance teams.** Interviewees said their organizations desired a solution that could ultimately shift their HR, IT, and finance efforts from manual to strategic tasks. The director of people operations at a professional services organization shared: "We wanted to streamline workflows and automate as much as possible. We wanted an easier user interface and accessible reports that don't require training as we did with our legacy solution."
- **Provide enterprise capabilities to growing organizations.** Interviewees said their organizations' legacy solutions lacked integration and automation capabilities or were too complex and expensive. The director of HR at a technology organization noted: "We knew that we were going to be growing and needed to scale. We needed a full-service, flexible, and adaptable HRIS instead of just something that was there to process payroll and other point capabilities." The director of people operations and technology at a business intelligence organization told

"My main goal is to make everything automated at this company. A lot of people complain about how much time they spend on administrative tasks. That shouldn't exist, and Rippling has the tools to get us there."

Director of people operations and technology, business intelligence

Forrester: “We are a fast-growing company. Big [HRIS] as well as the process were cost-prohibitive. We wanted [our] company ... [to build] for the future, ... build over time, and not just stay in the old format.”

- **Improve user experiences.** Interviewees’ organizations required a solution that provided an intuitive user experience for desktop and mobile devices across all users. The director of HR at a technology organization said: “From a general employee-user standpoint, Rippling is easy to use, especially compared to other large HRIS or even payroll systems. It’s intuitive. It’s simple. It’s mobile.”

“The investment decision always comes down to the fact that Rippling is going to be the cheapest, most beneficial, and greatest time-saving solution.”

Total rewards manager, media

employees in Year 3. Prior to investing in Rippling, the composite leveraged legacy HRIS and point solutions to meet its HR and payroll requirements. The organization used point IT solutions, but it did not have a tool to automate device and application provisioning.

Deployment characteristics. After investing in Rippling, the composite sunsets its legacy point solutions.

Key Assumptions

- **\$100M annual revenue**
- **350 employees in Year 1**
- **20% headcount growth rate**
- **Previously required 4.9 HR, payroll, and finance FTEs to manage its legacy environment**

COMPOSITE ORGANIZATION

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the eight interviewees, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

Description of composite. The composite is a US-based organization with annual revenues of \$100 million. The composite organization has 4.9 FTE HR, payroll, and finance resources, and 2.5 IT administrators to support 350 employees. The composite grows by approximately 20% year-over-year to 430 employees in Year 2 and to 504

Voice Of The Customer: Key Challenges

KEY CHALLENGES

- **Reporting.** With [other solutions], you're relying on their or your [organization's] internal specialist to build reports for you. If things break or require corrections, you have to go back to them say, 'Hey, you need to fix this. You built this wrong.' With Rippling, I'm in the driver's seat and I can build my own reports."
– *Total rewards manager, media*
- "[In my organization's prior environment], our people-ops coordinator was the only one that [could] pull a report. We had to wait for her. ... The system was not user-friendly to navigate. Locating and sharing reports was a mess."
– *Director of people operations, professional services*
- **Onboarding and offboarding.** "[Before using Rippling], the onboarding and offboarding processes were very broken. Essentially, for onboarding, it took about maybe 10 to 15 hours a week to prep employee files in all the systems and to build out the employees' profiles for onboarding classes."
– *Director of people operations and technology, business intelligence*
- **Time and attendance.** "When we [would] load in all the hours into our legacy time and attendance system, we'd have to frantically audit time sheets. All our issues went away when we switched to Rippling. We have kiosks at our fulfillment centers [on which] employees can punch in and out."
– *Total rewards manager, media*
- of systems outside of Rippling. He chose Rippling because we could tailor it to what we wanted [and then] add and integrate so much with it. That's why we chose it and why we keep Rippling."
– *Director of people operations, energy*
- "Integrations, like with our employee engagement solution, [are] plug-and-play with Rippling. We know [Rippling] already [has] an integration set up for \$2 [per] eligible employee [per] month. [It] is unheard of how inexpensive that is."
– *Total rewards manager, media*
- **User experience.** "We wanted something that was intuitive for front-end users, back-end administrators, and employees. We have a large demographic of hourly technician employees out in the field. We wanted something that was easy for them to use and interface with, particularly from a mobile perspective."
– *Director of HR, technology*
- "Rippling is super easy to use. We can view everything in one system, give managers access to their teams' calendars, and create new policies. All that has been really easy."
– *Director of people operations, professional services*
- "We're still just scratching the surface of what Rippling can do. I wish we had the resources to have unlimited automated workflows. I've been working with Rippling for a year now, and I've seen leaps and bounds in improvements. I feel like [Rippling is] making [itself] out to be the 'it' HRIS provider in the tech world."
– *Total rewards manager, media*

