

# A Business Case for New Software

[Template]

# An Introduction

This document is intended as a top level template upon which to base a business case for the adoption of new software within your company. It offers some of the more common headings and rationale that would ordinarily be found within a business case for new software.

We hope that it proves a helpful starting point for discussion.

To discuss how Administrate could help your company, please get in touch:

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## Executive Summary

- What's the key reasoning behind your intent to purchase new software?
- What are the main benefits that new software will bring your company?
- What are the main costs associated with new software implementation?
- What is the overall potential ROI (Return on Investment) from adopting new software?

## Background

Detail your current situation to help establish why the move to new software is warranted. It may help to review the list from our [‘Making a Business Case for Software Change’](#) post to identify some of the current ‘pain points’. Ensure you have as comprehensive an understanding as possible of the present technical setup and available resources (technical, personnel etc.). It's especially important to identify all existing users of the software, their individual perspectives, and what effect new software may have on their roles.

## Business Opportunity

Detail the business opportunity that is afforded by adopting new software - the scope of the tangible business advantage provided by new software, discussion of the company objectives that new software will help achieve, and a top-level roadmap of how to get from your old setup to new software.

## Costs

Administrate prides itself on having full up-front [pricing](#) available on its website, but not all software companies take this approach. Be sure to have a clear understanding of all the costs involved, including any fees for implementation. Don't accept anything less than full transparency from providers. Should anything not be clear, probe for more detail, as you can be assured that those who control the company purse strings will want absolute clarity.

## Benefits

Benefits generally describe the projected financial gains that new software may bring. This could obviously be a net increase in revenue, but also reduced cost of doing business. For example, if you estimate that you can reduce admin time by 50% and increase course sales by 75%, project those figures to estimate the impact on your company's bottom line profits.

However, don't forget that benefits aren't always financial. The ability to focus more of your time on developing the quality of your training product due to vastly reduced admin time is certainly a very valuable benefit to the training company's we've spoken to!

## ROI (Return on Investment) / Financials

Include a comparison of costs versus benefits – what is the value of new software as an investment to the company? What is the potential uplift in sales you could expect from using new software? How long will it take you to pay back any initial costs? Need some help estimating ROI? Download our free training ROI calculator [here](#).

## Assumptions

Be sure to include any assumptions that you've made in calculations included within your business plan. For example, assuming the rate of course sales will grow at X%, that inflation will continue to be Y%, or that the industry average price for Z course will be maintained at £/\$ Z value etc.

## Evaluation of Alternatives

Of course, we'd love you to believe that there's no realistically viable alternative to Administrate, but we're sensible folk. Evaluate the alternatives, be they other training software providers, continuing with your current setup or looking at a more 'out of the box' solution to show that you've been through due diligence.

## Evaluation of Risks

Are there any potential issues that would cause your new software implementation to be unsuccessful? Can you identify any potential pitfalls? What could cause delays to the project? These often vary, but can include:

- A lack of resource being available to oversee the implementation and setup process
- The challenges of coordinating a team to ensure strict project deadlines are met
- The challenges of organisational cultural change as a result of new software

It's also important to note any consequential risks, as a result of **not** implementing new software, for example the risk of falling behind your competition.

## Next Steps

Clearly identify what you perceive to be the next steps in order to progress, who's responsible and estimated timings. Perhaps the next logical step is a follow up meeting to discuss your plan, or a software demo with the Decision Making Unit (DMU), or perhaps show them what you've already achieved within a free trial of the software.