

ECONOMIC VALIDATION

# Analyzing the Economic Benefits of the NinjaOne Endpoint Management Platform

Organizations Can Increase Automation, Enhance Security, and Improve Resource Optimization With NinjaOne

By Nathan McAfee, Principal Economic Analyst

Enterprise Strategy Group

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## Economic Validation: Key Findings Summary


Validated Benefits of Using  
NinjaOne for Endpoint Management




**Improved visibility: from 38% before NinjaOne up to 100% after adoption**



**NinjaOne replaces 4 other tools in most ecosystems**



**FTE costs 41% lower with NinjaOne**



**Endpoint management staff retention rate up 20%**

- **Increased Automation:** Customers using NinjaOne report they can now see, analyze, patch, and manage all assets on their network much more completely and efficiently than in the past.
- **Enhanced Security:** Enterprise Strategy Group found that NinjaOne customers had improved security, ransomware recoverability, governance, and MTTD than they did in their previous environments.
- **Improved Resource Optimization:** NinjaOne customers see lower FTE, licensing, and lifecycle costs as well as accelerated time to value when deploying new endpoints.

# Introduction

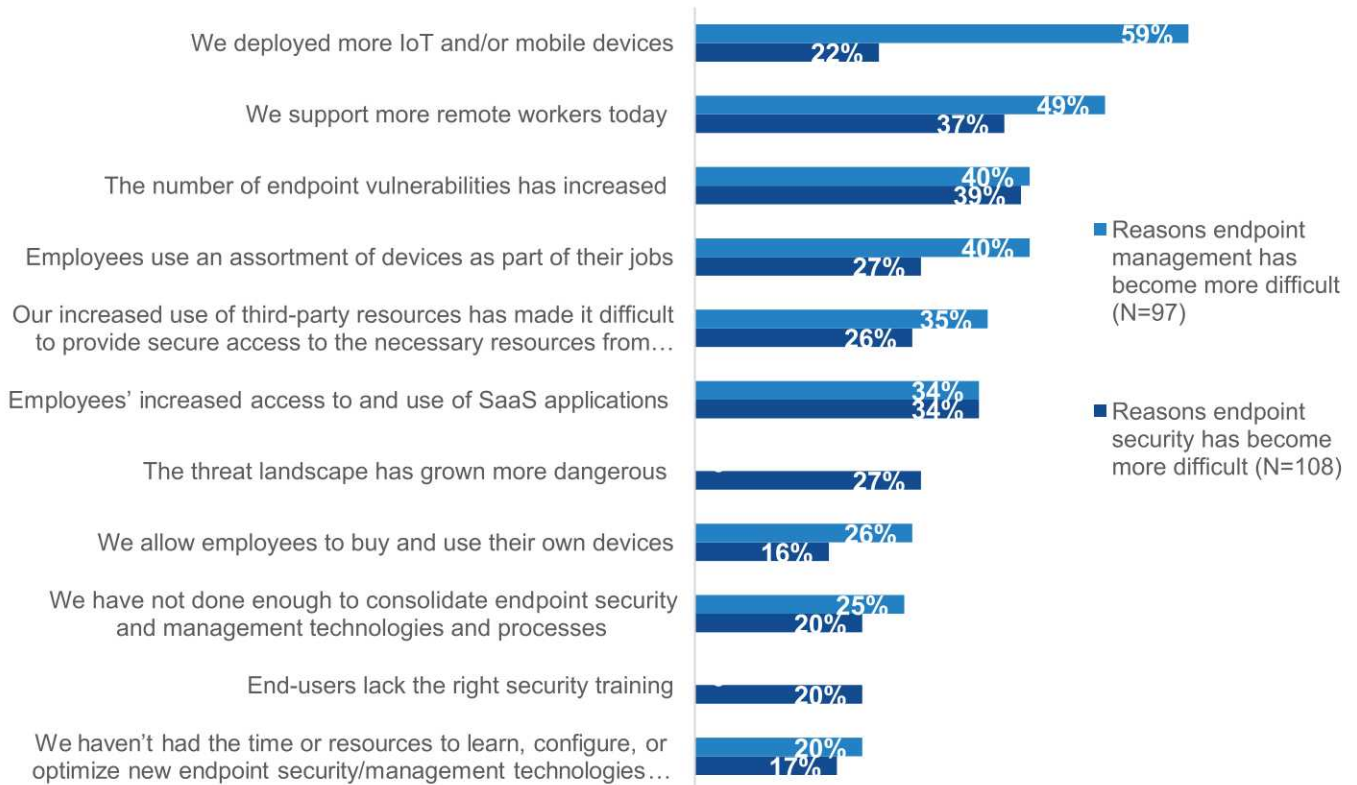
This Economic Validation from TechTarget’s Enterprise Strategy Group focuses on the quantitative and qualitative benefits organizations can expect from using NinjaOne for endpoint management. The insights covered in this analysis are the result of extensive research, interviews with existing NinjaOne customers, Enterprise Strategy Group research, and existing case studies.

