SEDNA

The Return on Investment of SEDNA

Efficiency savings and business impact generated
by SEDNA's smart operational ecosystem

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Executive summary

According to [Pitchbook](#), the global supply chain technology market is expected to top $6 trillion by 2025.

With this pace of change, it can be a daunting task for business leaders to understand what to invest in, let alone if the initial investment was worth it. This makes tracking return on investment – better known as ROI – vital to determine the success and profitability of any expenditure.

Operational efficiency is more important than ever

From flexible working practices, inflation and price increases, to de-carbonization and geopolitical tensions, the number of external challenges out of business' direct control are on the rise.

This has forced decision makers to look at improving what they can control within their own organizations. Getting your house in order frees you to operate more effectively and, in turn, mitigate against any external challenges on the horizon.

Enhancing operational efficiency starts with the way teams communicate and collaborate. And for the past 30 years or so, the vast majority of this has been done on email.

For shipping and supply chain organizations in particular, email continues to be the lifeline that keeps them moving. It's where deals are won and lost, where a company's

most valuable data and information is stored, and is the beating heart of day-to-day operations.

Despite this, email remains the biggest source of friction, drag and noise preventing businesses from achieving operational flow. It is a fragile, inefficient and unconnected silo that causes poor information and insight sharing across functions, departments and geographies–choking team productivity and wasting valuable time.

Everyone knows this but most accept the headache of traditional email as the price of doing business.

| Key results

SEDNA gives every employee two hours back every day to focus on more important tasks

The annual cost of investing in SEDNA (per employee) breaks even after just one month of using the platform ($1,280 monthly savings vs. $125 monthly investment per employee)

This creates efficiency gains of $1,280 (USD) per employee every month–or $15,360 per year

This represents a 10x (1:10) ROI on the initial investment

Research methodology

| Methodology

We undertook a comprehensive study to explore the value and ROI of switching from a traditional email platform to SEDNA.

We interviewed multiple SEDNA customers to understand the benefits, costs and challenges associated with investing in the platform.

The organizations were all mid-large size global enterprises within the supply chain:

- ranging from ship owners and operators to mining and commodities suppliers.

- where large teams rely on email to conduct complex transactions across departments, geographies and timezones.

For the purposes of this study, we focused on two key metrics to determine the true value of investing in SEDNA:

Return on investment (ROI):
Average monthly cost saving as a result of time saved (per employee)*, minus the monthly cost of managing email with SEDNA**

Payback period:
Average number of days it took for time saving benefits returned (per employee) to equal the initial investment in the platform

*Based on average annual ship operator salary in the United States ($66,577)
**Based on standard monthly cost of SEDNA per user ($125 USD)

Research deep dive

▎ Key results analysis

The interviewees had their own unique challenges and requirements for adopting SEDNA. Despite this, some common themes were experienced by everyone–the most prominent of which was time saved as a result of removing, reducing, or speeding up manual tasks that would have previously taken much longer with a traditional email system.
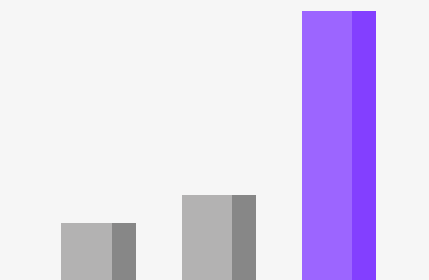
On average, SEDNA saves users two hours per day which would otherwise have been spent manually filing, archiving, searching, tagging, forwarding, storing and contextualizing their work.

Using the average ship operator salary in the US as a benchmark ($66,577 per year or $5,548 per month), we calculated that this saves $1,280 worth of employee time every month–or $15,360 per year.

Considering the standard monthly cost of SEDNA per user is $125, we can determine that SEDNA delivers an ROI of more than 10x (1:10) the initial investment per employee. In other words, the software pays for itself within just a month of investment.

What's more, looking at customer renewal data, we can see that 99% of organizations renew or expand their service level agreements after the first 12 months. This proves organizations are quickly realizing the operational efficiencies that SEDNA delivers and want to continue reaping its benefits over the long term.

