



Unlocking the Total Economic Value of Smartsheet

A Total Economic Value (TEV)
Study Report by The Futurum Group



Executive Summary

Organizations of all sizes are embracing collaborative work management platforms to help accelerate their business and tackle growing challenges around project complexity, resource and budget allocation, and continuous reporting. To understand the total economic impact of using Smartsheet, The Futurum Group conducted a Total Economic Value (TEV) study that included interviews with multiple Smartsheet customers—ranging from multinational manufacturing enterprises to mid-size professional services firms, with employee headcounts spanning hundreds to several thousands. While each customer initially adopted Smartsheet to solve distinct operational issues, they all reported substantial financial, productivity, and strategic benefits.

Table 1: TEV Study Results

Metric	Amount/Value
3-Year ROI	601%
Annual Benefits	\$2,272,099
Total Benefit Attributed to App Consolidation	\$681,630
Net Cash Flow (3 Years)	\$1,755,114
Total 3-Year Cost	\$566,985
Payback	2.7 Months

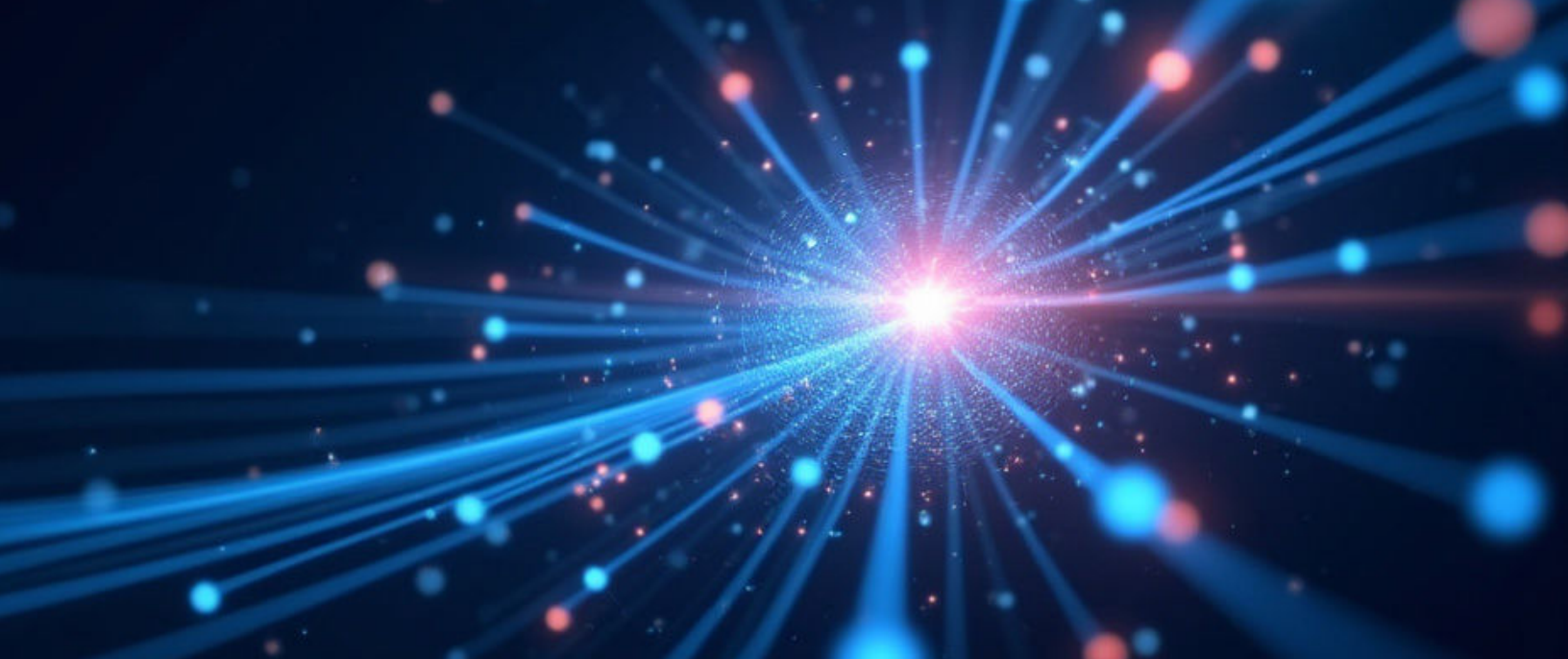
Source: Futurum Smartsheet TEV study, 2025

Drawing on these interviews—alongside secondary research and Smartsheet-provided documentation—The Futurum Group built a composite model representative of a mid-to-large-sized enterprise. According to this composite analysis, Smartsheet delivers a **601% return on investment (ROI) over three years**, generating **\$1.75 million in net cash flow** while costing just **\$567,000 over the same period**. With annual benefits of \$2.27 million, the total three-year value of these benefits reaches approximately \$6.82 million, far outweighing the costs (see Table 1). Payback is achieved in 2.7 months, underscoring Smartsheet's ability to deliver rapid time-to-value and sustained financial impact.

The four companies interviewed described a consistent narrative of better alignment for strategic initiatives, faster reporting cycles, and reduced operating costs.

We saw an almost immediate drop in the time spent on weekly project updates—some of our teams recovered five to ten hours per week, per project."

