



Business Case Analysis

ITILv3 Foundations

<http://www.jasondion.com>

Business Case

- Structured and documented justification for a new investment
- Argues the benefits and costs of a particular service
- Created for new or changing services
- Provides an expected Return on Investment (ROI)



Parts of a Business Case

- Introduction
- Methods and Assumptions
- Business Impacts
- Risks and Contingencies
- Recommendations



ROI or VOI

- Return on Investment (ROI)
 - Expected financial growth (\$ returned)
- Value on Investment (VOI)
 - Expected non-financial return (increased recognition or reputation)