SEDNA DELIVERS AN ROI OF MORE THAN 10X
THE INITIAL INVESTMENT PER EMPLOYEE

10x

SEDNA SAVES USERS TWO HOURS PER DAY

$1,280 or $15,360

worth of employee time every month

per year

How SEDNA reduces operational friction and saves valuable time

There are two main areas where time is being saved inside the SEDNA platform.

Saving time by reducing manual work

Reducing manual filing by up to 99%

i) When it comes to filing, sorting and retrieving information in a consistent way, traditional email folders are inefficient, lack standardization and are applied inconsistently from person to person, team to team. With SEDNA, manual filing is replaced with tags which provide a simple and efficient way of categorizing, storing and retrieving information.

ii) Manual filing within a traditional email platform takes 5-15 seconds per email. In the case of our customer Glencore, each user was receiving and processing 1,300 emails per day prior to using SEDNA–that's 108 minutes per day (1 hours 48 minutes).

A SIMPLE AND EFFICIENT WAY OF CATEGORIZING, STORING AND RETRIEVING INFORMATION
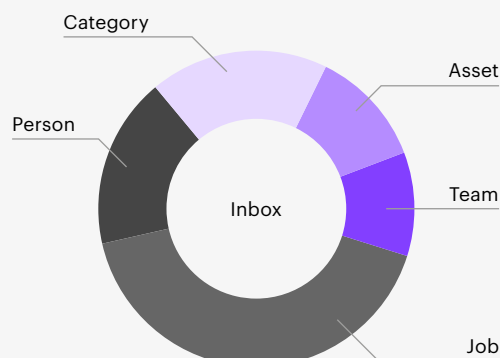

AVERAGE SPEED OF FILING X1 EMAIL (IN SECONDS)
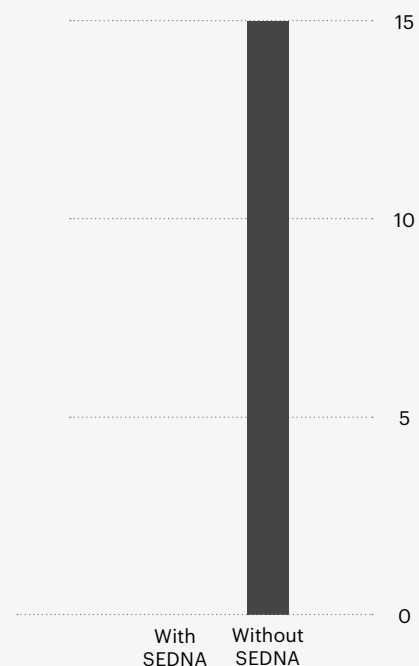
Speeding up search from 40 seconds to less than 5 seconds

i) To maintain any level of performance within a traditional email system, it is often necessary to archive older emails and large folders–a time consuming and costly process that makes retrieving information even more difficult. With SEDNA, you'll never have to archive old data. It maintains the same lightning-fast performance even when searching across hundreds of thousands of messages in your archive–so any document is available when you need it.

ii) Prior to investing in SEDNA, users at MOL Chemical Tankers spent 40 seconds per email finding the right information, compared to just five seconds with SEDNA's rapid search functionality.

AVERAGE SPEED OF X1 SEARCH
(IN SECONDS)
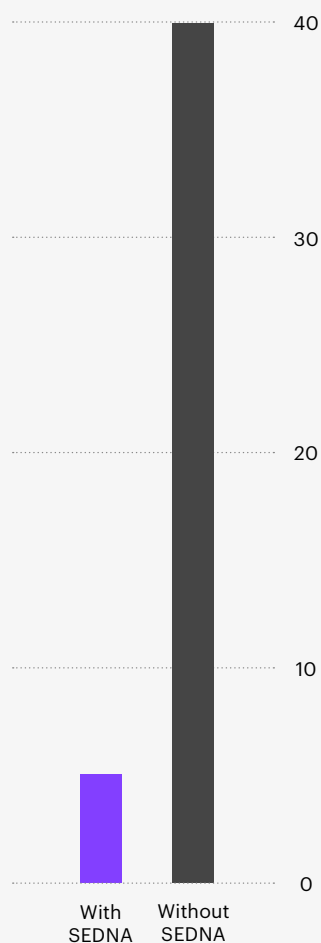
BREAKDOWN OF TOTAL TIME SAVINGS
(IN MINUTES)