— Senior IT Manager, Global Tech Company



Key Findings:



- **High ROI and Rapid Payback**

Many interviewed organizations achieved full payback on their Smartsheet investment within the first 3 months. The swift realization of net cash flow emphasizes how quickly Smartsheet can deliver operational wins.



- **Unified Visibility and Efficiency**

Customers consistently pointed to Smartsheet's live dashboards and automated workflows as game-changers, enabling real-time project insights across geographies. Several noted that monthly status meetings now require half the previous time and overhead due to instant access to accurate data in one central platform.



- **Enhanced Team Collaboration**

By replacing siloed tools and emails with a single, enterprise-wide collaboration environment, Smartsheet users experienced a significant reduction in administrative labor. A mid-size technology firm shared that "It's freed our project managers from data entry, so they can spend more time on actual delivery and innovation."



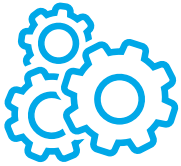
- **Application Consolidation and Reduced Costs**

Companies reported retiring multiple legacy systems and streamlining IT support tasks. One organization interviewed consolidated six separate project management solutions into Smartsheet, saving more than \$200,000 per year in software licensing. Fewer tools also translated into lower training costs and simpler governance



- **Scalable Architecture for Growth**

- **Seamless Interoperability** Whether rolling out new licenses or integrating with CRM and ERP systems, organizations consistently reported that Smartsheet's flexible architecture supports evolving requirements. A senior manager at a global manufacturing enterprise noted: "We ramped from two pilot teams to over 1,200 users in less than a year—Smartsheet handled the growth seamlessly." Smartsheet's breadth of connectors and open APIs also helps ensure compatibility with existing enterprise platforms—allowing teams to avoid duplicate data entry and operate in real time when managing projects, tasks, and workflows. Additionally, Smartsheet's AI-driven automation streamlines data updates and formula generation, further reducing the complexity of system integrations and freeing users from manual configuration.
- **Streamlined Manageability** Beyond technical integrations, interviewees emphasized easy governance and administration when deploying Smartsheet at scale. By centralizing enterprise-wide usage within a single interface and leveraging robust administrative controls, teams can onboard hundreds or even thousands of users without significant overhead. Smartsheet's AI-assisted configuration and intelligent suggestions also support this streamlined model. As a result, organizations experience fewer training requirements and reduced IT intervention, allowing them to fine-tune governance, dashboards, and workflows with minimal setup time. The net effect is faster adoption, simpler compliance, and more time devoted to business outcomes instead of platform maintenance.



- **Intuitive, No-Code Customization & Automation**

Smartsheet's spreadsheet-like interface and automation tools allow teams to build custom reports, formulas, and real-time dashboards without needing specialized technical skills. Several organizations highlighted how this self-service approach eliminated the need for IT-generated reports, reducing bottlenecks and improving decision-making speed. For example, one organization noted that before Smartsheet, project teams had to rely on IT to generate reports, which could take days. Now, users can create and update reports instantly, ensuring access to real-time insights without waiting on technical support..

Smartsheet's Ownership

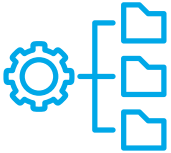
Last year, Smartsheet announced that Blackstone and Vista Equity Partners would acquire it in an all-cash deal valued at \$8.4 billion or \$56.50 per share. This transaction, now completed, underscored the private equity firms' confidence in Smartsheet's long-term growth potential and the broader demand for enterprise work management solutions.

For Smartsheet, the shift to private ownership provides an opportunity to pursue long-term initiatives without the pressures of quarterly earnings expectations. The company will be able to continue to invest in cutting-edge technology, while also pursuing the best longer-term approaches around feature development, integrations with other applications and systems, and the use of non-traditional pricing models.

The acquisition also enables Smartsheet to benefit from its new owners' operational expertise and financial resources. Blackstone and Vista are well-regarded for their investments in technology-driven companies, and their involvement is expected to accelerate Smartsheet's innovation pipeline, global expansion, and customer engagement strategies.

Smartsheet's Value Proposition

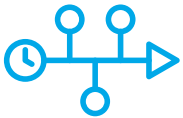
Smartsheet has revamped its platform to prioritize the user experience, focusing on improving usability and fostering seamless collaboration among enterprise teams. Smartsheet offers a variety of powerful features to address emerging customer needs, including tools to improve workflow efficiency and operational visibility.



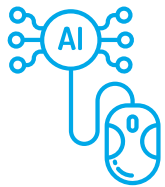
- **Workload Heatmap and Workload Schedule:** Customers on Business and Enterprise plans now have access to these two new workload-tracking features that help managers better understand project resource utilization, allocation, and scheduling, across the entire project portfolio or organization. According to Smartsheet, since launching earlier in 2024, these features have been used on more than 35,000 projects across organizations of all sizes and industries.



- **Resource Management:** This feature is available to customers on Business and Enterprise plans and will enable customers to make sure the right people are working on the right projects at the right time. Customers can manage their resources in a Smartsheet report and display these insights on dashboards, improving visibility and decision-making.



- **Timeline View:** Smartsheet customers can use the Timeline View to give teams a big-picture look into date-based work, with support for organizing data into visual groups by attribute, or surfacing large project milestones, making it easier to see critical project dates. The view also provides customers with additional ways to view and work with their data in a way that best fits their use case and work style.



