

HOW TO ESTIMATE YOUR AUTOMATION ROI

Developing and implementing a custom-built automation solution is a strategic investment for any organization. It requires thoughtful planning, resources, and commitment. So before you take the leap, how can you be sure you're building the right solution? How do you determine if a tailored automation system will truly streamline operations, reduce costs, and create measurable value for your business?

DON'T GUESS — KNOW YOUR ROI INSTANTLY

$$\text{ROI} = \frac{\text{net return on investment}}{\text{total investment cost}} \times 100\%$$

The formula's the easy part—the real challenge is knowing how to uncover your true potential savings.

That's where *KILLER LOGIC'S* ROI tips make the difference.

We focus on a few key areas that give you the clearest picture of your automation payoff:



This **total-impact strategy** ensures you capture every potential savings, even those tricky-to-quantify benefits that don't show up on a balance sheet but still make a real impact.

YOUR JOURNEY STARTS HERE!
**THE AUTOMATION
POWER PLAYBOOK**

Picture this: custom automation built just for you — streamlining ops, unlocking new opportunities, and shaping your business into exactly what you've imagined.

USE OUR ESTIMATING TIPS AND THE RESOURCES BELOW TO CALCULATE YOUR ROI — AND SEE EXACTLY HOW YOUR NEW AUTOMATION ENGINE WILL TRANSFORM YOUR BUSINESS.

1 Making the Business Case for Automation - Whitepaper explaining approach

2 ROI Calculator - Our online interactive tool, input & calculate the impact for your business



DIRECT SAVINGS

DIRECT SAVINGS — THE EASIEST TO PINPOINT & THE MOST SATISFYING TO SEE STACK UP.

- ▶ **Employee time savings:** Estimate how much time your new automation will free up for your team, then calculate the cost of that time if it were spent manually. (See example below.)
- ▶ **Off-the-shelf software savings:** Identify the tools you can eliminate and tally up the subscription or licensing fees you'll no longer pay.
- ▶ **Other direct savings:** Consider any other expenses your new automation makes obsolete; materials, services, or tools you simply won't need once automation is in place.

EXAMPLE: CALCULATING EMPLOYEE TIME SAVINGS

A back-office employee currently spends **5 hours per week** entering time and expense data into multiple systems.

With your new automation in place, that process drops to just **30 minutes a week** for simple monitoring and spot-checking — saving 4.5 hours weekly.

Weekly Savings:

4.5 hours × employee's hourly rate

If 3 staff members share this task, the formula becomes:

4.5 hours × 3 employees × hourly rate

From there, project your savings over a specific time frame — such as a year, or over the full expected lifespan of your new automation.

You can apply this same formula to every single role or workflow your new automation touches — multiplying the savings across your entire operation.



INDIRECT SAVINGS

**SOME SAVINGS ARE SIMPLE MATH. OTHERS ARE HARDER TO QUANTIFY —
AUTOMATION DELIVERS THEM ALL. HERE'S
HOW IT CAN ELEVATE YOUR BUSINESS.**

Reduced Mistakes

- ▶ What expensive errors will your new automation help prevent? Can you put a dollar value on those avoided costs?

Lock In Your Business Know-How

- ▶ When essential processes exist only in people's heads, you're one resignation away from chaos. Automation captures that knowledge, keeps it running, and protects your bottom line.

Stay Compliant & Stay Confident

- ▶ The right automation reduces compliance workload, keeps your processes airtight, and helps you avoid the steep costs of non-compliance. How much do you spend staying compliant each year?

Keep Your Best People

- ▶ Automation takes the grind out of repetitive tasks, letting your team focus on meaningful work. Happier, more engaged employees are more likely to stay — saving you the high costs of recruiting, hiring, and training replacements.

No More Calendar Chaos

- ▶ Automation eliminates scheduling mistakes that cost time, money, and credibility — protecting your deliverables/product and your sanity.



NEW REVENUE

THE QUICK WINS ARE GREAT — LESS TIME WASTED, FEWER MISTAKES. BUT THE REAL MAGIC OF AUTOMATION IS HOW IT **OPENS THE DOOR TO ENTIRELY NEW POSSIBILITIES (AND PROFITS.)**

Turn Time Savings into Growth

- ▶ Freeing up your team with automation means you can handle more projects, serve more clients, and grow without adding headcount.

Freedom to Grow in New Directions

- ▶ Time saved with automation can fuel innovation, helping your business branch into new markets, launch fresh offerings, and seize opportunities you once had to pass up. (See example below.)

Prepare for Scaling

- ▶ Will your new automation let you grow in ways your current processes could never handle? Imagine your business operating at 10× capacity — without 10× the stress or cost.

EXAMPLE: Some clients use automation to build their own platforms, then white-label them for others in their industry — transforming an initial software investment into an entirely new revenue stream.



UNKNOWN ROI OPPORTUNITIES

NOT EVERY RETURN CAN BE MEASURED TO THE PENNY — BUT THAT DOESN'T MAKE IT ANY LESS REAL. REVIEW THEM NOW, AND YOU'LL RECOGNIZE THE VALUE WHEN IT ARRIVES.

Ask yourself, how can automation...

- ▶ **Improve Your Customer Experience?** Will automation let you deliver a level of service you couldn't offer before? Better experiences build loyalty, spark referrals, and set you apart from competitors — what could that mean for your business?
- ▶ **Create a Culture Powered by Innovation?** Custom automation doesn't just boost efficiency — it can boost morale. By removing tedious work, reducing turnover, and showing your commitment to modern tools and process improvement, you create a more engaging, forward-thinking workplace. What could the right software do for your culture?
- ▶ **Increased Peace of Mind?** Poor processes create unnecessary stress, especially in industries where compliance is complex and the penalties for mistakes are severe. Manual compliance workflows are prone to errors, but automation can handle them with precision, giving you relief, confidence, and peace of mind. Will your new custom automation do the same for you?
- ▶ **Improve Your Business Reputation?** What could implementing custom automation, built to match your exact processes and showcase your “*secret sauce*” do for your reputation? Delivering consistent quality, faster service, and fewer mistakes can set you apart as the go-to name in your industry.

So, how long until you see your ROI?

It depends — your timeline will vary based on your business, your goals, and the scope of your automation. But you can get a solid estimate right now with our online **ROI Calculator**.

Fortunately, **+90% of Killer Logic clients see a full return on their investment within the first year.**

If you're ready to build your automation engine and transform your business, get in touch with **Killer Logic**. We'd love to hear your ideas, and help turn them into reality.