12 MIN

108 MIN

● Search (10%)

● Manual filing and tagging (90%)
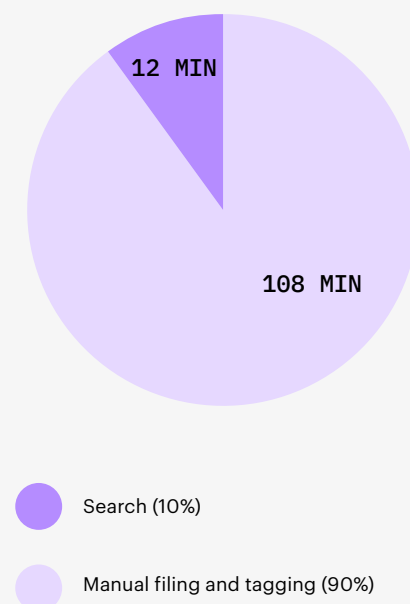
Reduction of distribution lists

Eliminating email duplication

i) SEDNA's Contacts feature is an in-app
directory that automatically stores details
on the people you interact with. These
contacts can be added to a distribution
list or group so you can easily send
messages to multiple recipients at a time.

This feature enabled Bunge to reduce the
number of distribution lists by 85% (from
230 to just 45), avoiding duplication,
saving time and speeding up processes.

REDUCTION IN NUMBER OF DISTRIBUTION
LISTS (WITH VS WITHOUT SEDNA)
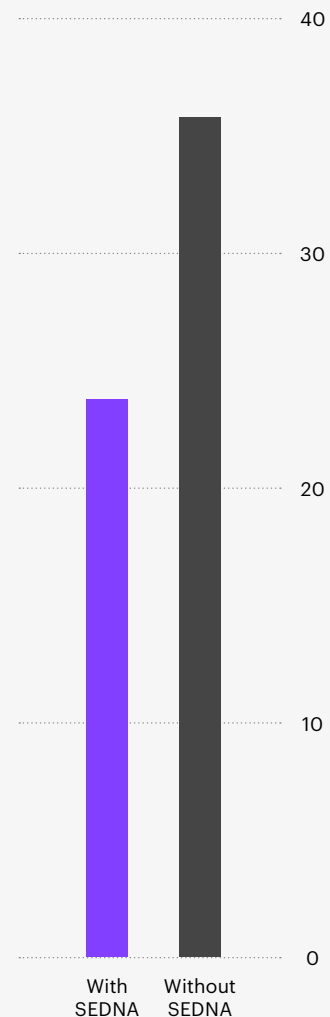
Additional benefits of SEDNA

This research has highlighted the clear value and ROI of switching from a traditional email system to SEDNA. Beyond this, we have also identified a number of benefits that were not quantified in this study, including:

Enhanced business insights and visibility into team progress and workloads for senior management

Reduced risk of missing critical messages due to shared inbox and visibility features

Improved transparency and internal comms, enabling a more seamless handover between shifts or as a result of staff churn

Reduction in time spent updating other systems of record due to workflow automation in SEDNA

Cleaner audit trails through chat and activity logging against a single email

Reduction in time wasted reading irrelevant communications and forwarding messages to instigate action

Systems no longer freeze or crash, leading to happier and more productive staff and IT teams. SEDNA requires no internal IT support which frees up help desks to focus on other business-critical issues

Overall reduction in internal email volume (up to 99%) provides more time for staff to process and execute tasks, leading to better and more productive outputs– and increased employee satisfaction

What is SEDNA?

SEDNA consolidates all business operations into one easy-to-use platform.