- **AI Tools:** Enterprise plan customers can do the following:
 - Analyze data instantly via simple conversational prompts, with the analyze data tool instantly generating metrics or visual charts based on customers' data in Smartsheet. Customers will be able to embed these visualizations in a dashboard to share insights and real time information with stakeholders.
 - Generate complex formulas with natural language prompts to unlock insights from data to enable faster, more informed decisions.
 - Create, summarize, and understand the sentiment of text, simplifying customers' work by interpreting their data and objectives, and then crafting summaries, translations, or new ad copy.



- **Smartsheet Connector for Amazon Q Business:** This integration enables Amazon Q Business users to query Smartsheet data through an intelligent assistant, eliminating data silos and enhancing real-time decision-making capabilities. This move aligns with the increasing demand for platforms integrating AI and automation into everyday workflows.

The new platform innovations, such as AI-driven workflow integration, indicate the potential for greater differentiation in a competitive market. Furthermore, Smartsheet's focus on providing product training, best practice sharing, and thought leadership commitment to empowering its user community is also a key value proposition for both end users and organizations seeking to get users up to speed quickly with the application.



Market Landscape

Industry Overview

The collaborative work management market comprises a variety of software tools and platforms that are designed to facilitate teamwork, enable efficient project management, and ensure seamless communication within organizations. There are a number of vendors providing collaborative work management software, including Smartsheet, Asana, Trello, and Monday.com, among others.

Notably, collaborative work management is still a relatively new and greenfield space, with many organizations continuing to use legacy solutions that are not built for work management, which can include spreadsheets, shared documents, or more general collaboration tools. As such, there is a significant opportunity for vendors to deliver purposefully built tools for collaborative work management that can more closely align with both typical and bespoke work processes, thereby helping to provide more productivity, efficiency, and scalability.

Collaborative work management applications generally offer features such as project tracking, task management, real-time collaboration, and file sharing.. Increasingly, these platforms incorporate direct integrations with other applications, platforms, or data sources to help customers access information in a central console and within context. Most collaborative work management applications and platforms are now incorporating artificial intelligence (AI) features and capabilities, with the goal of improving the usability of the application, enhancing access data and discovering patterns within the data, and enabling a more intuitive way to interact with the application, data, and insights.

Futurum research has found that work management software (classified as project management software) was among the top currently deployed types of software within enterprises today. Futurum Intelligence's 2024 Enterprise Applications IT Decision Makers Survey of 895 global respondents found that project management software was deployed by 63.8% of respondents, falling just behind data management software, with 67% of respondents saying they had deployed that type of software.

Collaborative work management software is calculated by Futurum intelligence as holding a 2023 market value of \$28.4 billion on a global basis. Futurum projects enterprise spending on collaborative work management software to reach \$34.4 billion annually by 2028.

Some of the key drivers that are likely to spur enterprise adoption of collaborative work management software include the following:

- **Integrations:** Data that impacts enterprise work is often siloed within other platforms and tools (such as CRMs, communication tools, productivity suites, and data lakes). The ability to easily integrate data held outside of the work management application is a key catalyst for streamlining workflows and enhancing productivity.
- **Advanced Analytics and Reporting:** Work management software should offer robust analytics and reporting capabilities, enabling managers and workers to track performance metrics, identify bottlenecks, and make data-driven decisions to optimize processes.
- **AI and Automation:** AI has become a core capability of all types of software, and the integration of AI and automation features to streamline repetitive tasks, enhance predictive analytics, and improve overall efficiency will be a significant criterion for driving collaborative work management solutions.
- **Scalability and Flexibility:** Scalability is paramount for enterprises, enabling them to adapt to ensure robust performance and control over workloads based on shifting demand, and the ability to customize user permissions and feature sets to accommodate varying teams, projects, and the amount and velocity of work..
- **Security and Compliance:** As data security and privacy issues continue to loom large within the purchase decision process, there is an increasing demand for software that prioritizes security measures and compliance with industry regulations, especially in sectors handling sensitive information.
- **Collaboration and Communication:** With more companies adopting hybrid and fully remote work models, the need for efficient collaboration tools that facilitate seamless communication and project management across dispersed teams is crucial.

Market Challenges and Opportunities

The ever-expanding application stack, while providing enterprises with greater capacity for capturing and storing customer, company, and employee data, has also created several challenges for ensuring that both operational and project work can be effectively and efficiently managed. Critical data is increasingly held in distinct applications or storage environments, effectively siloing it and making it more challenging to access and use across the entire organization.

In addition, the stepwise acquisition and implementation of various applications and data storage systems have also created challenges around the ability to automate not only repetitive and routine tasks, but higher-value workflows that can dramatically decrease human effort or cost. Most of all, a heterogeneous ecosystem of applications and data sources can impact visibility, oversight, and coordination of work across the enterprise, lengthening project completion timelines, imparting more complexity, and reducing overall efficiency and productivity.

What Smartsheet Brings to the Market

Smartsheet's modern collaborative work management platform is designed to help organizations more effectively and efficiently manage both project and everyday work. The platform is designed to be highly scalable and, thanks to its extensive and growing list of integrations, ensures that data held in applications, data lakes, or even in other systems can be easily

accessed and acted upon, providing full visibility and accountability.