WHY RIPPLING

- **Unify systems and workforce data.** "Our CFO always said that the biggest thing with Rippling is [that] it integrates with everything. We have a lot

Analysis Of Benefits

■ Quantified benefit data as applied to the composite

Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Increased HR, payroll, and finance operational efficiency	\$145,436	\$173,138	\$207,765	\$526,339	\$431,400
Btr	Increased IT operational efficiency	\$78,732	\$87,480	\$104,976	\$271,188	\$222,742
Ctr	Increased leadership and employee productivity	\$33,993	\$41,796	\$50,992	\$126,781	\$103,756
Dtr	Legacy solution savings	\$87,804	\$102,168	\$119,405	\$309,377	\$253,969
	Total benefits (risk-adjusted)	\$345,965	\$404,582	\$483,138	\$1,233,684	\$1,011,867

INCREASED HR, PAYROLL, AND FINANCE OPERATIONAL EFFICIENCY

Evidence and data. Interviewees reported that Rippling streamlined their organizations' HR, payroll, and finance operational efficiency. Rippling enabled them to consolidate HRIS and point solutions into one centralized solution, integrate data sources across multiple applications, implement a wide-ranging variety of workflow automation, and unlock new reporting insights and capabilities. This allowed the organizations to save on headcount while shifting their HR teams' focus from manual to strategic work.

Interviewees' organizations streamlined and automated processes across a variety of responsibilities, including payroll, onboarding, offboarding, time and attendance, benefits administration, expense management, approvals, and more. As the organizations' headcounts grew,

Rippling enabled HR, payroll, and finance teams to meet increasing business demands without scaling their team sizes. The director of people operations at an energy organization told Forrester: "If we didn't have Rippling, we would definitely need an additional two HR FTEs and one IT FTE. [With 250 people and potentially adding another 50 this year,] if we didn't have a system like Rippling that automated everything, it would just be just too much for one person to do."

- The director of HR at a technology company estimated their organization saved five headcount across HR, payroll, finance, and IT after investing in Rippling.
- The total rewards manager at a media organization reported [avoiding] two additional HR headcount hiring for onboarding, offboarding, and HR administration after investing in Rippling.
- The director of people operations at a professional services organization estimated their company saved one headcount for benefits and one junior headcount for administration after investing in Rippling.

Interviewees said they improved their organizations' HR operational efficiency in the following areas:

HR, payroll, and finance efficiency lift

42%



- **Workflow automation.** Creating workflows and automating processes across integrated solutions drove operational efficiency for the interviewees' organizations. A people analytics manager at a technology organization explained how Rippling's workflow automation saved a full-time role. They said: "Prior to launching the workflows, 99% of my day was focused on small tasks for new hires, current employees, or small communications. Now, I don't even have to touch those anymore. It's another full-time role that'll be freed up by using the Workflow Automator, and the functionality keeps growing."
- **Payroll.** Interviewees' organizations streamlined payroll with Rippling. The director of people operations and technology in the business intelligence industry said Rippling saved their organization 12 hours, and the people analytics manager in the technology industry said it saved their organization an entire headcount. They said, "Rippling automates so much of the payroll. ... That saves another full-time role at the very least."
- **Reporting.** Interviewees said reporting in their organizations' prior environments was time-consuming, complex, and often outputted static results that required frequent manual updates. Interviewees said reporting with Rippling is intuitive, quick, and provides greater workforce analytics from the integration of multiple data sources. The director of people operations and technology at a business intelligence firm said they saved 13 hours a month they would have spent creating reports.

The total rewards manager at a media organization told Forrester: "Rippling's reporting is very user intuitive. We do a biweekly people-ops review with our CEO, and [they like] to see trends in demographics, hiring/firing, and other trends. I can pull reports, crunch the numbers within 30 to 45 minutes, and be ready for review."

"The whole payroll process has gone down from about 15 hours a week to 30 minutes."

Director of people operations and technology, business intelligence

Rippling's reporting features are user-friendly and intuitive."

- **Onboarding, offboarding, and benefits administration.** Prior to using Rippling, interviewees said onboarding and offboarding were tedious and time-consuming tasks. The total rewards manager at a media organization stated: "If we didn't have Rippling, we would need another headcount to onboard and offboard people because we have a minimum of three or four new hires a week. As we continue to grow, that number is increasing exponentially. We'd also need another person to help with HR administration. With Rippling, I can do payroll and benefits, and my people partner can do onboarding and [offboarding] easily."