With tools that speed up processes, enhance collaboration and unite third party systems, SEDNA helps organizations do business better and win against the competition.
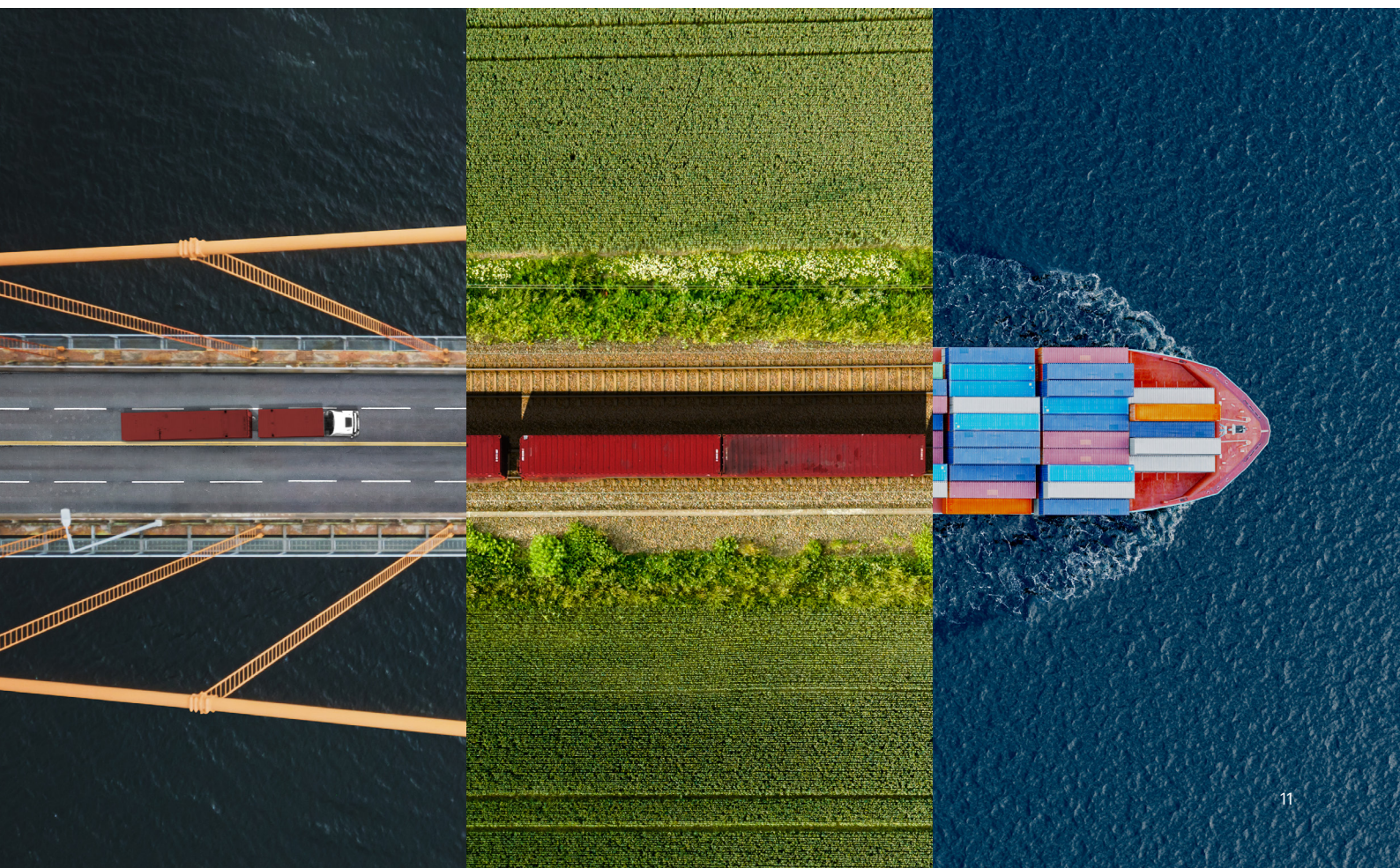
Effortless operations:

Clarity derives from connection. With access to integrations and open API, SEDNA users can create workflows to unite their third party systems for greater context. Smart AI technology allows organizations to automate and simplify tasks run via email.

Better email and in-team work:

SEDNA treats every message in the platform intelligently, instantly transforming it into data. Emails are automatically routed, assigned and contextualized, reducing email volume by up to 95%, and allowing teams and individuals to work more efficiently.

Better cross-team collaboration:

Collaboration is sewn into the seams of SEDNA to make teamwork an innate part of any workflow. All collaborators, whether internal or external, have access to a single source of truth and a system of record.

Want to know more about what SEDNA could do for your organization?

Contact sales@sedna.com to get a free personalized consultation and demo at a time that suits you.

SEDNA

Effortless Operations

sedna.com