Most notably, Smartsheet is using AI in an intentional manner to enable the technology to assist users with accessing and interacting with data. Smartsheet offers a variety of AI-powered tools designed increase efficiency and to improve the way users interact with the product, including:

- A formula generator, which relieves the user from having to write or look up complex formulas
- Generative text and summarization features, speeding up the process of entering data, evaluating feedback sentiment, translating text, and writing copy
- A data analysis tool that automatically analyzes the contents of a sheet, generating charts and metrics so users can visualize and report on their data.
- A contextual help feature that generates a responsive answer to Smartsheet-related questions, leveraging the company's knowledge base without the user needing to leave the platform
- A suggested description generator, which analyzes the image and generates a responsive text description.

In addition, many of Smartsheet's customers have moved to a new pricing model, under which users can access and use any number of the various functions and features included on the platform. With this approach, instead of turning on licenses for distinct products, Smartsheet enterprise customers will be able to use the various functions of the platform to establish use cases and demonstrate value internally and ensure that the right users have access to the functionality they require.

At the end of the term, Smartsheet will adjust the pricing based on this usage. This approach is consistent with other major SaaS vendors that are moving away from strict, seat-license-based pricing approach in favor of a model that more closely aligns to the value delivered to the customer. It's Futurum's belief this approach will further improve customer loyalty and retention, particularly if Smartsheet customers continue to see significant efficiency and ROI gains.

Market Outlook

Looking ahead, Smartsheet is poised to further enrich its platform with robust generative AI capabilities, not only facilitating data querying but also establishing clear audit trails for easy verification by others. This strategic integration aims not just at technological enhancement but at driving specific business outcomes, underscoring Smartsheet's commitment to serving its customer base effectively and maintaining a competitive edge.

Smartsheet will continue to face challenges from other vendors in the marketplace, including Monday, Asana, Trello, and Zoho Projects, among others. The company must ensure that its AI strategy, which involves incorporating more tools to make interaction with data and users seamless and friction free, while also protecting IP, is priced appropriately. Ultimately, the company needs to demonstrate that its platform can deliver a solid ROI to its customers to drive recurring revenue.



TEV Approach & Demographics

Research Methodology

To develop the Total Economic Value (TEV) analysis for Smartsheet, The Futurum Group used a blended research design that combined multiple data sources. First, the team interviewed four diverse organizations provided by Smartsheet—ranging from mid-sized professional services to multinational manufacturing—to capture both quantitative outcomes and qualitative insights. Second, analysts reviewed internal materials provided by Smartsheet (e.g., platform pricing models, marketing and presentation notes) and broader industry research on collaborative work management solutions. Finally, the collected information was standardized in a financial model that mapped out deployment costs (e.g., licensing, onboarding, consulting), annual maintenance costs (e.g., annual license, IT support, training), and benefits (e.g., cost avoidance, productivity gains, reduced rework, tool consolidation) over a three-year period.

This model also incorporated realistic timelines for adoption, typically involving a four- to six-week initial rollout followed by incremental user onboarding. In addition, The Futurum Group included the time value of money using a 12% discount rate so that net present value (NPV) calculations accurately reflected capital costs and typical business risks. By fusing real-world data points with consistent financial assumptions, the TEV approach generated a reliable picture of Smartsheet's cost-effectiveness and impact on productivity.

Profile of Participants

The four organizations in the study represented a mix of industries and operating scales. One was a global financial services provider that needed tighter cross-departmental collaboration, while another was a rapidly growing manufacturer deploying Smartsheet for capacity planning and faster reporting cycles. A mid-sized professional services firm adopted Smartsheet to unify project workflows across newly acquired subsidiaries, and a technology company used it to eliminate redundant software tools.

Despite these variations, each participant highlighted a common thread: the challenge of managing disjointed project portfolios, excessive manual tasks, and poor visibility into real-time metrics. Employee size for the participating companies ranged from over 4,000 at the largest to 300 at the smallest firm, ensuring that small-to-mid-market insights were captured along with larger enterprise contexts. Across the board, participants emphasized that Smartsheet's ease of use and adaptability helped them phase out older, siloed PM solutions, freeing staff to focus more on strategic activities.

Composite Model

From these interviews and secondary research, The Futurum Group created a representative “composite” enterprise designed to quantify Smartsheet’s financial benefits. The composite assumed 100 active users encompassing project managers, operational leads, and IT stakeholders who needed regular access to automated workflows, dashboards, and integrated reporting. This user base size served as a balanced midpoint, reflecting typical corporate deployments without overfitting any single case study.

In the composite model, initial deployment ran about four to six weeks for basic use cases, with broader rollouts over six to nine months. Costs included subscription fees, training, and in some instances, premium functionality such as resource management. On the benefits side, the model accounted for recurring productivity gains (e.g., shorter status meetings, faster approvals), consolidation of multiple legacy applications into Smartsheet, and reduced wait times for cross-departmental tasks. By gathering these elements into a structured cost-benefit framework, the composite model showed how Smartsheet could deliver a net cash flow of \$1.75 million over three years, culminating in a 601% ROI when discounted for risk and the time value of money.