## Challenges

Cyberthreats targeting endpoints are a constant worry for organizations, with 77% saying they were the victim of an attack that started through an exploit of an unknown, unmanaged, or poorly managed endpoint at least once.<sup>1</sup> As the concept of a traditional office location continues to morph, the challenge of trying to effectively locate and manage all endpoints is overwhelming many IT departments. As shown in Figure 1, Enterprise Strategy Group researched the specific challenges that organizations face in securing and managing endpoints and found a correlation between struggles in endpoint management and difficulties in securing those devices.<sup>2</sup>

**Figure 1. Challenges in Managing and Securing Endpoints**

**Why do you believe that securing and/or managing endpoints has become more difficult for your organization over the past two years?  
(Percent of respondents, three responses accepted)**



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

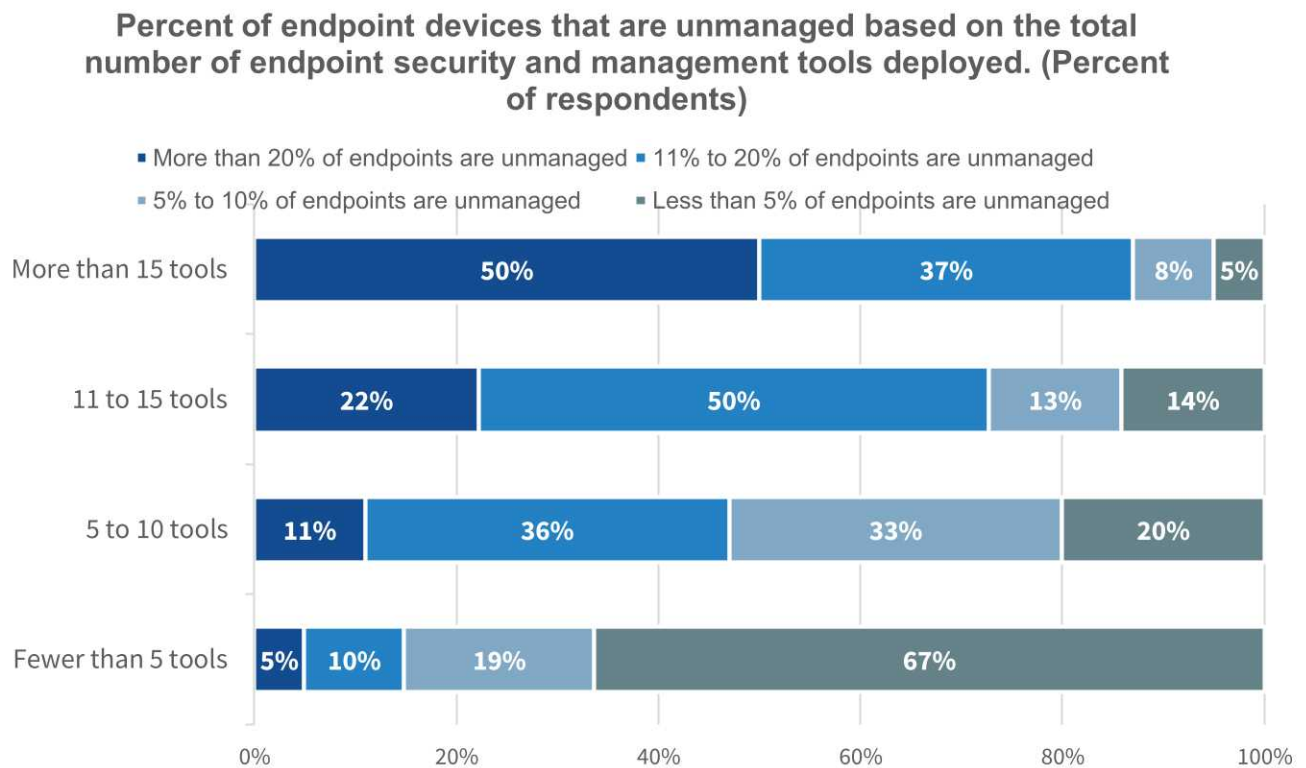
<sup>1</sup> Source: Enterprise Strategy Group Research Report, [Managing the Endpoint Vulnerability Gap](#), May 2023.

