



Software Solutions for Business

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Preparing Your Software Business Case:

STEP 1:



“Know Your Opportunity”

1. Reduce Cost:

- a. Improve efficiency of something that you already do
- b. Reduce errors and rework
- c. Avoid some future cost or penalty
- d. Avoid opportunity cost

2. Increase Market:

- a. Improving customer service and customer engagement in your brand
- b. Improving customer retention and repeat business
- c. Expand your reach (geographically or across industries)

3. Strategic Initiatives

- a. Create capability to support a new business initiative
- b. Satisfy strategic, social or environmental goals
- c. Improve staff retention and productivity

STEP 2:

“Analyse the Market”

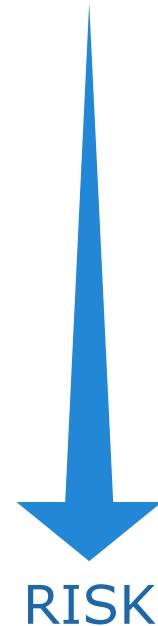


Find an Answer to this Question:

Does the market have at least one product or service which can solve my problem and how much will it cost?

Three Software Solutions:

- a. Buy and use the software
- b. Buy and adapt / customise the software
- c. Build the software



STEP 3:

“Count the Cost”



Software Total Cost of Ownership

- a. Purchase / License / Subscription
- b. Ongoing support and maintenance
- c. Customisation
- d. Underlying infrastructure
- e. Transition and migration
- f. Change management and training

Acquisition Models:

a. Buy and own the software outright

E.g. "Microsoft Office Home"

b. License the software for some period of time

E.g. "Adobe Creative Suite"

c. Software as a Service (SaaS)

E.g. "Xero", "Salesforce", "Office 365"

STEP 4:

“Assess the Benefits”



Return on Investment:

- a. Quantify financial return:
 - i. Financial Gain
 - ii. Rate of Return (How long?)
- b. Define strategic outcomes:
 - i. How will “success” be measured?
- c. Assess risk factors

STEP 5:

“Make a Decision!”



Take-Aways:

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- a. Don't restrict software solutions to just "back end" and administrative systems
- b. Always start by understanding the opportunity, not the technology
- c. Software is always a "means to an end" not the end in itself.



Thanks