



How to Create a Successful Business Case for a Platform

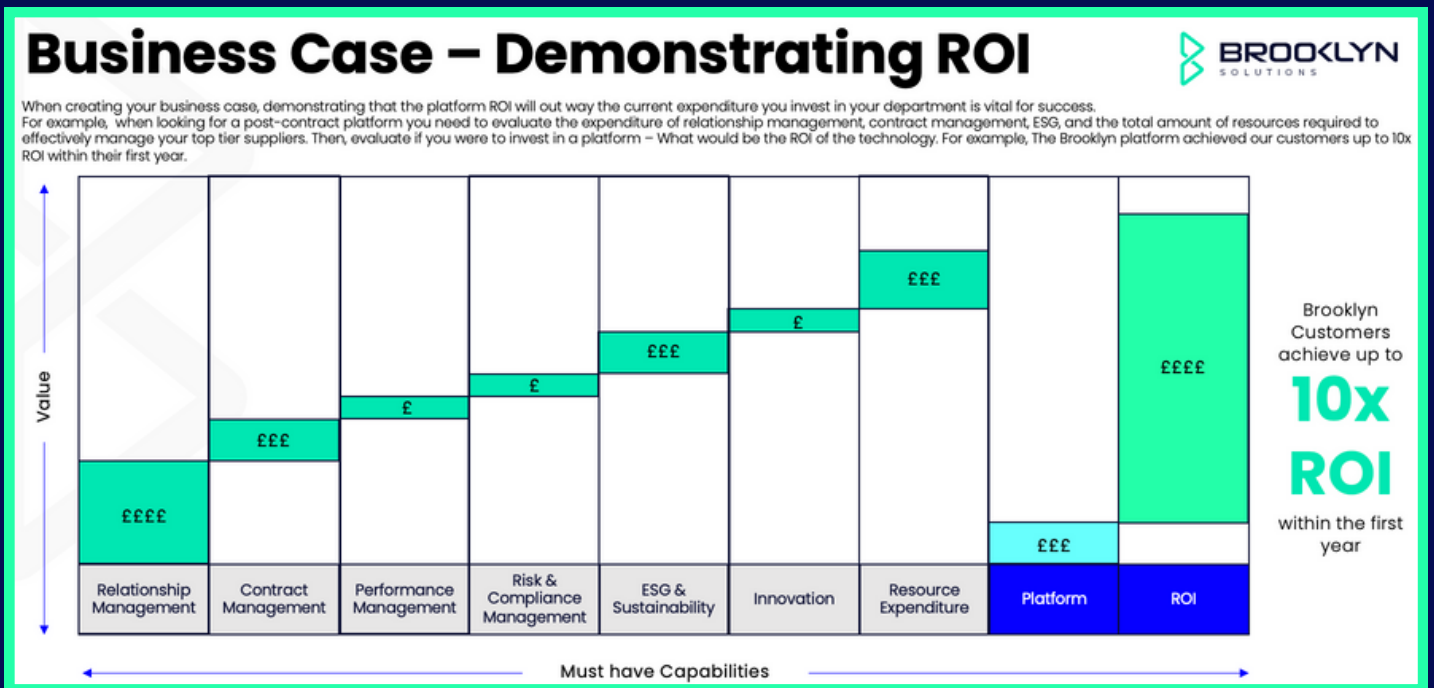
Have you found an exciting new platform to enhance your Customer-Supplier Management? This comprehensive guide will assist you in crafting a compelling business case for your upcoming platform purchase.

Drawing from the wisdom of industry experts, we've distilled the key factors that resonate with decision-makers, enabling you to create the ultimate checklist for a successful business case. From showcasing potential cost savings to aligning with broader organisational goals and yearly objectives, this guide is your essential resource for your next project.

First Step: Platform ROI

Before embarking on your business case journey, it's crucial to gain a clear understanding of your current expenses related to the platform you intend to replace and the potential return on investment (ROI) that the new platform can offer.

Begin by meticulously mapping your current expenditures across various facets, from Relationship and Contract management to your anticipated resource needs if you don't adopt the new platform.










Subsequently, evaluate these costs versus the investment required for the new platform and the potential ROI it promises. As an illustration, clients who have adopted the Brooklyn platform have reported exceptional ROI figures, with some experiencing up to a remarkable 10x return within the first year. To illustrate the process, we've provided a detailed example of how one of our clients successfully structured their business case.

The Ultimate Business Case Checklist

So, what are the next steps? Work through this checklist to assemble an impactful business case that ensures your project's success.

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	Checklist	Done
1	 <p>Quantify Tangible Value:</p> <ul style="list-style-type: none"> • Demonstrate cost savings, revenue increase, or risk reduction using data. • Specify monetary benefits (e.g., cost savings, revenue generation). 	<input type="checkbox"/>
2	 <p>Demonstrate ROI</p> <p>Use the template to demonstrate the predicted costs without the platform VS the cost and total ROI of the platform - Figures matter here and a visual diagram always helps to argue your case</p>	<input type="checkbox"/>
3	 <p>Align with Strategic Goals:</p> <p>Connect the platform proposal to broader company objectives such as fostering a better workplace, and digital transformation - This will strongly resonate with senior leadership.</p>	<input type="checkbox"/>
4	 <p>Link to other business cases</p> <p>Showcase how funding the platform unlocks opportunities linked to other business cases. For example, in Contract and Risk, if you can link upstream processes with downstream activities, you create a compelling argument for investment.</p>	<input type="checkbox"/>
5	 <p>Quantify Risk Implications:</p> <ul style="list-style-type: none"> • Identify potential risks, including reputation and financial impact. • Calculate the financial consequences of various risk scenarios. 	<input type="checkbox"/>
6	 <p>Embrace the unpredictable business landscape:</p> <p>The current unpredictable landscape has created a sense of urgency. Highlighting the platform's role in enhancing resilience and mitigating risk can make a strong case for funding.</p>	<input type="checkbox"/>
7	 <p>Collaborate with Stakeholders:</p> <p>Leveraging the collective influence of various stakeholders, from risk management to procurement and legal teams, can present a unified front when seeking investment.</p>	<input type="checkbox"/>