



Proving its worth

Building a
cast-iron
business case

myob

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Introduction

Without evidence, anything's easily dismissed. Even when it seems obvious to you, not everyone will share your belief. Enter, the business case; it should document every step for presenting a compelling rationale that justifies purchasing business software. Below, you'll discover the format and formula to all the answers for any tricky questions that could arise about business software. And like every successful campaign or project, it all begins with the audience.

Audiences

- + Who are they?
- + What criteria drive their decision-making?
- + Would aligning purchase goals with decision-makers' priorities add relevance and weight to your case?
- + Will getting a project 'sponsor' give you added support?

Your executive summary

Should give a snapshot of your overall challenge, and clearly show the objectives of the ERP project. You should define and describe the project's main needs, then clearly set the boundaries and scope of the project/purchase.

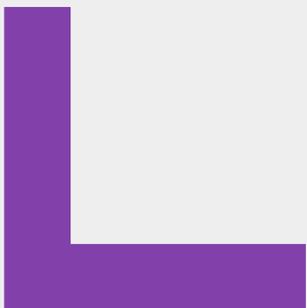
Example objectives may include;

- + improve reporting and performance analysis
- + improve staff efficiency and productivity
- + reduce manual processes
- + improve access to, security of information
- + reduce reliance on multiple systems.

When setting objectives and goals, ensure they're S.M.A.R.T.

- + Specific
- + Measurable
- + Achievable
- + Realistic
- + Time-based

A sample SMART objective may be to "Implement better stock control procedures to reduce timber wastage by 20% by the second half of 2017."



Financial overview

With your audiences, project scope and measurable objectives all defined, you're ready to do a cost-benefit analysis. A 'CBA' is a systematic process for calculating and comparing likely benefits and costs of a project or decision. Check our free CBA cheat sheet. In order to fully document the financial requirements of the project you'll include:

- + what monetary costs apply at the implementation and lifecycle phases
- + the short, medium and long-term costs
- + all projected monetary benefits at implementation and beyond
- + the precise and specific measurables and metrics to prove your case
- + base all calculations on accurate, current and precise data.

Your plan of action comes next and should outline;

- + What is the problem or challenge?
- + When do we need to implement?
- + How does an ERP solve the problem(s)?
- + Who will be involved?
- + Why must we do this?

Strategy

Your approach or methodology might include;

- + the high-level work plan, deliverables and target dates for completion
- + funds needed to carry out the implementation plan
- + personnel (departments, roles) required
- + proposed project management and structure.

Next steps

With a cast-iron business case, you'll know the best solution for your needs and how it's going to be integrated into the business. If you need help wooing any other senior decision makers, please read our blog article, "How to get a decision made".

Want to know more?

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