



HOW TO BUILD A ROBUST DIGITAL TRANSFORMATION BUSINESS CASE

The Business Case is the foundation of any Digital Transformation. This outlines your plan to ensure:

- Investment is received
- The executive team are on board (creating a guiding coalition)
- The overarching business, digital and application strategy is aligned and clearly defined

Key Considerations for Building a Digital Transformation Business Case



Break down the Business Case

Map out key transition stages, rather than a broad 3-5 year plan, with a clear roadmap and outcome from each stage.



Involve the Executive Team

The Executive Team needs to assess the tangible and intangible benefits on their business processes, their teams and their organisation.



Digital capability upgrade desired

Clearly define the business capabilities to be established or upgraded; understanding the level of change and impact on people, process, data and the required enabling technology.



Engagement/ collaboration (guiding coalition)

Ensure organisation alignment is achieved on the outcomes desired, level of change and ensure business leadership and engagement of the transformation process.

Characteristics of a digital transformation business case to be addressed



Benefits and commercial model

Capability uplift



Appropriate experience and skills

Roadmap for change mapped to transition steps, benefits and desired capability uplift



[Join our Webinar](#) to unlock further insights to help develop your digital transformation business case.