Risk Adjustments & Variability

Because organizational contexts differ widely, The Futurum Group applied various sensitivity analyses to refine the TEV estimates. For instance, an organization with a well-established project management office and dedicated change-management resources might see adoption accelerate rapidly, boosting early gains. Conversely, a firm lacking strong executive buy-in could face slower rollout and slightly lower short-term returns, even if the long-term ROI remained high once user adoption stabilized.

Integration complexity was another pivotal factor. Companies that required extensive connectivity between Smartsheet and highly customized ERP or CRM systems typically incurred higher initial costs and longer timelines. Finally, macroeconomic conditions such as a temporary freeze on IT budgets could delay expansions that would otherwise increase Smartsheet’s impact on revenue-generating projects. By incorporating these possible variations into the final calculations, the TEV study provided a balanced, realistic perspective on how Smartsheet’s total economic impact might play out across diverse adoption scenarios.





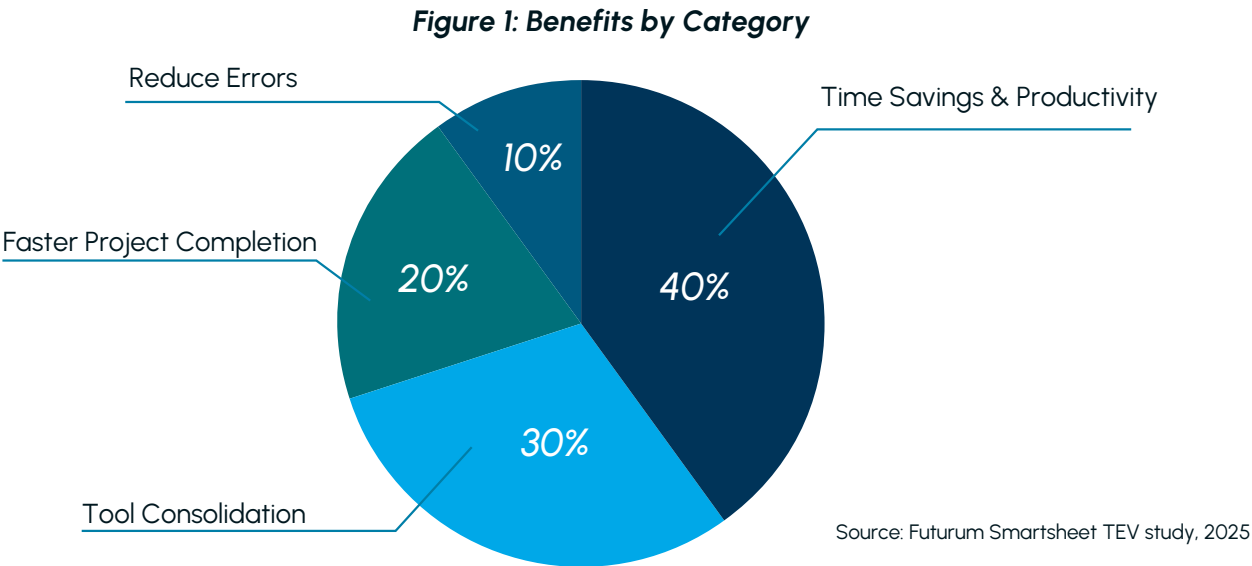
TEV Financial Findings and Operational Impact

This section provides a detailed look at the financial metrics, operational improvements, and synergies uncovered by The Futurum Group's TEV study for Smartsheet. By blending quantitative return-on-investment (ROI) calculations with qualitative insights from four diverse customer interviews, the findings illustrate Smartsheet's ability to reduce costs, boost productivity, and accelerate business outcomes. In addition to these measurable gains, the study also identifies unquantified benefits that extend Smartsheet's value beyond strict cost-benefit equations.

Financial Metrics

ROI, Net Cash Flow, and Payback

The composite model at the heart of this TEV analysis indicates a 3-year ROI of 601% for an organization with 100 Smartsheet users, stemming from both direct cost savings and operational efficiencies. Over the same period, this representative enterprise achieves a net cash flow of \$1.76 million, comfortably offsetting the \$567,000 total 3-year costs, with annual benefits of \$2.27 million, leading to a total 3-year benefit of approximately \$6.82 million, resulting in a 3-year Net Present Value (NPV) of \$1,284,557 at a 12% discount rate. As a result, payback is reached well before the first year (2.7 months) concludes, underscoring Smartsheet's capacity to deliver rapid time-to-value.



These metrics reflect both the "hard" and "soft" benefits that emerged across the interviewed firms. Direct cost reductions came from replacing legacy project management tools and streamlining IT support tasks, while time savings were realized in nearly every department using Smartsheet—from finance to sales and operations.



Tool Consolidation and Licensing

Several of the study participants replaced multiple legacy systems, such as stand-alone Gantt chart tools or basic spreadsheet solutions with Smartsheet. One large organization, for example, consolidated six separate project management solutions, saving over \$200,000 per year in software licensing. Meanwhile, a mid-sized professional services firm used Smartsheet to unify collaboration across newly acquired subsidiaries, cutting overall licensing and maintenance costs by 18%. These migrations to a single platform also lowered training expenditures: new hires can learn Smartsheet faster than juggling multiple tools, curbing onboarding overhead.

