

What is a Business Case?

A Business Case is used to get
management commitment & approval for
investment in business change programs.

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When do you use a Business Case?

1. When an investment has value and importance
2. Your organization has the capability to deliver the benefits
3. To ensure projects with inter-dependencies will be processed in the optimum sequence



What are the Benefits of User Acceptance Testing?

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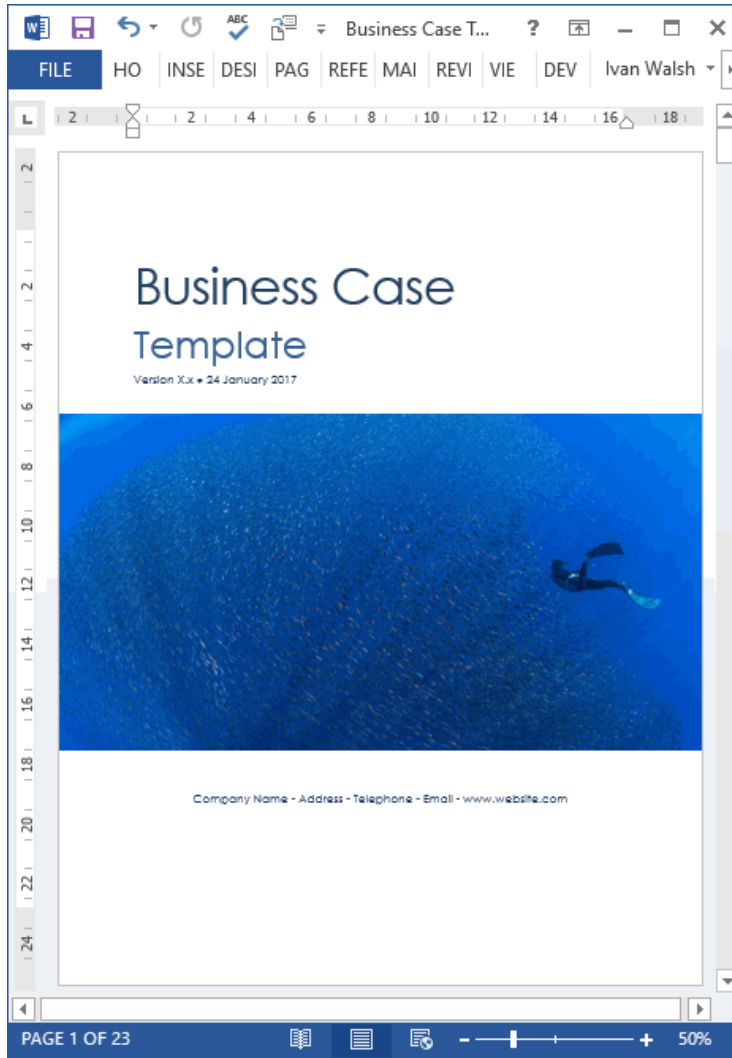
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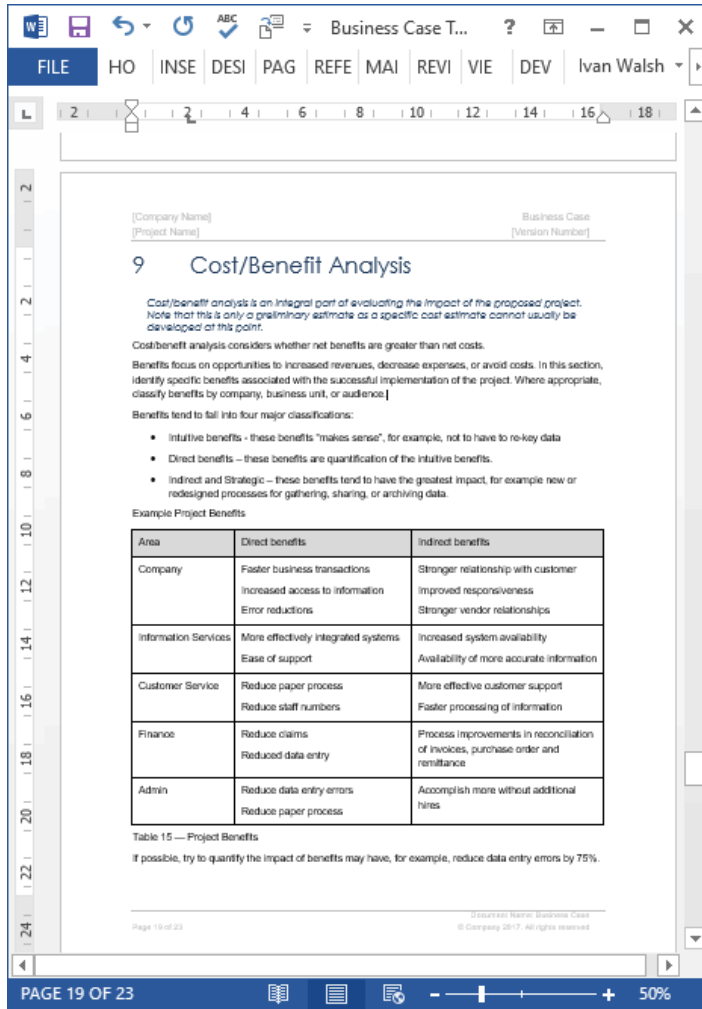
In **Software Development**, a business case
is a deliverable in the **Concept Phase**

How to define business case goals? #1



- Make a list of all questions that need to be addressed.
- Assign a name to each question, for example, the Project Manager to answer scheduling questions or the IT Architect for technical issues.
- Send this list to the Project Stakeholder.

How to define business case goals? #2



[Company Name] Business Case
[Project Name] [Version Number]

9 Cost/Benefit Analysis

Cost/benefit analysis is an integral part of evaluating the impact of the proposed project. Note that this is only a preliminary estimate as a specific cost estimate cannot usually be developed at this point.

Cost/benefit analysis considers whether net benefits are greater than net costs. Benefits focus on opportunities to increase revenues, decrease expenses, or avoid costs. In this section, identify specific benefits associated with the successful implementation of the project. Where appropriate, classify benefits by company, business unit, or audience.

Benefits tend to fall into four major classifications:

- Intuitive benefits – these benefits “makes sense”, for example, not to have to re-key data
- Direct benefits – these benefits are quantification of the intuitive benefits.
- Indirect and Strategic – these benefits tend to have the greatest impact, for example new or redesigned processes for gathering, sharing, or archiving data.

Example Project Benefits

Area	Direct benefits	Indirect benefits
Company	Faster business transactions Increased access to information Error reductions	Stronger relationship with customer Improved responsiveness Stronger vendor relationships
Information Services	More effectively integrated systems Ease of support	Increased system availability Availability of more accurate information
Customer Service	Reduce paper process Reduce staff numbers	More effective customer support Faster processing of information
Finance	Reduce claims Reduced data entry	Process improvements in reconciliation of invoices, purchase order and remittance
Admin	Reduce data entry errors Reduce paper process	Accomplish more without additional hires

Table 15 — Project Benefits

If possible, try to quantify the impact of benefits may have, for example, reduce data entry errors by 75%.

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- Ask for permission to contact these individuals.
- Explain where they provide the information you need.
- Suggest alternatives should they be scheduled elsewhere.

How to define business case goals? #3

The screenshot shows a Microsoft Word document titled "Business Case T...". The document is on page 21 of 23, as indicated by the status bar at the bottom. The document content includes a section titled "10 Project Schedule" with a sub-section "10.1 Project Milestones". Below "10.1 Project Milestones" is a table with the following structure:

Deliverable	Responsibility	Start Date	End Date
Planning			
Testing			
...			
Milestone			
...			
Milestone			
...			
Milestone			

Below this table is the caption "Table 17 — Project Milestones".

Below the caption is a sub-section "10.2 Assumptions" with the instruction "List and describe any assumptions relevant to the business case and the impact they may have." Below this is a table with the following structure:

Ref. #	Assumption	Impact

Below this table is the caption "Table 18 — Assumptions".

The document also includes a footer with the text "Page 21 of 23" and "© Company 2017. All rights reserved."

- Estimate the amount of time you will require from them.
- Outline the risks involved if they are not able to assist with this task, e.g. incomplete estimates, incorrect figures, invalid project assumptions.

A Business Case helps:

Justify how investments return the commitment.

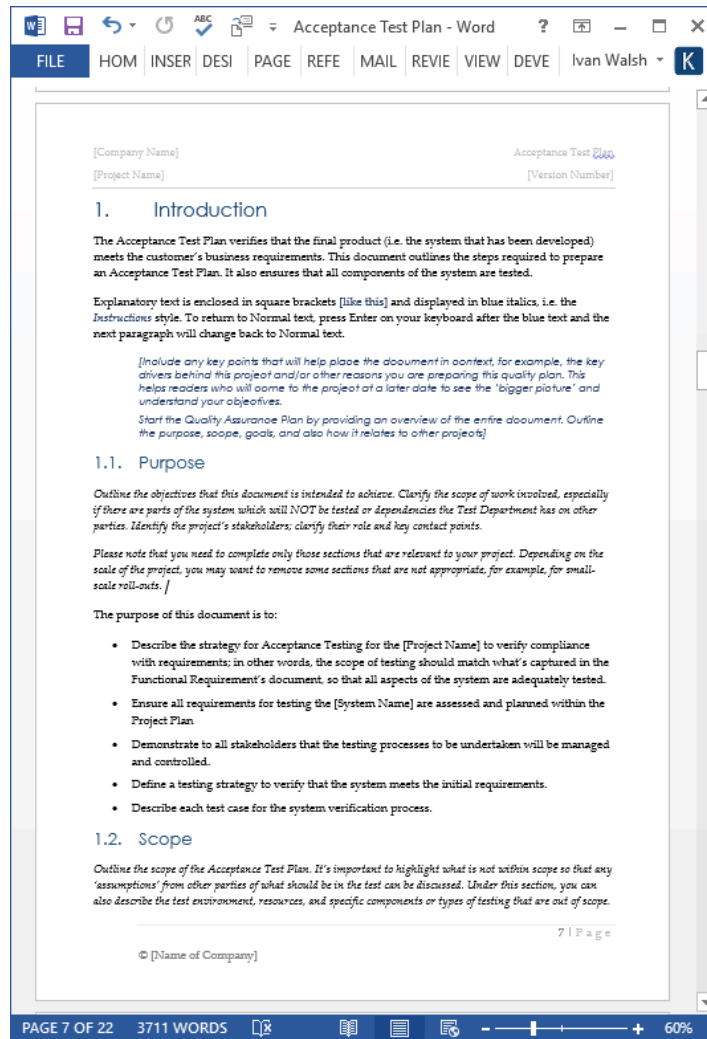
Show where costs savings will be made

Where to start when writing your Business Case #1

Identify the Outcomes

What benefits will the business gain by making this investment.

Support this with case studies, white papers and other documentation.



Where to start when writing your Business Case #2

Justifications

Reinforce this by illustrating where the business will be more competitive as a result of starting the project.

In the bank's case, you could calculate how much you would save per customer by switching them from checks to credit cards.

The screenshot shows a Microsoft Word document titled "Acceptance Test Plan - Word" with the author "Ivan Walsh". The document content includes:

- Placeholder text for [Company Name], [Project Name], and [Version Number].
- Text stating: "The [Supplier/Developer] is responsible for all testing, apart from Acceptance Testing. This will be managed by the [Supplier/Developer]'s Project Manager."
- Text stating: "The [Customer/Business Unit] is responsible for Acceptance Testing. This will be managed by the [Customer/Business Unit] Test Manager."
- Text stating: "The following types of testing will be undertaken:"
- Table 3 – Test Responsibility Matrix**

Test Type	Responsibility	Resource	Phase
Unit Testing	[Supplier/Developer]		Software Development
Functional Unit Testing	[Supplier/Developer]		Software Development
System Testing	[Supplier/Developer]		System Test
Acceptance Testing	[Customer/Business Unit]		Acceptance Test

Table 3 – Test Responsibility Matrix

2.12. Acceptance Test Schedule

Provide a detailed schedule (such as Work Breakdown Structure) which identifies all aspects of the testing activities. This includes details of the start/end dates, key milestones, deliverables, and other aspects of schedule planning, for example resource management.

Deliverable	Responsibility	Start Date	End Date
Planning			
Develop test cases			
Testing			
...			
Milestone – test results documented			
...			
Milestone			

Table 4 – Test Schedule

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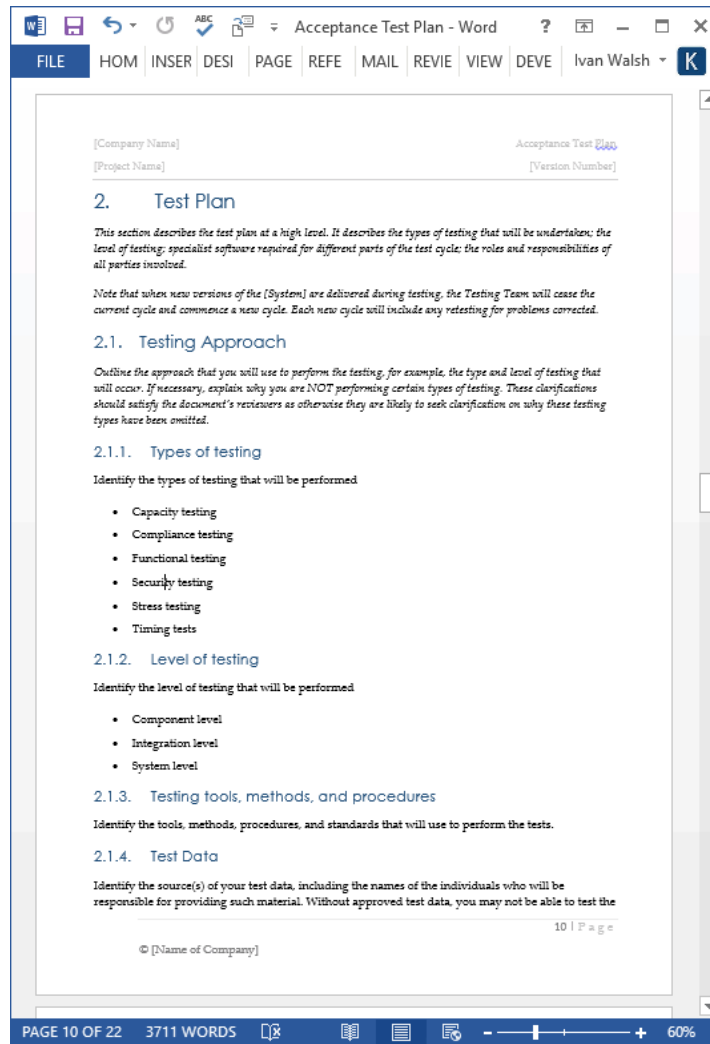
Where to start when writing your Business Case #3

