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RESEARCH

# ROI Case Study: Splashtop at pb2

ROI: 458%  
Payback: .2 Years

ANALYST

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## The Bottom Line

This architecture and engineering firm achieved a 458 percent return on investment with an 11 week payback period after implementing Splashtop to streamline remote access and IT support. The platform enabled fast, secure connections without the need for VPN or RDP, reducing time spent per support ticket by approximately 30 minutes and saving IT admins up to 15 hours per week. By scaling from an initial 25-user deployment to full organizational coverage, the firm avoided inefficient alternatives and maintained a lean IT operation. As a result, the organization avoided additional technology costs, improved internal efficiency, and supported a distributed workforce without increasing headcount or infrastructure complexity.

## The Company

Founded in 1963 and headquartered in Rogers, Arkansas, this full-service architecture and engineering firm holds licenses in all 50 U.S. states, Washington D.C., Puerto Rico, and several Canadian provinces. The organization employs approximately 200 staff and offers expertise in the design and planning of retail, commercial, health and wellness, and multi-use facilities. Its client roster includes long-term relationships with national retailers, and the firm executes over 100 remodels, refreshes, and repurpose projects annually.

## The Challenge

As part of its transition to hybrid work, the firm needed a solution that would allow its distributed workforce to access company programs and desktops remotely while enabling IT staff to efficiently manage support requests on machines across the country. The shift to remote work, initially driven by the pandemic, highlighted the limitations of existing tools such as VPN and RDP, which introduced delays and extended support resolution times. With a lean IT team of only three staff and no tiered escalation structure, the organization required a platform that would streamline remote access, automate software patching and updates in real-time, and reduce time spent on troubleshooting.

## The Strategy

To adapt to the demands of remote work, the firm initially adopted Splashtop Business Access Pro for a small group of remote users to provide fast, secure access to internal systems during the early stages of the pandemic. The platform was chosen for its ease of use, cost-effectiveness, and fast deployment capabilities, allowing the IT team to bypass the complexity of VPN and RDP setups during a period of sudden operational change. The organization then upgraded to Splashtop Remote Support with Autonomous Endpoint Management to expand coverage to its broader user base. Recognizing the growing importance of remote support as part of its IT infrastructure, the organization transitioned to a higher-tier plan that offered expanded feature sets and greater flexibility for concurrent sessions. Minimal training and setup were required throughout the transitions, and all deployments were managed internally. Today, Splashtop is a central tool in the firm's IT support and management workflows, scaled to meet the needs of a distributed workforce with minimal overhead.

Supporting approximately 200 employees nationwide with a 3-person IT team, Splashtop enables fast, reliable remote support to a fully distributed workforce without adding staff or relying on complex infrastructure.

## Primary Benefits

### Improved IT Productivity

The implementation of Splashtop significantly reduced the time required to address support tickets. Without Splashtop, IT staff would require 30 minutes or more establishing a remote session using VPN and RDP. With Splashtop, the connection process is reduced to a few clicks, with built-in diagnostics available for troubleshooting. This translates to approximately 12 hours per week in recovered IT time, enabling the team to redirect effort toward other strategic initiatives and respond faster to user issues and reduce downtime.

With Splashtop, IT staff cut ticket resolution times by 30 minutes per case, enabling each user to reclaim up to 15 hours per week.

### Technology Cost Savings

Alternative remote access solutions would have introduced significant licensing costs, estimated at an additional \$100 per computer, per month. By selecting Splashtop, the firm avoided these expenses while improving support quality. The platform provided a financially sustainable model for scaling remote access as the organization grew its remote workforce.

## Key Cost Areas

The primary cost associated with Splashtop is the annual licensing fee for remote access endpoints. However, the platform required no additional spending on third-party consulting, implementation support, or system integrators. Internal IT staff were able to manage the deployment and ongoing use of the platform without external help. The absence of additional consulting or training expenses contributed to a faster time to value and low ongoing total cost of ownership.

## Lessons Learned

Implementing Splashtop highlighted the importance of choosing a remote access solution that balances usability, cost, and scalability. Starting with a simple deployment allowed the firm to meet urgent needs during the shift to remote work while giving internal teams time to grow. The organization found that platforms requiring minimal overhead and training enabled faster adoption and less operational disruption. Splashtop's low-friction setup and reliable performance made it an ideal fit for a lean IT team supporting a distributed workforce.

## Detailed Analysis

### Benefits

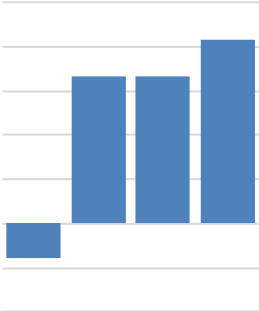
	Pre-start	Year 1	Year 2	Year3
Direct	0	3,600	3,600	3,600
Indirect	0	79,734	79,734	79,734
Total	0	83,334	83,334	83,334

Time to Value  
2.8 Months

### Costs

	Pre-start	Year 1	Year 2	Year3
Software	14,000	16,700	16,700	0
Hardware	0	0	0	0
Consulting	0	0	0	0
Personnel	0	0	0	0
Training	1,752	0	0	0
Other	0	0	0	0
Total	15,752	16,700	16,700	0

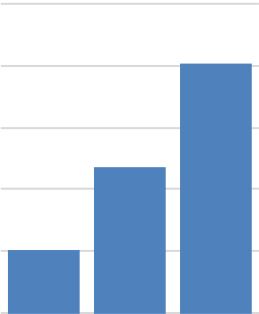
### Net Cash Flows



### Net Benefit

	Pre-start	Year 1	Year 2	Year3
Net	(15,752)	66,634	66,634	83,334
Cumulative	(15,752)	50,882	117,516	200,851

### Cumulative Benefit



### Financial Calculations

Annual ROI	458%
Payback (months)	2.8
Benefit to cost ratio	5.1 : 1
Net Present Value (NPV)	95,012
Average Annual Cost of Ownership	16,384
Average Annual Benefit	83,334
3-Year IRR	423%
Assumed cost of capital	7.0%

In the first three years  
the project returns 5.1  
for every 1 invested.