According to the TEV composite model, organizations achieved significant cost savings and efficiency improvements through Smartsheet adoption, with benefits spanning multiple categories. The largest portion of measurable benefits of 40% came from time savings and productivity gains, followed by 30% from tool consolidation, 20% from faster project completion, and 10% from reducing errors (see Figure 1 for a breakdown of benefits by category).

Operational Improvements

Reduced Reporting Overhead and Faster Project Execution

Across all four interviews, project managers and operational leads cited significant time savings, particularly in status reporting, progress tracking, and approvals, with some teams cutting manual efforts by up to 75% (see Figure 2 for a breakdown of time savings). "We saw an almost immediate drop in the time spent on weekly project updates—some of our teams recovered five to ten hours per week, per project." - Senior Program Director, Global Financial Services Firm. A mid-market manufacturing company likewise witnessed a 40% reduction in email volume once it centralized key workflows in Smartsheet:

"We've centralized our key workflows in Smartsheet—reducing email volume by 40% and cutting approval times in half. That directly impacts revenue because we move deals faster."

— Operations Manager, Mid-Market Manufacturing

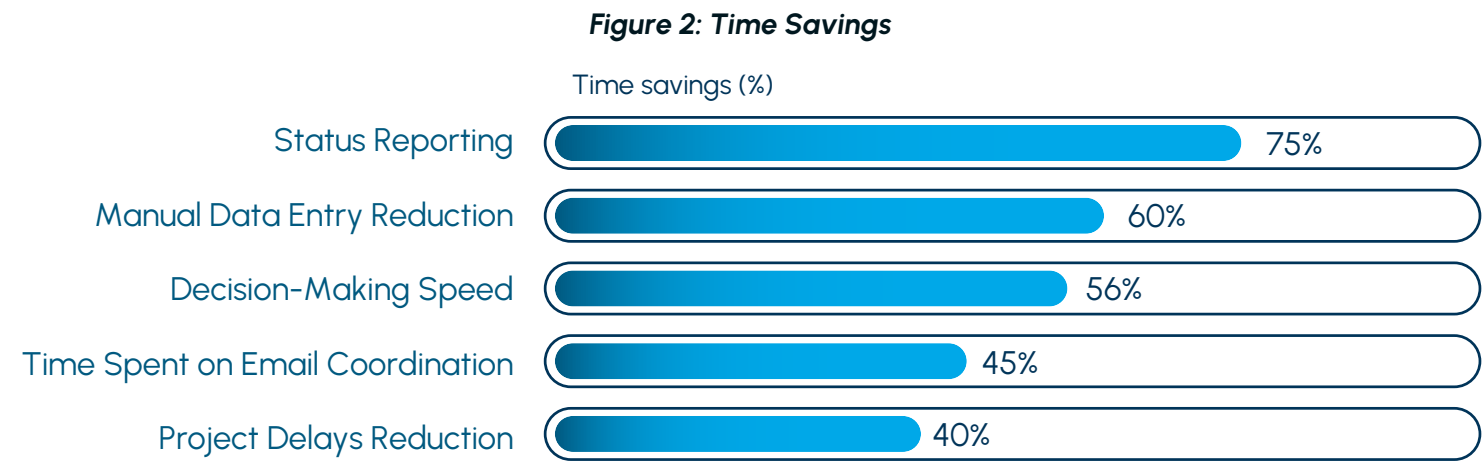
Automation and Live Dashboards

Many of the operational gains arose from Smartsheet’s automation features—update requests, real-time dashboards, and triggers for status changes. A mid-sized technology firm that initially struggled with siloed workflows noted:

“It’s freed our project managers from data entry, so they can spend more time on actual delivery and innovation.”

— Director of PMO, Mid-Sized Technology Firm

Meanwhile, a global manufacturer used Smartsheet to standardize status dashboards for 1,200 employees across multiple continents.



Source: Futurum Smartsheet TEV study, 2025

By automating stakeholder notifications and aggregating project data in real time, monthly check-in meetings that once took two hours now routinely finish in half the time:

“We ramped from two pilot teams to over 1,200 users in less than a year—Smartsheet handled the growth seamlessly.”

— Senior Manager, Global Manufacturing Enterprise

Synergy of Financial & Operational Gains

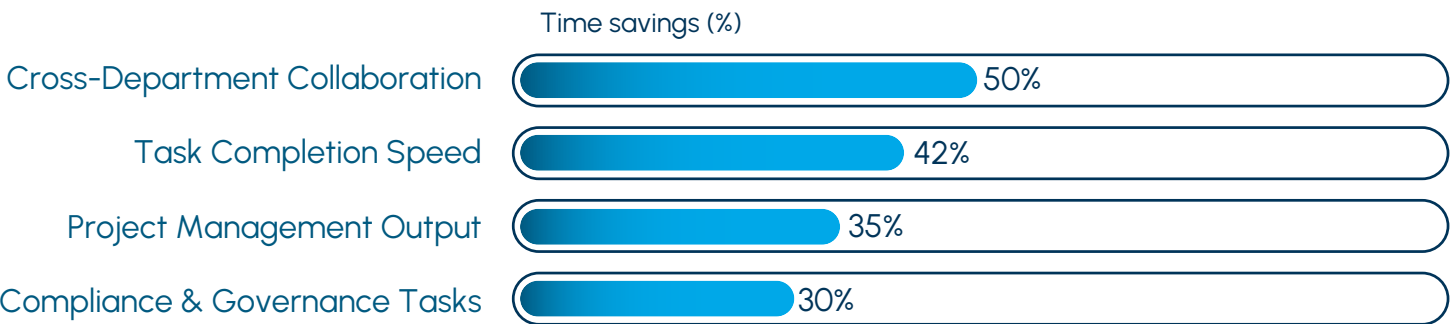
Accelerated Project Timelines and Higher Revenue Potential

