Why invest in Target Control?

Idea

We are pleased to offer this small Excel tool to you. It has been developed to help you calculate your ROI in connection with **Target Control**. You can enter values indicating how much time you use today when opening Flare and working with targets, conditions, variables, PDF options and more.

Considerations

Using this ROI tool is not an exact science.

We are quite aware that some values are extremely difficult to assess. Maybe because you've have done so before. Maybe because the range of values is extremely wide. Therefore, you will find yourself in situations where you must make a choice. Should I enter the low or the high value? Maybe you can do both.

It is up to you to enter values that are truthful to your situation, and the way you work in MadCap Flare.

It does not make any sense to compare your values with some else's, as Flare's performance is related to the computer you are using.

Stopwatch

Use a stopwatch if you are in doubt, and remember that all time values are in seconds.

How to use the ROI tool

You can only enter values in yellow cells:

- **Light** yellow: seconds
- **Darker** yellow: number of times
- **Darkest** yellow: amount (of money)

In the comments column there is a small help text for each row.

The sections

1. One target

There are two areas. The top is for your first opening of Flare, a target and one change of e.g. a condition. Use a stopwatch for this.

In the second area the values entered are from conditions, variables etc. in the target file you have already opened. Not target number two, three.

Finally, at the bottom you can enter an estimated percentage value for how often you believe you make mistakes, and have to redo them. Entering 0 is not an option, as we all make mistakes.

2. Repetitive factors per year

Here, you need to enter how many Flare projects you actually have. How many targets you have in total.

How many times a year could also be how many times you have to do these things for the same projects and targets.

Finally, how many persons are affected. If you have a person only employed part time, you can enter decimal values.

3. Finances

If you intend to purchase more than one license of Target Control enter this number here.

The important part is how much you earn. We appreciate that this can be a figure which is somewhat secret.

We have added three currencies. You only need to write a value for your currency.

The result

At the bottom you will see either green or red cells. Values in these cells are shown in your currency.

This is the final calculation which will determine and indicate your possible ROI using Target Control with MadCap Flare.

If the cells are green, there is no need for you to invest in **Target Control**.

If the cells are red **Target Control** is probably a good investment..

How to interpret the result (if red)

The value you see is the amount of money (calculated) you spend in your company, which we claim might have been used more effectively. As this is not possible in Flare itself Target Control might be an option for better use of resources.

Missing link

We have not included build times in the ROI. Target Control is faster than if you build inside Flare. We thought you should know.

Contact

Please do not hesitate to contact us if you have suggestions, changes or have found bugs in the Excel workbook.

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