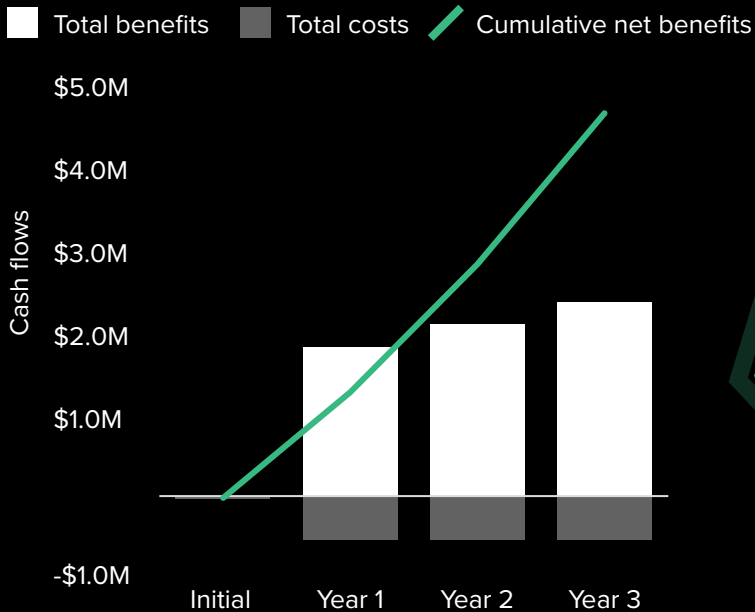


The Total Economic Impact™ Of Heroku

After interviews with four decision-makers with experience using Heroku, Forrester aggregated the data and concluded that Heroku has the following three-year financial impact on a composite organization.

CASH FLOW CHART

Risk-adjusted



ROI
286%



NPV
\$3.7M



PAYBACK
<6 months

HEROKU BY THE NUMBERS

40%



Improvement in
developer productivity

35%



Increase in DevOps
efficiency

“With Heroku, the deployment process and environment management were streamlined, reducing time to market by 40% to 50%.”

VP OF ANALYTICS, FINANCIAL SERVICES

“In the last two years, our velocity has skyrocketed on Heroku. We’ve got 10 times more development going than we had prior.”

DIRECTOR OF TECHNOLOGY INNOVATION, FINANCIAL SERVICES

“Because the Heroku platform is easy to develop on, we can quickly create multiple apps with small teams and meet customer demands and business opportunities.”

SENIOR MANAGER OF IT BUSINESS STRATEGY, MANUFACTURING

Commissioned by:



This document is an abridged version of a case study commissioned by Salesforce titled: The Total Economic Impact Of Heroku, March 2025.

[Read the full study](#)