Obstacles

You also need to balance the document by showing the difficulties the project may encounter.

In some ways this is where you win or lose the argument.

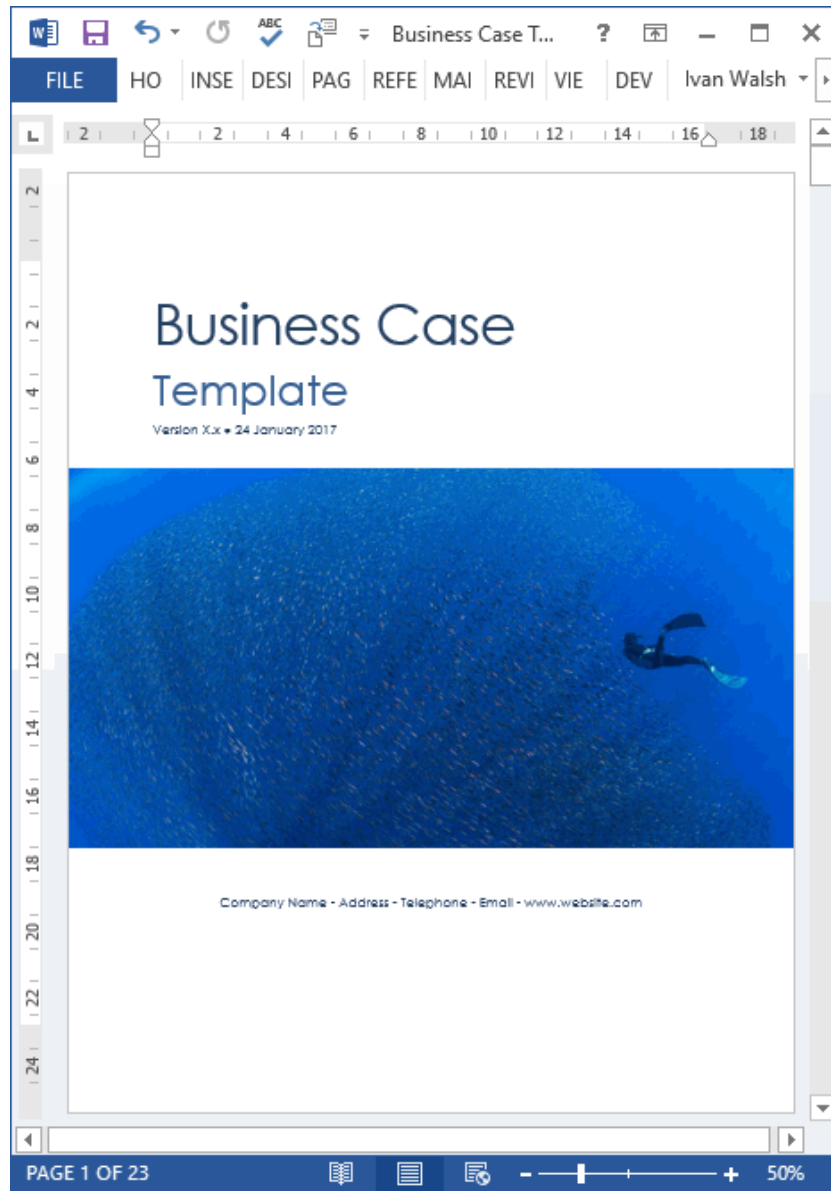
If you can address the key problem points with reasonable responses, your business case will be more convincing to the project stakeholders.



Get your Business Case template

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Get the Business Case Template



- Instructions & Guidelines
- Sample text to get started
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