The total rewards manager said they spent a week and a half auditing and correcting benefits administration in their legacy environment but that the process went down to half a day with Rippling.

- **Compliance.** Rippling helped interviewees' organizations meet compliance requirements, and the director of people operations and technology at a business intelligence firm said they save 4 hours per month in tax research. They stated: "Rippling is intuitive with [its] tax system. [It tells] you where to register based on the employee's home address. [Rippling

researches] for you. [Previously,] whenever we added a new state, I'd probably spend 4 or 5 hours a month researching taxes. I don't do that anymore because Rippling gives us the information up front."

- **Finance.** Interviewees said that Rippling provided finance employees with greater control, involvement, and visibility into workflows, which saved them time on back-and-forth communication. The director of people operations and technology at a business intelligence firm said they expected to save at least 5 hours per week on expenses after fully implementing expense-management capabilities.

They said: "Finance was a lot more heavily involved [in our legacy environment], and we were still spending as much time across multiple people handling all these different things. Now, I can handle a lot of this – like the state tax setup. ... It's a lot more simplified and a lot easier."

Modeling and assumptions. In modeling the composite organization, Forrester assumes:

- The composite organization has 350 employees in Year 1, and it scales its headcount by 20% each subsequent year.
- In its prior environment, the composite required 4.9 FTEs to manage HR, payroll, and finance. With Rippling, the composite organization repurposes that headcount to other value-add tasks.
- The average fully burdened annual salary for an HR administrator is \$76,950.

Risks. The expected financial impact is subject to risks and variation based on several factors, including:

- The maturity, capabilities, and extent of the legacy system(s) usage.
- Existing skill sets, expertise, and change management.
- The speed of the Rippling adoption and the level of usage.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$431,400.

Increased HR, Payroll, And Finance Operational Efficiency					
Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Number of employees	Composite	350	420	504
A2	Number of HR, payroll, and finance administrators required with legacy solutions (FTEs)	Composite	4.9	5.9	7.1
A3	HR, payroll, and finance efficiency lift with Rippling	Interviews	42%	42%	42%
A4	Number of HR, payroll, and finance administrators with Rippling (FTEs)	A2-(A2*A3)	2.8	3.4	4.1
A5	FTEs saved due to Rippling	A2-A4	2.1	2.5	3.0
A6	HR administrator fully burdened salary (annually)	TEI standard	\$76,950	\$76,950	\$76,950
At	Increased HR, payroll, and finance operational efficiency	A5*A6	\$161,595	\$192,375	\$230,850
	Risk adjustment	↓10%			
Atr	Increased HR, payroll, and finance operational efficiency (risk-adjusted)		\$145,436	\$173,138	\$207,765
Three-year total: \$526,339			Three-year present value: \$431,401		

Voice Of The Customer: Benefits

- “I haven’t heard any complaints since [investing in] Rippling. Everyone has tools to hit the ground running to do what they were hired to do; not administrative work.”
– *Director of people operations and technology, business intelligence*
- “The automation capabilities have taken a massive workload off a lot of people in the organization. [They allow] us to be more efficient [and] have fewer people, and the people who are here can focus on other things.”
– *Director of people operations, energy*
- “We were supposed to hire a person to handle the benefits on our team this year. That role got closed partially because [the organization] didn’t see the need because a lot of the heavy lift of benefits is now handled by Rippling. It did save that position on our team’s growth, and it’s also expanded our roles.”
– *Director of people operations and technology, business intelligence*
- “Payroll makes the biggest impact, and it’s the easiest part of my job. ... With Rippling, anytime somebody forgets to put in extra hours or needs to correct their timesheet or missed a payment, I can go in and do as many payments and as many payrolls as I want. Most providers charge you on a per-payroll fee. With Rippling, we get as many as we want.”
– *Total rewards manager, media*
- “My chief people officer came to me and said, ‘Hey, when are we going to need to get you an assistant?’ I said, ‘Maybe [when we have] 1,000 employees just because payroll is such a light lift [with Rippling]. Benefits are such a light lift.’”
– *Total rewards manager, media*
- “Rippling has a much better user interface [than other solutions]. [Having] the ability to share and tweak reports is awesome. You’re more inclined to want to use Rippling’s reporting feature and then leverage those reports in different ways. We’ve utilized a lot of [Rippling’s] out-of-the-box templates, too. Plus, [Rippling is] always putting new stuff out there.”
– *Director of people operations, professional services*
- “It was a breath of fresh air when I got into Rippling’s Workflow Automator. [The workflows] are prebuilt, and you can click on them and say what you want, and it’s done. That’s a huge change of pace.”
– *Total rewards manager, media*
- “Workflow Automator has been just such an enormous help. ... I’ve run thousands of workflows in the last two months that would have each been a single manual task as a manual task that we’d be doing otherwise. It’s saved an enormous amount of time for us.”
– *People analytics manager, technology*
- “Onboarding and offboarding [are] very, very simple and take minutes. Our people partner has onboarded 150 people and offboarded 100 people on top of ... dealing with employee-relations issues and assisting with employee engagement.”
– *Total rewards manager, media*

INCREASED IT OPERATIONAL EFFICIENCY

Evidence and data. Rippling enabled interviewees' organizations to save time on provisioning and managing devices and applications. Integration with third-party apps and security tools gave IT teams greater security visibility, control, and posture. The organizations achieved increased IT efficiency, avoided hiring additional support, and ensured greater IT and security compliance.

- **Improved operational efficiency.** A people analytics manager at a technology organization told Forrester: "Rippling allows us to provision and deprovision users automatically and seamlessly. It's 99% perfect. Very seldom do I have to do anything manually with it. That's the biggest impact and time saver. ... We are a remote-first organization with employees all over the United States. Rippling probably saved us half to a full IT support."

The total rewards manager in the media industry said their organization avoided hiring an additional IT headcount. They told Forrester: "[Rippling] takes 100% of the lift off my IT department, and that makes a huge impact on the company. We don't have to outsource our device management."

The information technology manager at an energy organization saved up to 60% of their time provisioning and encrypting devices with Rippling. They told Forrester: "Just for the portion of setting up new machines for new hires, Rippling has saved me at about 50% or 60% of my time. ... The time we recover with Rippling is

really precious because we can use that time to support the business in other areas. ... We reduced the complexity from a total of 4 hours to get one machine ready for operation to 1 hour [or 1.5 hours] at most. As the only IT administrator, that's fantastic."

- **Improved security posture, compliance, and efficiency.** Rippling's integrations with cybersecurity solutions helped their organizations centralize their security efforts into one console. This increased visibility, security postures, and compliance. The information technology manager at an energy organization said: "By having Rippling integrated with [our extended detection and response solution], we reduced the administrative time into one single console inside Rippling. When I review Rippling logs and alerts, I also check the antivirus solution. It's useful for me as an orchestrator. I'm really positive [about] and happy having Rippling in our operation."

The director of people operations and technology at a business intelligence organization stated: "Rippling allows us to use our custom fields to feed over to [our identity access and management solution], which has made a huge impact in the automation on the IT front. ... More than the time saved, we've gained opportunities that we could never have had before."

IT administrator efficiency lift

35%



"Rippling is an indispensable portion of the IT security framework and our organization's compliance."

Information technology manager, energy

Modeling and assumptions. In modeling the composite organization, Forrester assumes:

- The composite organization has 2.5 IT administrators dedicated to application, identity, and device management. This scales 20%, which is equal to the employee headcount growth.
- In its prior environment, the composite organization required 2.5 FTEs to manage IT. With Rippling, the composite repurposes that headcount to other value-add tasks.
- The average fully burdened annual salary for an IT administrator is \$97,200.

Risks. The expected financial impact is subject to risks and variation based on several factors, including:

- The maturity, capabilities, and extent of the legacy system usage.
- Existing skill sets, expertise, and change management.
- The speed of the Rippling adoption and the level of usage.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of \$222,700.

“The device-management solution is the biggest time- and money-saver. [Otherwise,] we’d have to add headcount. It would take two months to offboard and onboard with a new device management platform. I haven’t seen any other device management platform integrated with an HRIS.”

Total rewards manager, media

Increased IT Operational Efficiency					
Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Number of employees	Composite	350	420	504
B2	Number of IT administrators with legacy solutions (FTEs)	Composite	2.5	2.9	3.5
B3	IT administration efficiency lift with Rippling	Interviews	35%	35%	35%
B4	IT administrators with Rippling (FTEs)	B2-(B2*B3)	1.6	1.9	2.3
B5	FTEs saved due to Rippling	B2-B4	0.9	1.0	1.2
B6	IT administrator fully burdened salary (annually)	TEI standard	\$97,200	\$97,200	\$97,200
Bt	Increased IT operational efficiency	B5*B6	\$87,480	\$97,200	\$116,640
	Risk adjustment	↓10%			
Btr	Increased IT operational efficiency (risk-adjusted)		\$78,732	\$87,480	\$104,976
Three-year total: \$271,188			Three-year present value: \$222,742		

INCREASED LEADERSHIP AND EMPLOYEE PRODUCTIVITY

Evidence and data. Interviewees said Rippling gave their organizations' managers and senior leaders greater reporting visibility, control, and insights. This saved them time creating and maintaining reports. Employees organizationwide also benefited from Rippling, saving time on onboarding, open enrollment, changes in qualifying event, time and attendance, performance, and more.

