

Business Case for Knapsack

Design System Platform Investment for Cardinal Health

Executive Summary

Cardinal Health's design system faces critical challenges that are hindering enterprise-wide adoption, cross-team efficiency, and platform scalability. The current fragmented toolset—primarily Storybook for developers and disconnected documentation—creates documentation chaos, platform sprawl, and misalignment between design, development, and content teams.

Knapsack delivers a unified design system platform that:

- Establishes a single source of truth for design, code, and content across all platforms (Vantis, Atrix, Optifast)
- Eliminates Storybook and reduces platform maintenance overhead
- Enables cross-functional ownership with role-based permissions and approval workflows
- Supports Cardinal Health's transition from developer-centric to balanced design + dev organization

This business case aligns Knapsack's capabilities with Cardinal Health's three strategic WIN themes and demonstrates why Knapsack—not ZeroHeight—is the right investment.

WIN Theme 1: Solve Documentation Chaos & Deliver a Single Source of Truth

WHAT CARDINAL HEALTH VALUES

- Documentation is the biggest hang-up and the primary driver of change
- Storybook is not handling documentation needs; design and content teams struggle with accuracy, consistency, and access
- They want one place for all design + code + content + platform variations (Vantis, Atrix, Optifast, etc.)

WHY KNAPSACK WINS

- **Purpose-built for documentation**—not an afterthought like Storybook
- **Supports role-based permissions** so content, design, and dev can co-own docs
- **Strong workflows for approvals**, component rationales, and platform-specific variants

STRATEGIC PROOF POINTS

- Knapsack directly fills the "gap between Figma and Storybook" Cardinal Health spoke about
- ZeroHeight can't handle platform-level dev workflows or multi-platform component variants
- Knapsack unifies design rationale, code implementation, and content guidelines in one governed system

WIN Theme 2: Reduce Platform Sprawl & Tech Redundancy

WHAT CARDINAL HEALTH VALUES

- They want help making a case for platform reduction, specifically eliminating Storybook
- Developers don't want to maintain things in multiple places
- They need tools to socialize the system across 20+ platforms without duplication

WHY KNAPSACK WINS

- **Gives them the opportunity to eliminate Storybook** if they choose to but provides the consolidation today that they need
- **Unified infrastructure** consolidates Storybook + docs + internal wikis into one platform
- **Eliminates the cost and complexity** of multi-tool maintenance over time
- **Consolidation supports** their long-term enterprise design system strategy

STRATEGIC PROOF POINTS

- The ability to "house everything in one place" was described as the biggest appeal of Knapsack
- Knapsack's future AI roadmap (Intelligent Product Engine) pushes toward eliminating Figma + Storybook entirely in the future—perfectly aligned with their long-view timeline
- ZeroHeight would add another platform to maintain, not reduce them—developers would still need Storybook indefinitely

WIN Theme 3: Support a Hybrid Design/Dev Organization & Improve Cross-Team Alignment

WHAT CARDINAL HEALTH VALUES

- Cardinal Health is transitioning from developer-centric to balanced design + dev
- Designers are unsure what to use, when to use it, or what's available
- Content team is deeply involved and needs ownership
- They need workflow clarity, stewardship clarity, and better socialization

WHY KNAPSACK WINS

- **Built-in workflows** for design, content, and dev roles
- **Clear ownership and approvals** so each team has "keys" to their domain
- **Knapsack strengthens communication**, eliminates confusion, and centralizes knowledge

STRATEGIC PROOF POINTS

- Cardinal Health explicitly cited the ability for cross-functional ownership and permissions as a major differentiator vs ZeroHeight
- Knapsack supports separate ownership models: Design owns design rationale, Content owns UX writing, Dev owns implementation—all in one system
- ZeroHeight offers only basic editor/viewer permissions with no multi-team governance or workflow controls

Knapsack vs. ZeroHeight: Detailed Comparison

1. Platform Consolidation: One Source of Truth

Knapsack

Unifies design documentation, code examples, and multi-platform variants in a single system. This enables Cardinal Health to **eliminate Storybook** and reduce maintenance overhead across teams.

ZeroHeight

Is a design documentation layer only. Developers must continue maintaining Storybook separately, creating **two sources of truth** and duplicated workflows.

Why Knapsack: Only Knapsack collapses the ecosystem. ZeroHeight adds another tool to manage.

2. Documentation Quality & Cross-Team Governance

Knapsack

Provides structured workflows where design owns design rationale, content owns UX writing, and engineering owns implementation docs—with built-in approvals and permissions.

ZeroHeight

Offers visual design guidelines but lacks developer integration, code-level documentation, and multi-role governance controls.

Why Knapsack: Knapsack solves Cardinal Health's #1 pain point—inconsistent, out-of-sync documentation. ZeroHeight recreates the same fragmentation.

3. Developer Experience & Technical Integration

Knapsack

Integrates directly with codebases, design tokens, and GitHub Enterprise (on-prem), syncing component documentation with real code. Developers can migrate away from Storybook at their own pace.

ZeroHeight

Has no code integration. Developers maintain Storybook indefinitely alongside ZeroHeight documentation.

Why Knapsack: Knapsack enables developer efficiency. ZeroHeight guarantees permanent dual maintenance.

4. Multi-Platform Component Management

Knapsack

Supports platform-specific component variations (Vantis, Atrix, Optifast) with shared guidelines and unique implementation details—all in one system.

ZeroHeight

Cannot meaningfully handle multi-platform variations, forcing teams to create duplicate pages or merge platforms into generic documentation.

Why Knapsack: Cardinal Health wants "one place for all platforms." ZeroHeight cannot meet this requirement.

5. Enterprise Permissions & Multi-Team Workflows

Knapsack

Offers role-based access for content, design system, engineering, and platform teams with cross-functional approval workflows designed for enterprise scale.

ZeroHeight

Provides basic editor/viewer permissions with no workflow controls or team-specific ownership models.

Why Knapsack: Cardinal Health's content team needs autonomous control of their contributions. Only Knapsack supports this model.

6. Change Management & Enterprise Enablement

Knapsack

Includes professional services, training, and change management support to drive adoption during Cardinal Health's waterfall-to-agile transition—reducing burden during leadership transitions.

ZeroHeight

Is a self-service tool with no enterprise implementation support or structured adoption programs.

Why Knapsack: Procurement requires a business case and long-term enablement plan. Only Knapsack delivers this.

Investment Recommendation

Cardinal Health's strategic objectives—**documentation consolidation, platform reduction, and cross-functional collaboration**—are only achievable with a unified design system platform that supports design, development, and content workflows equally.

Knapsack is the only solution that:

- Eliminates Storybook and reduces platform sprawl
- Provides enterprise-grade governance for multi-team ownership
- Handles multi-platform component variants (Vantis, Atrix, Optifast)
- Delivers professional services and change management to ensure adoption

ZeroHeight would add documentation without solving the underlying fragmentation, leaving Storybook in place and creating additional maintenance overhead. Knapsack delivers the single source of truth Cardinal Health needs to scale its design system across teams and platforms.