# RSA

# The Economics of Cloud Identity
## How much can you save?

For a large enterprise, the move from an on-premises identity and access management (IAM) system to cloud IAM can result in reduced costs for authenticators, help desk calls, operational expenses, staff, and infrastructure.

**Potential value over 3 years: $1.9M total benefits***

Here's a calculation based on an example customer moving from on-premises to the cloud. The enterprise managed the identities of **33,000 employees**, using **14,000 hard tokens** and **19,000 soft tokens**. Moving to the cloud saved them **$1.9M over 3 years**.

Donut chart values: 35%, 45%, 19%, 1%
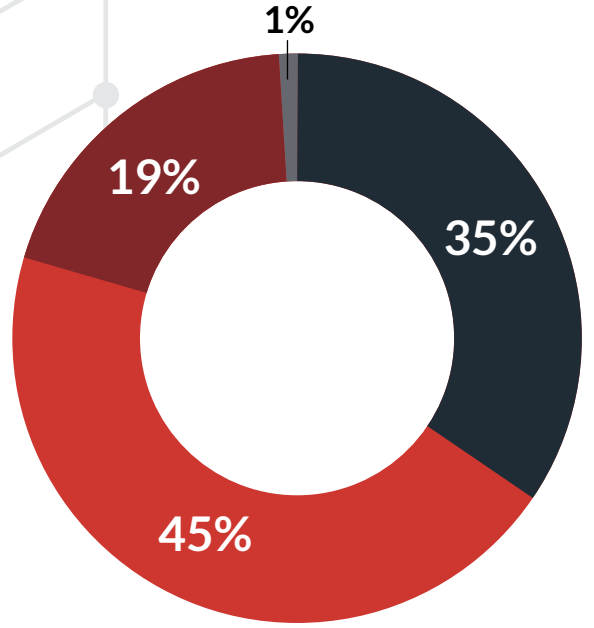
■ Authenticator Costs
■ Help Desk Cost Savings
■ Operational Expense Reduction
■ Staff and Infrastructure

## What They Wanted
This customer needed to improve **operational efficiency** without **sacrificing security**

## What They Purchased
This customer moved all 33,000 users to an **ID Plus E2 Subscription** with expanded MFA options, SSO, and more

## What They Got
After making the move to ID Plus, this customer got higher user sat, stronger security, and improved operational resilience.
**See the full ROI**

Authenticator Costs:
**$673,194**

Help Desk Cost Savings:
**$873,840**

Operational Expense Reduction:
**$377,982**

Staff and Infrastructure Cost Savings:
**$21,600**

# Potential Annual Impacts

## $223.6K–$294K Authenticator Costs

**80%-100%**
Reduction in Soft Token Costs

**70%-100%**
Reduction in Hard Token Costs

## Operational Expense Reduction:
## $113.4K–$126K

**90%-100% Reduction** in Classic Maintenance Renewal Costs

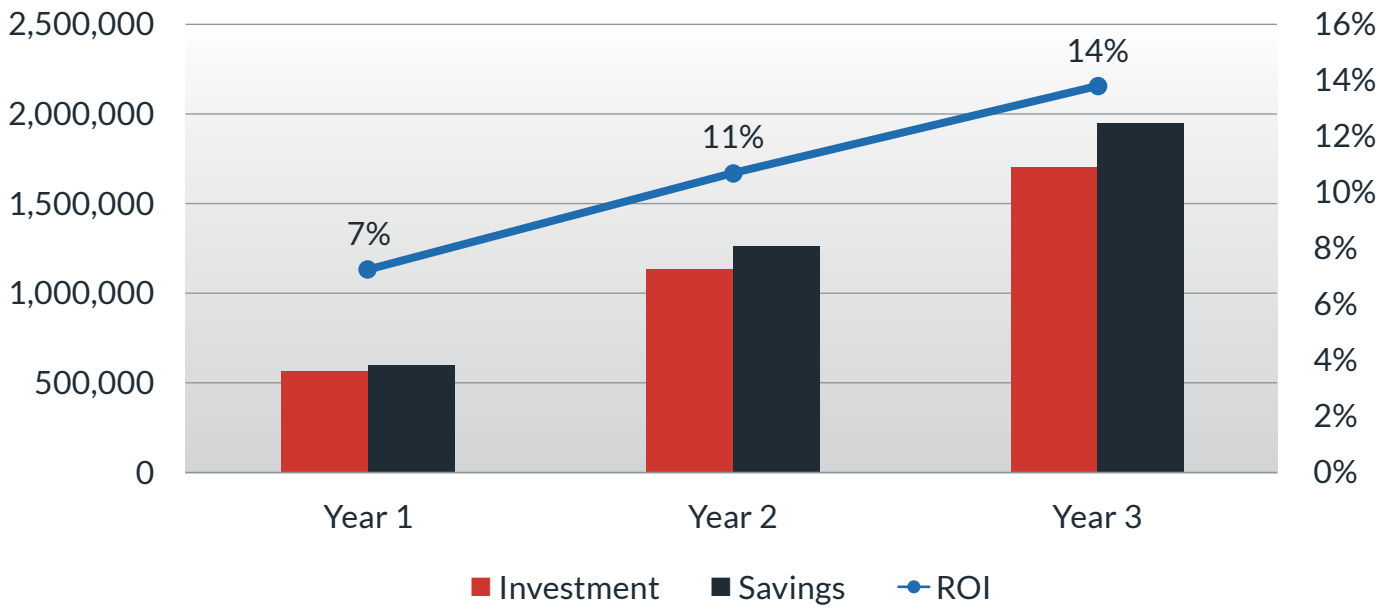**100%** Current Costs Avoided with ELA

## Staff and Infrastructure Cost Savings:
## $7.2K

**100%** Procurement (PO Effort) Savings with SaaS

## 14% return on investment and a 14.2 month payback period

### Cumulative Return on Investment

Year 1: 7%
Year 2: 11%
Year 3: 14%

Left axis: 0 – 2,500,000
Right axis: 0% – 16%

■ Investment  ■ Savings  ◆ ROI

*Calculation Assumptions (increase estimates are over the span of 3 years)

- Hard Token Quantity: 14,000
- Hard Token Cost: $28.81
- Soft Token Quantity: 19,000
- Soft Token Cost: $24.44
- Hard Token Cost Increase: 15%
- Soft Token Cost Increase: 15%
- Maintenance Cost / User: $3.32
- Maintenance Rate Increase: 15%
- Number of Existing End Users in Scope: 33,000
- Percent of Help Desk Calls per Year Per Employee: 20%
- Help Desk Agent Cost per Call: $16.00
- End User Salary: $125,000
- Annual Effort to Complete PO (hours): 120H
- Average Annual Salary Procurement Associate: $125,000

## Ready to secure your world? Contact us online or call us, 1-800-995-5095

### About RSA
RSA is the trusted identity platform for 13,000 organizations around the world, managing 50 million identities and providing secure, convenient access to 30 million users. RSA empowers organizations to thrive in a digital world, with complete capabilities for modern authentication, lifecycle management and identity governance. Whether in the cloud or on-premises, RSA connects people with the digital resources they depend on everywhere they live, work and play.

For more information, go to **RSA.com**

# RSA

**OWN YOUR IDENTITY.**