- Before using Rippling, managers would rely on HR to pull, update, and maintain reports or they would do it themselves. This process was slow and tedious for all parties. The director of people operations and technology at a business intelligence organization said: "[Our strategy was to] build a system of truth that the company could rely on so that we have more reporting and more insights available to our leaders. Managers didn't have a lot of insight into [our legacy] purview, like the history of the employee's life cycle. Rippling gave us that ability through permissions and tiered access. ... [Rippling saves] about a couple of hours a month in general for all senior reporting." Additionally, an executive in the professional services industry said their organization saved more than an hour across its management team.
- Interviewees said Rippling allowed new employees to spend less time navigating administrative tasks and escalating questions to HR teams. The director of people operations and technology at a business intelligence

"I can now give [our leadership] access to reports I've built and shared for them. They pull it on an ongoing basis. It has saved more time."

Director of people operations, professional services

organization said: "There has never been a complaint or talks about a broken process with onboarding. Everyone talks about the ease of having all the tools they need. Most people want to hit the ground running with what they were hired to do, not the administrative work they need. Rippling streamlined that process to make it easy for the employee. ... The employee gets the all-in-one feature of being able to enroll in benefits before they start reducing the number of questions during the first week of employment."

- The total rewards manager at a media organization told Forrester: "[Rippling] impacts our nonexempt staff much more because it's so easy to clock in and out. I had zero complaints about open enrollment this year. It was very easy and intuitive."
- An interviewee from a professional services organization said their company saved a few hours per year for open enrollment and employees with changes in qualifying life events.

Modeling and assumptions. In modeling the composite organization, Forrester assumes:

- The composite organization has 10 senior managers who use Rippling to generate reports in Year 1, and this number grows to 12 and 14 users in Years 2 and 3, respectively.

Senior manager time savings on reporting
22 hours



- Each manager saves 1.5 hours per month generating reports in Year 1, 1.7 hours in Year 2, and 1.8 hours in Year 3 due to growing headcount and complexity.
- Each employee saves 4 hours per year due to streamlined onboarding, less back and forth with HR and payroll, streamlined time and attendance, and intuitive use of Rippling.
- Senior managers and employees recapture 50% of their time savings.

- The capabilities, usage, and adoption of legacy solutions.
- Leadership structure and reporting needs.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of \$103,800.

Risks. The expected financial impact is subject to risks and variation based on several factors, including:

Increased Leadership And Employee Productivity					
Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Number of senior managers who use Rippling to generate reports	Composite	10	12	14
C2	Hours saved per senior manager who uses Rippling to generate reports	Interviews	18	20	22
C3	Average senior manager fully burdened salary (hourly)	TEI standard	\$93	\$93	\$93
C4	Productivity recapture	Composite	50%	50%	50%
C5	Subtotal: Leadership productivity savings	$C1 \times C2 \times C3 \times C4$	\$8,370	\$11,160	\$14,322
C6	Number of employees using Rippling for HR-related tasks	Composite	350	420	504
C7	Hours saved per employee due to Rippling	Interviews	4	4	4
C8	Average employee fully burdened salary (hourly)	TEI standard	\$42	\$42	\$42
C9	Productivity recapture	Composite	50%	50%	50%
C10	Subtotal: Employee productivity savings	$C6 \times C7 \times C8 \times C9$	\$29,400	\$35,280	\$42,336
Ct	Increased leadership and employee productivity	$C5 + C10$	\$37,770	\$46,440	\$56,658
	Risk adjustment	↓ 10%			
Ctr	Increased leadership and employee productivity (risk-adjusted)		\$33,993	\$41,796	\$50,992
Three-year total: \$126,781			Three-year present value: \$103,756		

TECHNOLOGY COST SAVINGS

Evidence and data. Interviewees' organizations saved on legacy licensing costs by either consolidating their legacy point solutions or switching their legacy HRIS solutions onto Rippling. The organizations saved administration time and associated costs managing and resolving issues in multiple solutions.

- The director of people operations and technology at a business intelligence organization stated: "We had a bunch of legacy systems. From our total cost of analysis, the current headcount was about comparable with about maybe \$50,000 less than what we're going to pay for Rippling with all the current systems we were running together. The issue was that we would need more people to manage all those systems to keep them running."

