

Justifying IT Investments - Building a Business Case

An Executive Briefing

Description: Creating effective business cases is a competency expected of managers today. Understand what makes a successful business case. Help your organisation make better investment decisions.

Organisations build business cases for important technology investments. Many do a reasonable job of understanding the upfront investment cost. However, many struggle to adequately quantify the business value of the investment, the total cost of ownership and the risk factors. Often the business case process is not consistent, repeatable or standardised.

In this half-day briefing, you will learn the fundamentals for building compelling business cases for technology investments. The briefing focuses on the use of good practice and methodologies to create and present business cases that will get the attention of senior management. It explains the most successful practices for developing business cases; provides understanding of financial concepts; and demonstrates how to quantify business benefits, risks, and options.

Audience: This briefing is suitable for Senior Managers, Directors, CIOs, Department Managers, Project Managers and Consultants involved in the strategic planning of technology investments, estimating business value and making a sound business case justification.

Duration: *Half Day*

Objectives: On completion of this briefing, delegates will:

- ✧ Understand the key elements of a business case
- ✧ Provide the right justification information for the key decision makers
- ✧ Know some of the financial metrics needed in a business case
- ✧ How to develop options and assess risks
- ✧ How a standardised approach to Business Cases can help organisations



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Content: Justifying Technology Investments – An overview

Business Case Basics

- ✧ The Business Case as part of a process
- ✧ The elements of a Business Case

Defining The Benefits

- ✧ What's the problem to be fixed?
- ✧ Hard versus soft benefits
- ✧ Business Strategies and Operational Efficiencies

Solutions & Options

The Financials

- ✧ Total Cost of Ownership and Return on Investment
- ✧ Simplifying NPV, Payback and other Business Case Terms

Risk Assessment

Beyond the Business Case

- ✧ Tracking technology investments
- ✧ Measuring ROI
- ✧ Portfolio Management
- ✧ Building out into an organisation



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