According to the TEV composite model, organizations using Smartsheet saw an average project completion time reduction of 35%. Standard projects were completed 25% faster, cross-team projects saw a 40% acceleration, and large-scale rollouts were completed 30% more efficiently. These improvements contributed directly to faster revenue realization and reduced operational bottlenecks (see Figure 3 for a breakdown of all productivity gains). One participant emphasized the importance of internal governance benefits:

"Having everyone aligned in one platform got us moving on new initiatives quicker, which in turn helped close deals faster."

— Finance Director, Mid-Sized Professional Services Firm

Figure 3: Productivity Gains



Source: Futurum Smartsheet TEV study, 2025

Feedback Loop for Continuous Improvement

Notably, the operational efficiency fosters a culture of ongoing optimization. Teams using Smartsheet are more apt to fine-tune workflows, dashboards, and templates, driving incremental gains that compound over time. The more departments adopt Smartsheet, the more each group's success factors benefit from real-time visibility and consolidated data. That virtuous cycle helps push the ROI figure above 600% within three years, as smaller improvements repeated across multiple business units compound into major cost savings and productivity boosts.

Unquantified Benefits

Enhanced Employee Satisfaction and Retention

Although the TEV analysis captures direct financial impact, many intangible advantages also surfaced.

Several participants credited Smartsheet with reducing employee frustration by eliminating Excel “version chaos” and manual email chains.

These sentiments were particularly strong in organizations with hybrid or remote work environments; a more seamless collaboration tool fosters higher morale and a sense of shared purpose across teams.

Improved Risk Management

By consolidating project data and task ownership in a single interface, teams gain clearer accountability, reducing the likelihood of missed deadlines or financial oversights. One interviewee mentioned that critical changes now trigger real-time notifications to all stakeholders, helping avert potential project overruns. While not easily monetized, this type of real-time risk visibility can spare organizations from revenue impact or reputational damage.

“If a critical requirement changes, we instantly notify everyone who needs to act. That alone has saved us from multiple potential overruns—and the associated revenue or reputational hit.”

— Senior IT Manager, Global Technology Company

Future-Proofing with AI and Integrations

Finally, customers see Smartsheet as a foundation for more advanced projects. Several participants planned deeper integrations with CRM or ERP systems, aiming to automate tasks such as resource allocations and demand forecasting. A global technology company mentioned that linking Smartsheet's open APIs to its product lifecycle management (PLM) platform could reduce engineering sign-off times by an additional 20–30%. Such advanced use cases underscore Smartsheet's adaptability as organizations grow or adopt emerging technologies.

Increasingly, Smartsheet's AI features also serve as accelerators for these integrations. Capabilities like conversational data analysis, formula generation, and intelligent content suggestions help teams set up and optimize workflows with minimal coding. By leveraging natural language prompts to build formulas or pull insights from large datasets, non-technical users can quickly configure complex automations. As a result, organizations can scale faster, respond to business demands more effectively, and blend operational data from multiple platforms—unlocking new opportunities in areas such as predictive analytics or resource optimization.

By blending hard-dollar savings with time and AI-driven productivity gains, the TEV study paints a holistic picture of how Smartsheet not only streamlines core project workflows but also drives strategic value across multiple teams. The interviews confirm that Smartsheet's intuitive user interface, automation tools, and unified dashboards fuel both immediate operational wins and long-term improvements in employee satisfaction, risk reduction, and digital scalability.



Implementation Best Practices

Organizations that realize maximum value from Smartsheet typically follow a series of implementation best practices that encourage rapid adoption, consistent governance, and ongoing optimization. Although each company's journey varies by size and industry, certain common themes emerged from the TEV study interviews—namely, the importance of standardizing workflows, prioritizing user education, and embedding continuous improvement cycles to track success.

Standardize and Automate

A coordinated, organization-wide approach to Smartsheet helps teams avoid the “wild west” scenario of disparate sheets and inconsistent processes. Many customers begin by creating a core set of templates and automation rules for activities such as project intake, reporting, and task assignments. This approach guarantees uniform data fields and approval paths across all projects. One interviewee emphasized how upfront standardization significantly boosted efficiency and user buy-in:

“As soon as we standardized, put everything into a single tenant, and made everyone use the same template set, it allowed us to do portfolio-style reporting that didn’t even exist before. We went from zero visibility to having data on everything.”

— Senior Program Manager, Professional Services Industry

Beyond templates, teams often layer in automated notifications, checklists, and assignments to further reduce manual effort. This governance model ensures reliable cross-departmental reporting and eases integration with other enterprise systems.