Modeling and assumptions. In modeling the composite organization, Forrester assumes the composite organization previously spent an aggregate of \$19 per employee per month for its legacy systems but that it replaces these systems with Rippling before Year 1.

Risks. The expected financial impact is subject to risks and variation based on several factors, including:

- The prior solution(s) licensing, management, and related costs.
- The extent of the usage and maturity of the prior solution(s).

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV of \$254,000.

Legacy Solutions Savings

Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	Cost of point HR systems in legacy environment	Interviews	\$79,800	\$95,760	\$114,912
D2	HR hours previously dedicated to managing legacy tools and workflows that are shifted to Rippling	Interviews	480	480	480
D3	HR administrator fully burdened salary (hourly)	A6/2,080	\$37	\$37	\$37
Dt	Technology cost savings	D1+(D2*D3)	\$97,560	\$113,520	\$132,672
	Risk adjustment	↓10%			
Dtr	Technology cost savings (risk-adjusted)		\$87,804	\$102,168	\$119,405
Three-year total: \$309,377			Three-year present value: \$253,969		

UNQUANTIFIED BENEFITS

Interviewees mentioned the following additional benefits that their organizations experienced but were not able to quantify:

- **Improved HR, finance, and IT collaboration and experience.** Interviewees noted that Rippling improved HR, payroll, finance, and IT user experience, job satisfaction, and collaboration between teams. The total rewards manager at a media organization stated: “If we have a payroll or benefit-related compliance issue, it’s going to land on me because I’m a team of one. [Rippling] makes my job a lot less stressful and nerve-wracking.”

The director of people operations at an energy organization told Forrester: “[The benefit also includes] relationship building. I used to feel bad to constantly ask payroll for reports and downloads when they’ve got their own things to do, whereas now I can do it myself.”

- **Improved employee experience.** Rippling benefited employee experiences by streamlining core HR tasks such as onboarding and time and attendance. Interviewees said navigating those tasks was more intuitive, quicker, and led to less confusion than in prior environments. The total rewards manager at a media organization stated, “It’s the little things [in Rippling] that make the employees’ lives easier and, in turn, make my [life] and my team [members’] lives easier.”
- **Greater vendor support.** Interviewees found Rippling’s self-service support to be intuitive and helpful in resolving issues. They said customer-service representatives were helpful for in-depth support and product-development suggestions. The director of people operations at a professional services organization said: “Think about all the time spent on the phone trying to resolve issues [with legacy solutions.] [With Rippling,] resolutions are now at our fingertips. We have all these resources that we can access

“Hands down, I am 100% beyond happy with everything. The rate at which [Rippling] resolved bugs or issues and the rate at which they continue to improve and develop new products is quick. It’s obvious that they’re listening to their customers’ feedback.”

Director of people operations, professional services

immediately, and we don’t have to wait for somebody.”

The director of HR at a technology organization said: “[Rippling] is intuitive, there’s a ton of functionality, and it’s 99% self-service. There really isn’t a lot that we either can’t figure out how to do or can’t find an answer to. ... We mostly talk to support and our account reps to ask specific questions about our situation.”

- **Improved IT practices, security postures, and compliance.** Interviewees said Rippling and its built-in integration capabilities increased their organizations’ security postures. An information technology manager at an energy organization told Forrester: “By having Rippling, we reduce the IT security gaps. We are more compatible with companies sharing the same best practices.”

FLEXIBILITY

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer

might implement Rippling and later realize additional uses and business opportunities, including:

- **Improved business opportunity.** The information technology manager at an energy organization said that by increasing its security posture and IT best practices, their company opened the door to establishing business relationships that weren't possible before. The manager stated: "Rippling has enabled more business. Some companies are concerned about their partners sharing the same rigorous IT best-practice standards. With our security framework, we can approach these companies. We are just breaking the barriers that prevent us from establishing commercial relationships with other companies."
- **Product roadmap and capabilities alignment.** Interviewees said their organizations chose Rippling in part to align with its product roadmap, which can address the future needs of their companies. The director of HR at a technology organization said, "It's been a little bit of a benefit working with Rippling as they enhance their product and features because many of those enhancements or future ads are based on issues we had or things that we needed."

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in [Appendix A](#)).

"We're always looking at new HR platforms and HR systems. When I bring our IT lead into the calls, he always throws his hands up and says: 'I can't do this. I would have to leave the company [if we switched away from Rippling].'"