<sup>2</sup> Ibid.

As part of this analysis, we reviewed existing Enterprise Strategy Group research to assess current endpoint device and management trends, interviewed NinjaOne customers to understand why they moved to the NinjaOne platform, and found the following to be consistent between the research and interviews:

- **Variety and increase in endpoint types.** 97% of employees interact with two or more devices daily, and 70% use at least four devices per day.<sup>3</sup> Additionally, 54% of employees have some choice over which device they use, with 31% currently able to choose whatever device they want.<sup>4</sup> With high turnover rates, a large pool of endpoint types that need to be managed, and a consistent churn in worker locations, the challenge of finding and securing all endpoints seems to be constantly growing.
- **Increasing threat landscape.** With such a large variety of devices to support, the threat landscape for most organizations is hard to pinpoint and even harder to manage. 90% of companies admit to having blind spots in their endpoint monitoring.<sup>5</sup> At the same time, the sheer volume and sophistication of attacks targeting endpoints is increasing exponentially.
- **Multiple tools and work silos.** Enterprise Strategy Group research found that 68% of organizations are using at least 11 tools and technologies for endpoint management and security.<sup>6</sup> However, as shown in Figure 2, having more tools running has an inverse relationship to the number of endpoints that are actually managed.<sup>7</sup>

Figure 1. More Tools, More Unmanaged Endpoints



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

<sup>3</sup> Ibid.

<sup>4</sup> Source: Enterprise Strategy Group Research Report, [Endpoint Device Trends](#), February 2024.

<sup>5</sup> Source: Enterprise Strategy Group Research Report, [Managing the Endpoint Vulnerability Gap](#), May 2023.

<sup>6</sup> Ibid.

<sup>7</sup> Ibid.

- **Hybrid work force.** 99% of organizations have a workforce that works remotely at least one day per week.<sup>8</sup> The needs of these workers are often harder to manage than those in a traditional office setting, and the challenges presented by remote workforces span a broader range than those of employees who work in shared locations.
- **Cost.** Even with the increasing threat landscape and escalating risk caused by data breaches, the top challenge for endpoint procurement and management is cost.<sup>9</sup> Companies are expected to protect larger quantities and more types of devices each year without a proportionate increase in budget.

## The Solution: NinjaOne Endpoint Management

The NinjaOne Platform offers a collection of capabilities that help organizations manage, patch, and support endpoints. As shown in Figure 3, NinjaOne offers a full range of capabilities that shift device management from a reactive task to one that drives strategic initiatives and enforces company governance standards.

