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Project Management

Assignment 7

2/22/2024

**Business Case**

**New Solutions Enterprise New Product Launch**

**New Solutions Enterprise**

**555 Numbers Way**

**Helena, MT Zip 59601**

**2/22/2024**

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# Executive Summary

This business case describes how the New Solutions Enterprise New Product Launch project will address the pressing business issues of declining sales, innovation stagnation, and decreased customer satisfaction. It outlines the anticipated benefits of the project, provides recommendations for its implementation, and justifies the strategic importance of introducing a new software product that integrates the latest artificial intelligence with NSE’s flagship data analytics software product. Additionally, the document discusses the specific goals and objectives of the NSE project, outlining performance measures, key assumptions, constraints, and alternative options considered during the decision-making process.

## Issue

New Solutions Enterprise (NSE) has been facing decreasing sales over the past two years and a state of innovation stagnation, thus resulting in lower customer satisfaction. The dependence on existing software products, once popular, has led to a decline in market relevance and customer engagement. Due to the emerging obsolescence of current products, actions must be taken in order to stay relevant in the software industry.

## Anticipated Outcomes

The new software product will not only meet customer needs, but also increase revenue for NSE. The new software product will be an integration of artificial intelligence (AI) tools with NSE’s current data analytics software product. The end state of the project will be the addition of the new product to NSE’s current product line, increased customer satisfaction, and greater revenue for the company.

## Recommendation

Several AI tools will be proposed for integration with NSE’s current data analytics software that will potentially meet customers’ needs. Through a rigorous process of testing and development, the most performant and compatible AI tool will be chosen for integration to produce the new product. The end product will be one that incorporates the newest AI technology and is projected to stay relevant for 5 years.

## Justification

Current sales trends indicate fewer NSE products are being sold compared to previous years. Without a new product that meets customers’ needs and aligns with modern advancements in AI, NSE risks negative growth in the coming year. By allocating resources away from current product maintenance and towards a development team to focus on the integration of AI into a new data analytics software product, NSE will meet the goal of project completion within 2.5 years.

# Business Case Analysis Team

The following individuals comprise the business case analysis team. They are responsible for the analysis and creation of the New Solutions Enterprise New Product Launch business case.

| **Role** | **Description** | **Name/Title** |
| --- | --- | --- |
| Executive Sponsor | Provide executive support for the project | John Doe, Vice President |
| Technology Support | Provides all technology support for the project | Jane Smith, VP Information Technology |
| Process Improvement | Advises team on process improvement techniques | Jim Jones, Process Team Lead |
| Project Manager | Manages the business case and project team | Clayton DeSimone, Project Manager |
| Software Support | Provides all software support for the project | Amy White, Software Group Lead |

# Problem Definition

## Problem Statement

At NSE, product sales have been steadily slowing for the past 2 years resulting in lower revenue. Dependence on current software products that were once very popular has caused innovation to stagnate. This, in turn, has resulted in lower customer satisfaction. User feedback has indicated that a lack of AI with NSE’s data analytics software is the prevailing reason.

## Organizational Impact

Processes within NSE will undergo reassessment to accommodate the development, quality assurance, and requirements of the new software product. Technological enhancements, led by the Technology Support team, will include the adoption of AI into the data analytics product. Existing roles may be adjusted to align with the project's goals. Hardware and software infrastructure will be impacted, requiring upgrades and acquisitions.

## Technology Migration

The development process of the new software product will be detailed, focusing on seamless integration of AI using the latest development tools. The migration plan will concentrate on incorporating the specific technologies essential for the new product's development and launch without requiring an overhaul of existing infrastructure. This approach aims to minimize disruptions to current organizational processes and tools, ensuring that the project primarily revolves around the introduction of the new product while maintaining operational continuity.

# Project Overview

The New Solutions Enterprise New Product Launch project aims to address the declining sales and stagnation of innovation at NSE by introducing a new software product tailored to evolving customer needs. This project's primary goal is to create a new product that will enhance customer satisfaction and boost revenue. Performance criteria will be defined to measure the success of the project, including customer adoption rates, increased sales, and positive feedback. Assumptions involve the successful development and timely launch of the new product, while constraints may include budgetary limitations and time constraints. Major milestones will mark key achievements throughout the project life cycle, from the initiation phase to the eventual deployment of the new software.

## Project Description

The NSE project will address the problem of declining sales and innovation stagnation resulting in lower customer satisfaction. The project entails the development and introduction of a new software product designed to meet the evolving needs of customers. The project will involve a comprehensive software development lifecycle, encompassing phases such as requirements gathering, design, development, testing, and deployment. The project’s purpose is to enhance NSE's product line, maintaining relevance in the competitive software industry and revitalizing customer engagement.

## Goals and Objectives

The NSE Project directly supports several of New Enterprise Solutions’ goals and objectives. The following table lists these objectives and how it supports them:

| **Business Goal/Objective** | **Description** |
| --- | --- |
| Enhance Product Portfolio | The project aligns with the corporate goal of enhancing the product line by introducing a new software product tailored to evolving customer needs. |
| Boost Customer Satisfaction | The new product aims to meet the evolving needs of customers, providing enhanced features and functionality that align with market trends and customer expectations. |
| Increase Revenue | A primary goal of the NSE project is to increase revenue by expanding the product line. |
| Increase Operational Efficiency | Modern development tools will improve operational workflow and reduce time for development. |

## Project Performance

The following table lists the key resources, processes, or services and their anticipated business outcomes in measuring the performance of the project. These performance measures will be quantified and further defined in the detailed project plan.

| **Key Resource/Process/Service** | **Performance Measure** |
| --- | --- |
| Software Development | The NSE project's performance will be evaluated in terms of software development efficiency. Measured by adherence to the timeline. |
| Customer Adoption | Metrics will include customer acquisition rates and feedback on the product's features and usability. |
| Revenue Growth | Key indicators will include the growth in sales and overall financial performance. |
| Operational Continuity | Assessed by ensuring seamless integration with existing systems and processes. |

## 

## Project Assumptions

The following assumptions apply to the NSE project. As project planning begins and more assumptions are identified, they will be added accordingly.

* Funding for Hardware/Software: The NSE project operates under the assumption that there will be adequate funding for the purchase of necessary hardware and software components.
* Departmental Support: An assumption for the NSE project is that all department heads within the organization will provide the necessary support for the successful completion of the project.
* Executive-Level Support: The NSE project assumes that it has executive-level support and backing. This assumption underscores the significance of endorsement and commitment from the executive leadership at NSE.

## Project Constraints

The following constraints apply to the NSE project. As project planning begins and more constraints are identified, they will be added accordingly.

* Budgetary Limitations: The project assumes that there is a predefined budget for its execution, and any adjustments or expansions to the project plan will need to be mindful of these financial constraints.
* Time Constraints: It is assumed that there is a specific timeline for project completion, and deviations from this schedule could have implications for the overall success of the project. Timely delivery is crucial to meet business objectives and respond to market demands.
* Resource Availability: The NSE project acknowledges that the success of the project relies on having the right skill sets among the workforce and access to necessary technologies for development and implementation.
* Market Dynamics: Assumptions include the need to adapt to changes in the market, customer preferences, and technological advancements. The project acknowledges that external factors may influence its execution and success.

## Major Project Milestones

The following are the major project milestones identified at this time. As the project planning moves forward and the schedule is developed, the milestones and their target completion dates will be modified, adjusted, and finalized as necessary to establish the baseline schedule.

| **Milestones/Deliverables** | **Target Date** |
| --- | --- |
| Project Charter | 01/01/20xx |
| Project Plan Review and Completion | 03/01/20xx |
| Project Kickoff | 03/10/20xx |
| Phase I Complete | 04/15/20xx |
| Phase II Complete | 06/15/20xx |
| Phase III Complete | 08/15/20xx |
| Phase IV Complete | 10/15/20xx |
| Phase V Complete | 12/15/20xx |
| Closeout/Project Completion | 12/31/20xx |

# Strategic Alignment

| **Plan** | **Goals/Objectives** | **Relationship to Project** |
| --- | --- | --- |
| Enhance Product Line | Enhance the organization's product line by introducing a new product that meet evolving customer needs, ensuring competitiveness in the software industry. | The NSE project aligns with this strategic goal by introducing a new software product tailored to evolving customer needs. The project supports the strategic plan's objective of expanding the product line, contributing to the organization's competitiveness and market relevance. |
| Boost Customer Satisfaction | Boost customer satisfaction by providing products and services that align with market trends and meet/exceed customer expectations. | The NSE project directly supports this strategic goal by developing a new software product designed to meet evolving customer needs. The project's focus on enhanced features and functionality aims to boost customer satisfaction and engagement. |
| Increase Revenue | Increase NSE’s revenue through increased sales of new software product. | The NSE project supports this strategic goal by recognizing customer demands and developing a product that customers will purchase. The project's emphasis on building a relevant product will revitalize NSE’s image in the software industry and result in greater sales. |

# Cost Benefit Analysis

The following table captures the cost and savings actions associated with the NSE project, descriptions of these actions, and the costs or savings associated with them through the first year. At the bottom of the chart is the net savings for the first year of the project.

| **Action** | **Action Type** | **Description** | **First year costs (- indicates anticipated savings)** |
| --- | --- | --- | --- |
| Software Development | Cost | Comprehensive software development lifecycle, including design, testing. | -$500,000 |
| Marketing and Launch | Cost | Promotional activities, product launch events. | -$200,000 |
| Training and Implementation | Cost | Staff training and implementation of the new software. | -$100,000 |
| Product Maintenance | Cost | Ongoing maintenance of the new software product. | -$50,000 |
| Increased Sales and Revenue | Savings | Projected increase in sales and revenue from the new product. | +$1,000,000 |
| Operational Efficiency | Savings | Efficiency gains leading to reduced operational costs | +$150,000 |
| **Net First Year Savings** |  |  | **$300,000** |

Based on the cost-benefit analysis above we see that by authorizing the New Solutions Enterprise New Product Launch project, NSE will save $300,000 in the first year alone. This represents a substantial increase in revenue and is a clear indicator of the benefit this project will have on the company.

# Alternatives Analysis

The following alternative options have been considered to address the business problem. These alternatives were not selected for a number of reasons which are also explained below.

| **No Project (Status Quo)** | **Reasons For Not Selecting Alternative** |
| --- | --- |
| Do not develop a new software product | * The current software products are becoming outdated, leading to declining sales and stagnation of innovation. * Not addressing the evolving customer needs may result in negative growth and decreased relevance in the software industry. * Failure to introduce a new product could lead to a continued decline in sales over the coming year. |
| **Alternative Option** | **Reasons For Not Selecting Alternative** |
| Enhance Existing Products | * Enhancing existing products may not sufficiently meet the newly evolving customer needs. * Extensive enhancements might require significant resources, and the outcome may not guarantee a competitive edge. * The current trend suggests a need for a completely new product to revitalize customer engagement and boost revenue. |
| **Alternative Option** | **Reasons For Not Selecting Alternative** |
| Collaboration or Partnership | * Collaborating with other entities might introduce complexities in terms of coordination and decision-making. * Dependence on external entities may compromise control over the development process and strategic direction. * Developing an in-house solution provides greater control over product features, quality, and timelines. |

# Approvals

The signatures of the people below indicate an understanding in the purpose and content of this document by those signing it. By signing this document you indicate that you approve of the proposed project outlined in this business case and that the next steps may be taken to create a formal project in accordance with the details outlined herein.

|  |  |  |  |
| --- | --- | --- | --- |
| **Approver Name** | **Title** | **Signature** | **Date** |
| Jerry, J. | President and COO |  |  |
| Mary, K. | Executive VP |  |  |

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