Total rewards manager, media

Analysis Of Costs

■ Quantified cost data as applied to the composite

Total Costs							
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Total	Present Value
Etr	Rippling subscription	\$0	\$132,300	\$158,760	\$190,512	\$481,572	\$394,614
Ftr	Implementation, training, and ongoing maintenance	\$23,912	\$4,029	\$4,850	\$4,436	\$37,227	\$34,916
	Total costs (risk-adjusted)	\$23,912	\$136,329	\$163,610	\$194,948	\$518,799	\$429,530

RIPPLING SUBSCRIPTION

Evidence and data. Rippling charges on a per-employee per-month basis, and it varies based on the number of products, the number of employees, and more. Interviewees' organizations leveraged HR, IT, and Finance Cloud.

Several of the organizations also leveraged bundled savings. The total rewards manager at a media organization stated: "We got bundled savings with Rippling. ... We are saving a ton with device management and our subscription services."

Modeling and assumptions. In modeling the composite organization, Forrester assumes:

- The composite organization pays \$30 per month per employee.

- Pricing may vary. Contact Rippling for additional details.

Risks. The expected financial impact is subject to risks and variation based on several factors, including:

- The solutions required and discounting.
- Headcount and growth.

Results. To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$394,600.

Rippling Subscription						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
E1	Rippling subscription	Interviews	\$0	\$126,000	\$151,200	\$181,440
Et	Rippling subscription	E1	\$0	\$126,000	\$151,200	\$181,440
	Risk adjustment	↑5%				
Etr	Rippling Subscription (risk-adjusted)		\$0	\$132,300	\$158,760	\$190,512
Three-year total: \$481,572			Three-year present value: \$394,614			

IMPLEMENTATION, TRAINING, AND ONGOING MAINTENANCE

Evidence and data. Interviewees said the length and uplift of their organization's Rippling implementation varied depending on the organization's prior state, tool sets, and existing skill sets. Some reported that their organization deployed Rippling with only internal resources and expanded usage over time, while others said their organization leveraged its own resources along with Rippling's provided implementation services.

In most cases, interviewees said their organization experienced additional uplift around change management, integrating multiple data sources, and testing data integrity. Once Rippling was implemented, HR administrators conducted ongoing testing, maintenance, and workflow creation and fine-tuning.

The director of HR at a technology organization told Forrester: "It was fairly easy to implement [Rippling] because it was on such a smaller scale. Because we've been using it now for a couple of years and our administrators are knowledgeable about the system, there was a lot we were able to figure out ourselves."

Modeling and assumptions. In modeling the composite organization, Forrester assumes:

- The composite organization spends \$7,000 on implementation services.
- The composite organization implements Rippling over 12 weeks and leverages 5 hours per week per administrator for change management and implementation tasks.
- HR and IT administrators spend 10 hours and 8 hours on Rippling training, respectively.
- HR administrators spend a total of 180 initial hours to evaluate and create workflows, and then 80 hours annually on an ongoing basis.
- HR administrators then spend a cumulative of 19 hours annually on ongoing maintenance.

Risks. The expected financial impact is subject to risks and variation based on several factors, including:

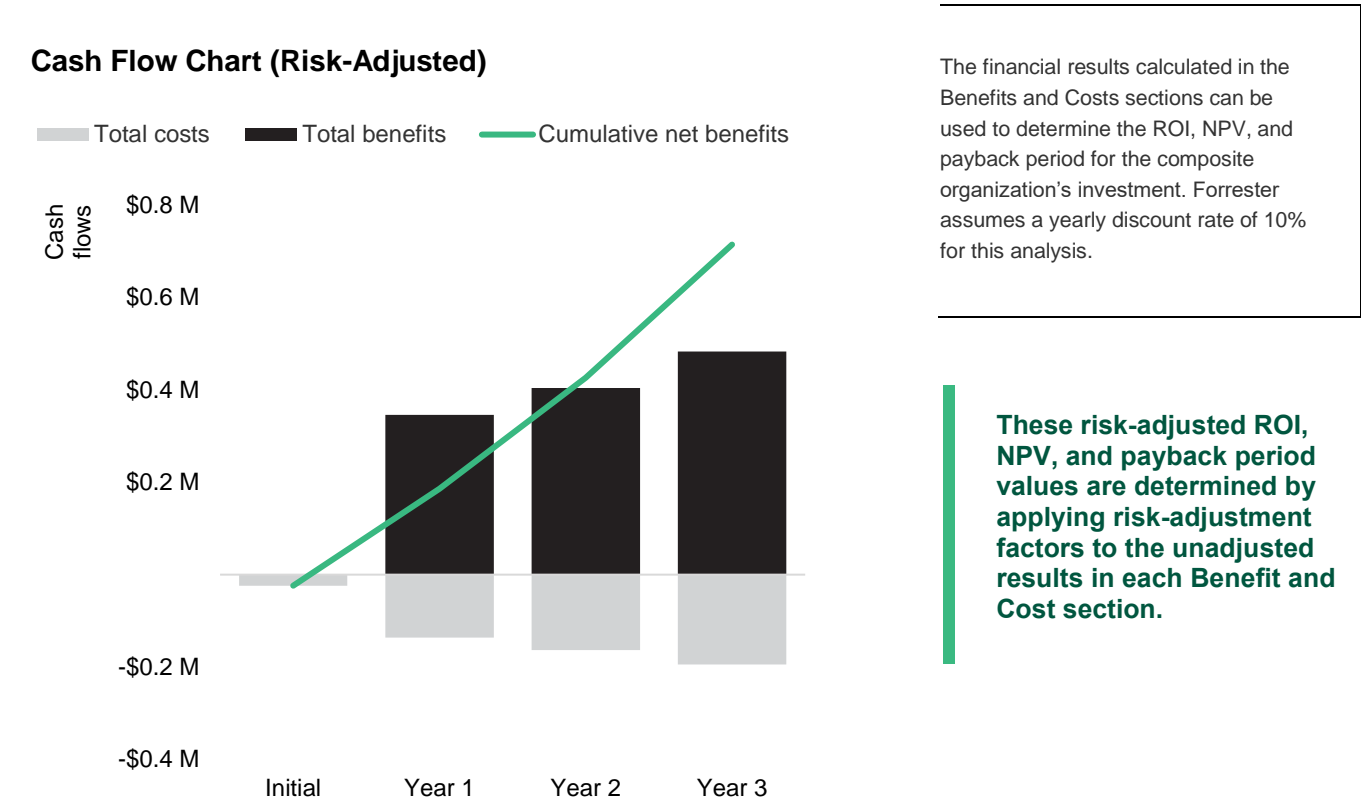
- The prior-state tools and solutions.
- The implementation size, complexity, and length.
- Existing skill sets.

Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV of \$34,900.

Implementation, Training, and Ongoing Maintenance						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
F1	Implementation costs	Interviews	\$7,000	\$0	\$0	\$0
F2	Internal HR administrator implementation hours	Interviews	168	0	0	0
F3	HR administrator fully burdened salary (hourly)	TEI standard	\$37	\$37	\$37	\$37
F4	Subtotal: Implementation costs	$F1+(F2 \times F3)$	\$13,216	\$0	\$0	\$0
F5	Up-front training hours per HR administrator	Interviews	10	10	10	10
F6	Number of new HR administrator FTEs	Composite	3	0	1	1
F7	Up-front training hours per IT administrator	Interviews	8	8	8	8
F8	Number of new IT administrator FTEs	Composite	2	0	1	0
F9	IT administrator fully burdened salary (hourly)	Composite	\$47	\$47	\$47	\$47
F10	Subtotal: Training costs	$(F5 \times F6 \times F3) + (F7 \times F8 \times F9)$	\$1,862	\$0	\$746	\$370
F11	Workflow evaluation and creation by HR administrators (hours)	Interviews	180	80	80	80
F12	Ongoing maintenance hours for HR administrators	Interviews	0	19	19	19
F13	Subtotal: Ongoing maintenance	$F3 \times (F10 + F13)$	\$6,660	\$3,663	\$3,663	\$3,663
Ft	Implementation, training, and ongoing maintenance	$F4 + F10 + F13$	\$21,738	\$3,663	\$4,409	\$4,033
	Risk adjustment	↑10%				
Ftr	Implementation, training, and ongoing maintenance (risk-adjusted)		\$23,912	\$4,029	\$4,850	\$4,436
Three-year total: \$37,227			Three-year present value: \$34,916			

Financial Summary

CONSOLIDATED THREE-YEAR RISK-ADJUSTED METRICS



Cash Flow Analysis (Risk-Adjusted Estimates)						
	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(\$23,912)	(\$136,329)	(\$163,610)	(\$194,948)	(\$518,799)	(\$429,530)
Total benefits	\$0	\$345,965	\$404,582	\$483,138	\$1,233,685	\$1,011,867
Net benefits	(\$23,912)	\$209,636	\$240,972	\$288,190	\$714,885	\$582,337
ROI						136%
Payback						<6 months

Appendix A: Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

TOTAL ECONOMIC IMPACT APPROACH

Benefits represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.

Costs consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.



PRESENT VALUE (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.



NET PRESENT VALUE (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.



RETURN ON INVESTMENT (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.



DISCOUNT RATE

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.



PAYBACK PERIOD

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

Appendix B: Endnotes

¹ Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

FORRESTER®