Figure 2. NinjaOne Endpoint Management and Remote Monitoring and Management Platform



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

NinjaOne provides the visibility to discover all endpoints in an organization, automation to evaluate and patch those endpoints, and real-time management to keep endpoint assets up to corporate standards.

Moreover, NinjaOne’s robust automation streamlines the tedious parts of IT. It provides an intuitive experience built on real-time, granular insights into an organization’s endpoints, enabling IT teams to make faster, more informed decisions that improve security and the user experience.

NinjaOne’s patching policies and powerful automation capabilities enable IT organizations to slash patching time by as much as 90%, while also improving patch compliance. Its automated endpoint and patch management enables easy identification, evaluation, and deployment of patches to any Windows, macOS, or Linux endpoint with an internet connection—no VPN required. Additionally, robust third-party application patching saves valuable time and

<sup>8</sup> Source: Enterprise Strategy Group Research Report, [Endpoint Device Trends](#), February 2024.

<sup>9</sup> Ibid.

reduces the potential for vulnerabilities to be introduced via unpatched business and endpoint applications supporting user workflows.

## Enterprise Strategy Group Economic Validation

Enterprise Strategy Group completed a quantitative economic analysis to understand NinjaOne’s ability to help organizations meet IT and business goals. Our Economic Validation process is a proven method for understanding, validating, quantifying, and modeling the economic value propositions of a product or solution. The process leverages Enterprise Strategy Group’s core competencies in market and industry analysis, forward-looking research, and technical/economic validation. We conducted in-depth interviews with end users to better understand and quantify how NinjaOne has impacted their organizations, particularly in comparison with previously deployed and/or experienced solutions. The qualitative and quantitative findings were used as the basis for a simple economic model comparing the expected costs of NinjaOne against competitive offerings as well as DIY approaches to endpoint management.

### NinjaOne Economic Overview

Enterprise Strategy Group’s economic analysis revealed organizations that use NinjaOne for endpoint management and intelligence can realize substantial savings and benefits in multiple areas, including increased automation, enhanced security, and improved resource optimization.

#### Increased Automation

Customers reported that NinjaOne enabled them to quickly automate many of the tasks associated with endpoint management. Not only did this reduce the burden placed on their IT teams, but the automation also facilitated much higher levels of insight, control, and governance.

- Improved visibility.** NinjaOne customers reported the ability to see all endpoints on their network and understand how they are configured, if they are patched, who is using them, and what activities are being conducted. The average visibility of endpoints before NinjaOne reported by interviewees was only 38%. One interviewee described their organization’s endpoint visibility, saying, **“Before NinjaOne, we just didn’t have a clue of everything touching our network. We not only had unmanaged endpoints, but we also had things on our network that we didn’t even know existed. Now, we know exactly what our people are using and can ensure that each of the endpoints meets our corporate standards.”**
- Reduced complexity.** A theme that emerged across the interviews for this analysis was how easy NinjaOne is to understand and use. One interviewee stopped in the middle of a sentence and added, **“What NinjaOne does isn’t simple; it replaced four different tools for us and does a better job than any of those four could for their portion of the solution. NinjaOne excels at making complicated capabilities simple for us to use.”** Enterprise Strategy Group’s economic model shows that a 65% reduction in human errors related to endpoints and patches leads to a \$51.9K annual benefit. This considers just the cost of remediating the error; we believe that there is a larger benefit in alleviating downtime events but didn’t find consistent patterns in the impact of those events, so we left it unquantified.