User Adoption and Training

While Smartsheet's intuitive interface often accelerates user acceptance, formal training can improve the depth of adoption. Interviewees who incorporated Smartsheet tutorials into new-hire onboarding and held periodic workshops saw faster realization of cross-team transparency and time savings. Some organizations designate an internal Smartsheet "champion" to address questions, share best practices, and encourage users to adopt more advanced features such as resource management. A Smartsheet administrator from a large retail organization noted how structured training unlocked higher engagement:

"Now that we've rolled out Smartsheet across all departments, I've been able to identify power users—people who got excited, started creating their own content, and began building tools for their teams. That's when adoption really took off."

— IT Systems Lead, Retail Industry

Tracking Success

To maintain momentum and alignment with strategic objectives, teams benefit from frequent measurement of key metrics. Some organizations monitor real-time progress via project dashboards that track time-to-completion, throughput, or automation coverage. Others conduct surveys or feedback sessions to capture employee pain points or emerging best practices, which they then translate into refinements—such as additional templates or refined approval workflows.

This iterative approach helps Smartsheet implementations evolve in response to dynamic business needs. As a result, organizations embed continuous improvement into their workflow culture, ensuring that operational gains and ROI continue to grow over time.

Overall, standardized governance, targeted user training, and ongoing performance measurement form the foundation of a well-executed Smartsheet deployment. Organizations that integrate these practices consistently see the strongest correlation between Smartsheet usage, faster project delivery, and the financial outcomes detailed in the TEV study.



Conclusion

The results of this TEV study conducted by the Futurum Group underscore Smartsheet's compelling financial and operational benefits, as captured through interviews with four diverse organizations and cross-validated by a data-driven composite model. From a 3-year ROI of 601% to swift payback in less than 12 weeks, the analysis shows that Smartsheet consistently delivers quantifiable gains in both cost savings and productivity enhancements.

Beyond the core metrics of net cash flow and reduced licensing fees, organizations reported profound operational advantages—notably accelerated decision-making, a single source of truth for critical workflows, and more efficient reporting. These immediate wins often translate into longer-term outcomes such as improved team morale, higher user adoption of advanced features, and smoother integrations with existing systems such as CRM or ERP. Meanwhile, Smartsheet's built-in automation and AI-driven functionalities offer a powerful springboard for future growth, facilitating ongoing improvements in resource utilization and cross-team collaboration.

Equally significant are the unquantified benefits—ranging from enhanced employee satisfaction and retention to proactive risk management—underscoring Smartsheet's strategic value in today's hybrid and remote work environments. By unifying multiple tools and data sources, Smartsheet not only consolidates project management but serves as a flexible framework for managing broader organizational initiatives.

Looking ahead, enterprises stand to benefit further from Smartsheet's roadmap of advanced AI and integration capabilities, enabling them to remain agile in dynamic market conditions. As this study illustrates, pairing Smartsheet with a thoughtful implementation strategy—including standardized workflows, dedicated training, and continuous tracking of key metrics—can catalyze dramatic improvements in project efficiency and bottom-line results.

In today's competitive landscape, where collaboration and time-to-value are key drivers of success, Smartsheet emerges as a robust solution for uniting project teams, optimizing workflows, and driving sustained financial returns. For business and IT leaders aiming to amplify operational impact, the findings from Futurum's TEV study suggest that adopting Smartsheet backed by strong governance and user empowerment is a proven path to unlocking notable short-term efficiencies and long-term strategic advantages.

Important Information About This Report

AUTHORS

Keith Kirkpatrick

Research Director, Enterprise
Applications | The Futurum Group

Donald Jin

Research Analyst | The Futurum Group

PUBLISHER

Daniel Newman

CEO | The Futurum Group

INQUIRIES

Contact us if you would like to discuss this report and The Futurum Group will respond promptly.

CITATIONS

This paper can be cited by accredited press and analysts, but must be cited in context, displaying author's name, author's title, and "The Futurum Group." Non-press and non-analysts must receive prior written permission by The Futurum Group for any citations.

LICENSING

This document, including any supporting materials, is owned by The Futurum Group. This publication may not be reproduced, distributed, or shared in any form without the prior written permission of The Futurum Group.

DISCLOSURES

The Futurum Group provides research, analysis, advising, and consulting to many high-tech companies, including those mentioned in this paper. No employees at the firm hold any equity positions with any companies cited in this document.



ABOUT SMARTSHEET

[Smartsheet](#) is a leading cloud-based platform for work and project management, enabling organizations to collaborate, automate workflows, and gain real-time visibility into their operations. Designed for businesses of all sizes, it combines the flexibility of a spreadsheet with powerful project tracking, reporting, and automation features. Smartsheet supports seamless integrations with popular enterprise tools like Microsoft 365, Google Workspace, Slack, and Salesforce. With intuitive dashboards and scalable solutions, it helps teams increase efficiency and accelerate decision-making. Trusted by Fortune 500 companies and millions of users worldwide, Smartsheet empowers businesses to plan, execute, and achieve more.

Futurum

ABOUT THE FUTURUM GROUP

[The Futurum Group](#) is an independent research, analysis, and advisory firm, focused on digital innovation and market-disrupting technologies and trends. Every day our analysts, researchers, and advisors help business leaders from around the world anticipate tectonic shifts in their industries and leverage disruptive innovation to either gain or maintain a competitive advantage in their markets.



CONTACT INFORMATION: The Futurum Group LLC | futurumgroup.com | (833) 722-5337