

# The Total Economic Impact™ Of Dell UltraSharp Monitors

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Through one customer interview and data aggregation, Forrester concluded that Dell UltraSharp 27" and 34" curved monitors have the following 3-year financial impact.

## IMPROVING THE EMPLOYEE EXPERIENCE WITH A MODERN WORKPLACE

"We want a brand image of a digital company, so we built flex seats with 27-inch monitors where users can bring [any device] and plug right in, use cloud apps, and not worry about telephony."

~ Head of desktop services, global financial services company



**\$7,522**  
Productivity value per trader

**\$37M**  
Net Present Value

**\$1,485**  
Productivity value per non-trader

## WORKFORCE PRODUCTIVITY GAINS



**12%**

Productivity gain for traders. Resulting in close to a 100 hours of annual incremental productivity per trader.



**6%**

Productivity gain for non-traders. Resulting in close to a 50 hours of annual incremental productivity per non-trader.

## TALENT AND BRAND IMPACT



**10%**

Improved talent retention. Resulting in lower recruiting costs and better employee experience.

## BENEFITS OF MONITOR JOURNEY



**41% Pixel Gain  
For Nontrader Staff**



2x19" FHD Dell Monitors



1x27" QHD Dell UltraSharp Monitor



**89% Pixel Gain  
19% Screen Size Gain  
For Equity Trader Staff**



4x19" FHD Dell Monitors



2x34" WQHD Dell UltraSharp Curved Monitors



Read the full study

This document is an abridged version of a case study commissioned by Dell titled: The Total Economic Impact Of Dell UltraSharp Monitors, July 2018.

Note: The Dell UltraSharp 34 WQHD curved monitor refers to the U3417W, the Dell UltraSharp 27 QHD monitor refers to U2715H, and the Dell 19 FHD monitor refers to the P1914S.

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