Measuring the ROI of Turbocharged Development

INCREDIBUILD

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Incredibuild turbocharges software development - enabling radically faster releases of radically better products. And most importantly, we also deliver tangible and measurable Return on Investment (ROI).

Here's how we do it:
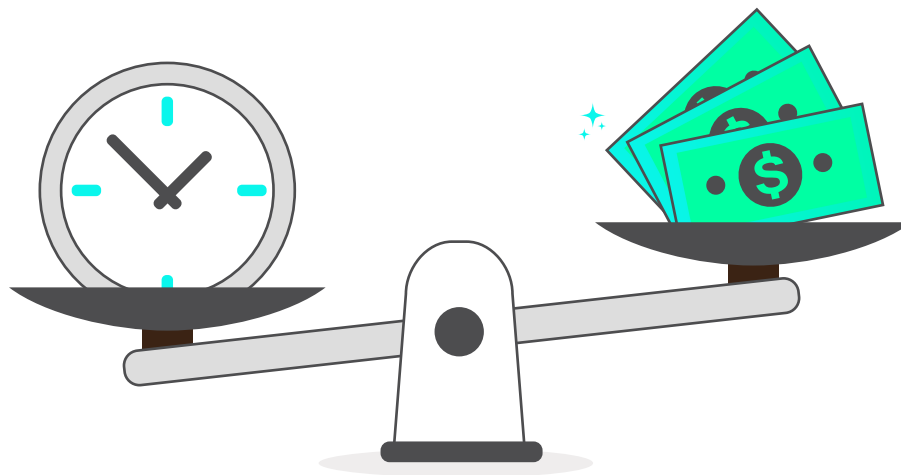
Quantifiable ROI – Time Is Money

Quantifying Incredibuild's direct ROI is deceptively simple.

The logic behind it: Time is money.

The more time you save – the more value your organization gains.

There's a straightforward way to calculate the ROI you can generate thanks to Incredibuild.

Let's take, for example, **a medium-size game studio**. Here's a breakdown of what they can save monthly by using Incredibuild on their developers' workstations alone:

Description	Without Incredibuild	With Incredibuild	Business Impact
Incremental build time	8 minutes	3 minutes	**5 minutes**
Incremental build iterations	4 iterations	8 iterations	**4 iterations**
Full rebuild time	60 minutes	20 minutes	**40 minutes**
Full rebuild iterations	1 iterations	2 iterations	**1 iterations**

Number of developers

30

Monthly workdays

22
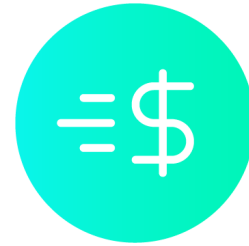
Avg. developer cost per minute

$0.6

Now, let's calculate:

(5min x 4) + (40min x 1) = 80min
(Time save on incremental build x iterations) + (time saved on full rebuild x iterations) = Total time saved per developer per day

80min x 30 = 2,400min
Total time saved per developer x number of developers = Total time saved per day

2,400min x 22 = 52,800min
Total time saved per day x monthly workdays = Total time saved per month

33,000min x $0.6 = $31,680
Total time saved per month x Avg. developer cost per minute = ROI

Explanation:

We add the time saved on three incremental builds to the time saved on one full build. Multiply the time saved by the number of developers, multiplied by word days.

Our medium-size game studio enjoys **an average of $31,680 ROI monthly ($380,160 annually).**

This calculation only takes into consideration the builds developers run continuously on their dev hosts. If we add the acceleration of CI\CD builds in addition to the builds running on the developer hosts, the numbers are much higher. Build nodes usually build much more frequently and throughout the entire month.

But don't take our word for it:

"A typical programmer might save about 2-8 hours a week in compilation time with Incredibuild"

~ Ninja Theory

"We may be saving nearly 100 man-hours per day using Incredibuild on Visual Studio per programmer alone"

~ Obsidian

Hardware ROI – Mitigating the Hardware Arm Race

The never-ending need for compute resources translates into **a never-ending hardware procurement cycle** - which translates into never-ending costs.

Incredibuild breaks this cycle by enabling you to harness the full power of **hardware you already own** – even CPUs of machines with different OS flavors or in legacy hardware. This lowers direct hardware costs, as well as indirect costs like licensing, rack space, cooling, IT maintenance, and setup.

"On some occasions, we wonder if we should buy many small PCs or a few large ones. We use 'Incredibuild's dashboard to see a particular 'machine's utilization rates, weekly engagement in builds, and their builds process speed"

~ Bandai Namco

"Without Incredibuild, we would certainly need to be more selective on the build configurations we check regularly or invest in more build machines"

~ Red Kite Games

Self-Perpetuating ROI – Getting Better Over Time

Incredibuild's ROI gets better as time progresses.

The reason: When you **accelerate builds from 1 hour to 10 mins**, you can run far more builds.

More builds mean:
- More releases
- More features
- More content
- Happier users
- More revenues

This leads to a company culture of faster iterations that translate into faster and measurable ROI.
We call this: **Self-perpetuating ROI**.

"Incredibuild absolutely impacts our ability to iterate and move forward. Our iterative cycle includes creating a build of the game, playing it, finding bugs, reporting the bugs, killing those bugs, and producing yet another build, sometimes twice a day".

~ The Coalition

Tangible ROI:
Beyond the Numbers

ROI can be tangible without being quantifiable. Incredibuild offers clear value to any development organization, enabling:

- **Faster bug fixes** – enhancing customer satisfaction and retention
- **More reliable deadlines** – meeting customer expectations and staying ahead of the competition
- **Easy scaling** – peak-time scaling and cloud bursting without maintaining unused hardware and capacity
- **Maintaining developer context** – faster compilation and rendering keep developers more focused and productive
- **Faster, more frequent builds** – more iterations for higher quality and version content
- **Shift left** - find and prevent defects early in the software delivery process
- **Better quality** – faster builds allow additional quality steps without harming release cycle times
- **Adopting build per commit** – full automation of build-result communication, without manual 'who broke the build' processes
- **Encourage feature branches** - faster developer full-rebuild times encourage developers to work with feature branches
- **Keep developer machines available** – with most tasks running remotely, developer' hosts are free to work while the build executes

For more information about how our customers generate ROI using Incredibuild, check out their success stories.