

Presentation Outline: Business Case

Mobile Cheque Deposit Implementation at Secure Bank

I. Purpose

A. Objective

- Present a comprehensive business case for implementing the mobile check deposit feature at SecureBank.
- Demonstrate how the project enhances digital transformation, operational efficiency, security, and customer satisfaction while effectively managing risks.

B. Key Goals

- The initiative will drive significant value, justify the project's feasibility, align with strategic goals, and maintain stakeholder confidence by balancing benefits and risk mitigation.

II. Presentation Structure

A. Introduction

- Overview of SecureBank's history and digital transformation journey.
- Current market trends driving the need for digital innovation.
- Statement of purpose: Why a mobile check deposit solution is critical now.
- Agenda: Outline the main points to be covered: background, proposed solution, implementation plan, financial impact, risk assessment, and stakeholder impact.

B. Main Body

1. Problem Statement & Opportunity

- Challenges with the existing check deposit process (e.g., inefficiencies in check processing, high branch workload, security vulnerabilities).
- Impact on customer satisfaction, operational costs, and competitive positioning.

2. Proposed Solution

- Detailed description of the mobile check deposit feature and its integration with Secure Bank's legacy systems.
- Link the solution to strategic goals and KPIs.

3. Benefits Analysis

- Analyze the key tangible and intangible benefits from the initiative and its alignment with the stakeholder interest.

4. Risk Assessment & Mitigation

- Overview of key risks (technical, operational, financial, compliance, security, and customer-related).
- Risk matrix and heatmap summary with likelihood, impact, and mitigation strategies.

5. Implementation Plan & Financial Analysis

- High-level project timeline with milestones and deliverables.
- Summarize expected costs, potential savings, and ROI.
- Highlight how the project will positively affect financial KPIs (e.g., reduced processing costs, increased digital revenue).

6. Stakeholder Impact & Communication

- Explain how the project addresses each stakeholder's concerns.
- Describe your communication strategy to engage stakeholders throughout the project lifecycle.

C. Conclusion

- **Summary:** Recap the problem, proposed solution, benefits, risk mitigation, and financial justification.
- **Final Recommendation:** Clearly state why the proposed solution should be approved.
- **Call to Action:** Outline the next steps (e.g., pilot testing, final approval process) and invite questions.
- **Q&A Session:** Open floor for stakeholder questions and feedback.

III. Supporting Materials & Delivery

- **Visual Aids:** Use charts, graphs, relevant images and a heatmap to illustrate risk assessments, financial projections, benefits and the project timeline.
- **Data & References:** Incorporate key data points, KPIs, and any relevant research.
- **Storytelling:** Engage your audience by connecting data with a clear narrative that emphasizes the business need and anticipated benefits.
- **Delivery Medium:** PowerPoint slides