**“With NinjaOne, we know every endpoint that has access to our network, we know who is using that asset, we know if that asset is up to date, and we know how it is being used. This level of visibility is a game changer.”**

- **Improved mean time to resolution (MTTR).** NinjaOne customers reported a wide range of metrics in time to resolve issues. Organizations that came to NinjaOne from a competitor reported numbers that were near a 50% improvement with NinjaOne, while those that depended on DIY solutions before the NinjaOne deployment had improvements that exceeded 3,000%.
- **Patching automation.** Enterprise Strategy Group was able to review multiple organizational strategies to handle patching and saw how those strategies changed with NinjaOne. Many of the customers interviewed relied on best efforts for patching or had to spend so much effort on patching that it was always a continuous cycle. With NinjaOne, every interviewee reported a dramatic improvement in patching strategy, shifting from an average of 30% patching compliance within two weeks of availability before NinjaOne to over 90% since they adopted the solution. One summarized, *“We patch 14K endpoints per week. We used to have a team of 10 to patch, and we didn’t do close to the job we can do now with NinjaOne. We save 500 hours per month of patching and have a much higher level of assurance that our endpoints are up to date.”* Additionally, NinjaOne is able to assess the patching status of an endpoint before it touches the network and either remediate the asset or prevent it from accessing other resources.

## Enhanced Security

Customers reported a shift in their organization’s security posture once adopting NinjaOne. Much of this was attributed to the granularity in visibility that NinjaOne provides, along with being able to shift a large portion of IT resources to more strategic tasks, since NinjaOne takes care of much of the core activities associated with securing endpoints. Every customer interviewed reported that their patching strategy has improved since adopting NinjaOne.

**“NinjaOne just works. We used to have a lot of false positives and wasted a lot of time sorting through the noise of our old system. With NinjaOne, we have been able to shift from being reactive to becoming more predictive.”**

- **Hardened security posture.** NinjaOne facilitates the visibility and control needed to prioritize securing endpoints as well as automating the patching of endpoints, assessing the compliance of endpoints, and remediating the configuration of those that don’t meet corporate standards. Organizations that use NinjaOne are better able to understand the cause-and-effect relationships that can inject risk in other endpoint management systems, as NinjaOne provides clear reporting that enables IT teams to identify and prioritize areas for improvement. Additionally, the specificity in granting permissions to assets and through remote access provides control and protection for internal employees and external contacts. One interviewee explained, *“NinjaOne allows us to give external vendors remote access to specific devices while keeping them out of others. This allows us to work better with our partners specifically because of this.”*
- **Improved ransomware recovery.** NinjaOne reduces the likelihood of data breaches and ransomware attacks by ensuring every endpoint that touches the network meets certain security guidelines and by providing insight and reporting on how assets are being used. Based on customer interviews, Enterprise Strategy Group estimates that organizations that move to NinjaOne from a competitor’s offerings can reduce their exposure to breaches by 15%, while those with DIY environments can reduce their exposure by up to 70%. Taking a blended average of a 30% reduction in exposure risk, our financial model shows annual risk avoidance of \$175K. We also found that recovery from ransomware was more likely and 70% faster, on average, in NinjaOne environments.
- **Reduced mean time to detect (MTTD).** Customer interviews uncovered a wide range in MTTD for pre-NinjaOne environments ranging from over 11,000 minutes to 60. Most of this wide range was the result of the variety of previous ecosystems. The average MTTD for customers with NinjaOne dropped to four minutes and, in all cases studied, was reduced by at least 50%. Specific reasons cited in interviews for this drop include improved consistency across all endpoints, a better patching strategy, endpoint health checks, and enforced compliance, automatic self-healing of endpoints, and an organizational shift in the view of endpoint protection.

