

CAREERSOURCE FLORIDA, INC.

POST-CONTRACT RETURN ON INVESTMENT (ROI) ANALYSIS FORM

Purpose: An ROI analysis is a performance measure used to evaluate the efficiency/profitability/return of an investment.

ROI tries to directly measure the amount of return of an investment relative to the investment's cost.

Instructions: All CSF contracts expected to exceed the federal small purchase threshold of \$250,000 must have conducted and documented at contract close-out a post-contract return on investment (ROI) analysis. This should be filed with the contract's close-out documentation.

Project Name, or Contract Number: PO0584

Analysis for Vendor/Contractor: Carahsoft

Analysis conducted by: Violet Sharpe, Director of Contract

Date: 9/15/2020

Type of cost incurred: (professional services, goods/supplies, licenses, subscription, training/professional development,

List all costs to be incurred for this purchase/contract

Salesforce Platform Licenses

Actual contract cost: \$388,170

Did purchase meet the intended and anticipated need defined at pre-contract period?

Yes, purchasing this subscription allowed for CareerSource Florida's FloridaFlex programs as well as the statewide business engagement programs to run on the Salesforce platform, which allows employers to submit applications, and recipients can check their status etc. Also, statewide, the LWDB tracks their business engagement activities via Salesforce.

| CATEGORIES OF COSTS THAT WOULD HAVE INCURRED | COSTS THAT WOULD HAVE INCURRED | RETURN IMPACT High= Medium=2 Low=1 | INVESTMENT (<i>Monetary</i> : travel, consulting, annual maintenance, licenses, start up costs, subscription. <i>Non-monetary</i> : time, lost production on other tasks, potential risks, imperfect processes, market penetration uncertainties) | COST IMPACT High=3 Medium=2 Low=1 |
|---|--------------------------------|---|--|--|
| LABOR FOR 4 SALESFORCE DEVELOPERS (SALARIES AT: \$101,000 EACH) PLUS 35% BENEFITS FOR SALARIES (\$141,400): \$404,000+\$141,400= \$545,400 | 545,400.00 | 3 | Monthly salaries for 4 Salesforce Developers would be approximately, \$136,350. Salary/benefit/overhead cost to hire 4 dedicated Salesforce staff would cost more than the annual contract alone. | 3 |
| MATERIALS, COPYING, SUPPLIES FOR 4 SALESFORCE DEVELOPERS @ \$300 EAC = \$1,200 | 1,200.00 | 1 | Monthly salaries for 4 Salesforce Developers would be approximately, \$136,350. Salary/benefit/overhead cost to hire 4 dedicated Salesforce staff would cost more than the annual contract alone. | 1 |
| OVERHEAD: RENT, SPACE, PAYROLL FOR 4 SALESFORCE DEVELOPERS @ \$7,277 EA = \$29,107 (Rent for 2019 - 20 is \$17,586 per month x 12 months = \$211,032 for the year. Divide \$211,032 by 29 staff (add 4 new staff to 25 current staff) = \$7,277 | 29,107.86 | 3 | Monthly salaries for 4 Salesforce Developers would be approximately, \$136,350. Salary/benefit/overhead cost to hire 4 dedicated Salesforce staff would cost more than the annual contract alone. | 2 |
| FURNITURE/EQUIPMENT FOR 4 SALESFORCE DEVELOPER STAFF @ \$4,000 PER PERSON | 16,000.00 | 3 | Monthly salaries for 4 Salesforce Developers would be approximately, \$136,350. Salary/benefit/overhead cost to hire 4 dedicated Salesforce staff would cost more than the annual contract alone. | 2 |
| TOTAL COSTS WOULD HAVE BEEN (SUM THE COSTS ABOVE) | 591,707.86 | | | |
| INVESTMENT = ACTUAL COSTS INCURRED (CONTRACT PAYMENTS) | 388,170 | | | |
| RETURN (COSTS WOULD HAVE BEEN - ACTUAL COSTS INCURRED) | 591,707.00 | | | |
| ROI (RETURN - INVESTMENT) / INVESTMENT X 100% | 52.44% | | | |

This ROI of 52.44% is excellent. As a general rule of thumb per <https://trendshare.org/how-to-invest/what-is-a-good-annual-rate-of-return>, "an ROI of 15% is a really good return on investment. It's aggressive, but it's achievable.... and you can beat the market at that rate".

CONCLUSION: