***Date:***

***Project ID & Version:***

***Prepared by:***

<Project Name>

*Proposed Project*

*Business Case Template*

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Project Sponsorship

| **Name** | **Project Role** | **Contact Information** |
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Executive Summary

## Summary of Request:

(Executive level description of project. Why is this project needed? What happens if we do not do it?)

## Background:

(1-2 paragraphs – outline the major business drivers, business value and need for the project.

## Projected Benefits:

(No more than top 5 [rank ordered] potential benefits gained from project. Should be bullet format).

## Potential Project Risks:

(No more than top 5 [rank ordered] potential risks (business, technical, organizational, etc) challenging the project. Should be bullet format).

## Measurable Organizational Value (MOV):

(Analyze the desired Area(s) of Impact – Consider operational/process, financial, customer, social, strategic. In each area(s), consider the value it provides, the measurable metrics, and timeframe. This can been seen in a table/matrix.)

Alternatives Considered

(Please identify and describe any options that were evaluated as possible alternative to achieving the goals and objectives identified. E.g. Manual work-around, outsourcing, vendor purchased, develop application ‘in-house’, do nothing, etc.)

Based on the business analysis and risks, the following potential solutions should be considered to solve the business problem:

* pure IT (In-house development)
* none IT (Vendor Procurement, outsource, etc)
* mixed IT/none IT (Vendor application with in-house ‘tailoring’)
* do nothing (No recognized Business value to proceed with this project)

Multiple options should be analyzed and described with the pros and cons clearly stated.

Recommended Solution

Describe the recommended solution and explain why it is the best approach based on the business analysis.

It may be appropriate in extreme circumstances to recommend fast tracking directly to the Execution Phase. This might include:

* Totally unforeseen requirements arising with very short lead-time, e.g. Government Legislation, Business Regulator regulations, a disaster
* The project is in a low risk high return area of the business, with a time dependent opportunity
* Business Benefits are so high that earliest implementation of the capability to realize them is a risk worth taking.
* Business survival or dramatic reduction in market share is at stake