- **Improved governance.** Interviewed customers consistently called out NinjaOne’s ability to enable them to set governance expectations and ensure compliance. While multiple specific benefits were provided in our discussions, one customer specifically shared how the visibility that NinjaOne provided enabled them to finetune their endpoint licensing, saving more than the cost of the entire NinjaOne solution. **“We have very strict OEM licensing on software that is critical to our business. With NinjaOne, I can assure our leaders that we are in compliance, and we have been able to eliminate the cost of buffer licenses we used to have to purchase to make sure we were within our limits.”**

## Improved Resource Optimization

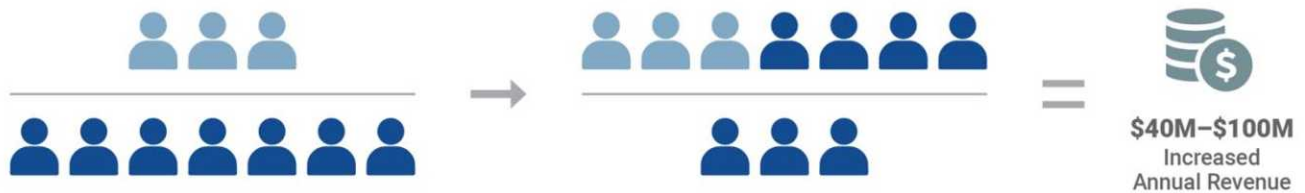
Enterprise Strategy Group uncovered that NinjaOne facilitates efficiencies in full-time equivalent (FTE) tasks and resources spent. Comparisons between the before- and after-NinjaOne environments studied were not apples-to-apples because every scenario analyzed had a much higher level of capabilities with NinjaOne than it did in its “before” state—even when customers reported using a competitive and mature solution.

**“With NinjaOne, we are spending less than half of what we used to for endpoint management, but now we have levels of visibility and control that just didn’t exist in our old system.”**

- **Optimized workflows.** Every customer interviewed stated that the automation and elimination of complexity that NinjaOne facilitates made their teams more efficient. From task-level staff to senior leadership, NinjaOne can provide the insight and control to plan and implement more efficiently than in their previous system.
- **Lower costs:**
  - **FTE.** Enterprise Strategy Group financial models show that FTE costs in NinjaOne environments are 41% lower when compared with costs in previous environments. This 41% savings equates to \$822K for IT staff annually. Depending on the maturity of their patch management strategy, this savings grew to 75% for many of our interviewed organizations. Support costs were 33% lower in studied organizations, resulting in a \$116K annual benefit, with one interviewee sharing, **“NinjaOne eliminates many of the issues that our support team used to work on before those issues even happen. NinjaOne’s ability for our support teams to remote access all endpoints has made us at least 15% more efficient.”** Additionally, interviewees estimate that their endpoint management and support employee retention rate has improved 20% since moving to NinjaOne, with one saying, **“Our people love working in NinjaOne. The platform takes care of many of the menial tasks they used to have to do. Now they are able to work on more engaging things.”** New employee enablement has also accelerated: **“When I get a new tech, I have them working with NinjaOne within a week. That used to take two months.”** We estimate this change in employee retention and new employee enablement to be worth \$294K annually to our sample organization.
  - **Licensing.** While each studied “before” environment was different, most reported that NinjaOne was able to lower their licensing costs for endpoint management, patch management, remote access, and support delivery.
  - **Lifecycle.** Two of the customers interviewed specifically called out the ability to extend their endpoint lifecycle an average of 20% as an ancillary benefit of moving to NinjaOne. They attributed this to the clarity that NinjaOne gives them on their endpoint ecosystem and the ability to ensure these endpoints were running as efficiently as possible.
- **Accelerated time to value.** The ability to rapidly deploy NinjaOne, locate all endpoints, and create reporting on the status of those endpoints was consistently called out as a strength for NinjaOne, especially for organizations that have a lot of change. One explained, **“We have explosive growth. We are constantly adding new locations. With NinjaOne, we can locate assets within 15 minutes and make sure they are within corporate standards. This used to take us multiple weeks. Now, on day one, we understand their full infrastructure and security posture.”**

- Shift to above-the-line tasks.** Every customer interviewed shared stories about the capabilities of the NinjaOne ecosystem in automating tasks and handling much of the work at the platform level. When asked what the impact of being able to shift FTE energy away from tactical work was, each shared stories of working more closely with business units to align IT capabilities with business needs. As illustrated in Figure 4, one shared, *“NinjaOne has allowed us to shift quite a few resources to above-the-line activities. We are working on three new revenue-generating projects, specifically because of the way NinjaOne empowers our staff. In our case, we expect between a 2-5% increase in our revenue because of these activities. In our case, that is between \$40M and \$100M of new annual revenue.”*

Figure 4. Customer-provided Example of the Value of Shifting FTE Focus to More Strategic Work



*“NinjaOne has allowed us to shift quite a few resources to above-the-line activities. We are working on three new revenue-generating projects specifically because of the way NinjaOne empowers our staff. We expect between 2-5% increase in our revenue because of these activities. In our case that is between \$40M-\$100M of new annual revenue.”*

Source: Enterprise Strategy Group, a division of TechTarget, Inc.

## Enterprise Strategy Group Analysis

Enterprise Strategy Group leveraged the information collected through NinjaOne customer interviews, vendor-provided material, public and industry knowledge of economics and technologies, and existing case studies to create an economic model that projects the impact of NinjaOne on a sample organization that is a blended representation of our interview participants. These interviewees had a wide range of previous environments, ranging from DIY environments to commercially available NinjaOne competitor solutions.

As shown in Table 1, the sample company used for our financial calculations is a midsize but growing organization that is a mix of small offices and remote endpoints. While every organization’s needs are different, all benefits contained in this paper are considered achievable for most organizations, regardless of size or previous management environments.

### Why This Matters

Cost always matters. Our financial model shows that NinjaOne makes economic sense for most organizations. However, every interviewee was asked, “If every solution was the same price, would you still stay with NinjaOne?” Every participant stated that they would keep their NinjaOne platform. The benefits extended far beyond costs and improved financials. Enterprise Strategy Group found extensive value in the ability to identify and manage all endpoints that touch enterprise assets.

**Table 1.** Sample Organization Metrics

<b>Category</b>	<b>Pre-NinjaOne Value</b>
Number of employees	1,500
Number of endpoints	4,995
Number of locations	177
Number of endpoint IT staff (including patch management)	24
Percentage of endpoints managed	30%
Support analysts	3
Annual revenue	\$270,000,000
MTTD (minutes)	11,000
MTTR (minutes)	120

*Source: Enterprise Strategy Group, a division of TechTarget, Inc.*

## Conclusion

NinjaOne is an automated endpoint management platform that manages endpoints, backups, patch strategy, and mobile devices. Enterprise Strategy Group analyzed NinjaOne—specifically its capabilities for endpoint management and patch strategy—to understand the platform’s impact on a business’s ability to meet IT and business goals. Our analysis included interviewing current NinjaOne customers to understand their challenges with their previous environments as well as the benefits that moving to NinjaOne brought to their organization.

One thing that quickly became apparent in the customer interviews was the change in mindset that NinjaOne facilitated for the companies. NinjaOne was not a direct replacement for another product; it brought new capabilities in every situation studied that provided insight, control, and reporting that just wasn’t previously possible in most cases. It also removed multiple levels of complexity that injected risk and limited operations for most study participants.

Enterprise Strategy Group found that NinjaOne was able to find resources that were often unknown under alternative solutions; ensure all endpoints were within corporate standards and remediate those that were not; dramatically improve patching strategy and implementation; and reduce the overall costs associated with endpoint management. Additionally, we found every organization interviewed was able to shift staff energy to more strategic tasks, which amplified the business impact of IT.

While each IT ecosystem is unique, Enterprise Strategy Group found consistency in the benefits listed in this analysis and believes that they are achievable for most organizations, even those coming from a modern management platform.

If your organization is looking for a more effective endpoint management platform, Enterprise Strategy Group highly recommends that you explore the impact that NinjaOne can have on your environment.

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 [contact@esg-global.com](mailto:contact@esg-global.com)  
 [www.esg-global.com](http://www.esg-global.com)