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# Executive Summary

[Briefly outline the purpose of the business case and the benefits for the business.]

* Give a brief history of the organisation
* Tell the story of how your company has grown and succeeded in its particular field
* What does this document outline, are you purchasing your first Intranet software, or replacing an existing one
* How will you deliver the new software, describe your approach – will it be phased or a full release
* Why have you decided on this approach and roll out
* What are your broad timelines

## Current Situation

[Briefly detail the problems you are trying to overcome, the potential solution and the implications of doing or not doing it.]

* What do you have now?
* What are the problems with this, how does this affect the organization?

## Recommended Solution

[Briefly outline the recommend solution, its benefits and the rollout approach.]

* What software are you considering using?, why are you thinking of using it, give some background on the company, their history, their expertise and their customers
* What are the benefits and opportunities to using this software?
* How are you deploying this software, on your infrastructure or in the cloud, explain your reasoning

The key business drivers for the selection of this software include: [examples below]

* Software comes with ‘out of the box’ functionality. Therefore, no development is required and the Intranet can be rolled out quickly.
* Software is designed to be easy for non-technical users to publish, resulting in timesaving. Further, IT does not need to be involved in the day-to-day running and updating of Intranet sites.
* Sites are designed to be attractive and easy to use for end users of the system. Information will be easier to find than in the current Intranet, resulting in timesaving.
* Product is hosted in the cloud and will fully integrate with our method of authentication

## Implementation Impacts and Risks

[Outline any potential risks in relation to implementing a new Intranet within the organisation]

Key risks associated with the project could include:

* time spent by the business units to build their new sites, receive training, migrate content and to transition to the new system
* Lack of engagement and reluctance to embrace change
* Technical resources and infrastructure not being in place to assist with the implementation.

## Cost Overview

[Provide “High Level” costs associated with the project for Year 1, 2, and 3. Reference the NPV data in the Financial Analysis section for return on investment data or enter your own financial analysis.]

The funds required to implement the Intranet project are **XXXXX**.

The cumulative NPV of the investment in 5 years is **XXXX** (Refer to the NVP Table in **Appendix 1 - NPV Table**)

# Business Context

## Current Situation

[Describe the Intranet’s role in a business context. Where are the benefits going to be seen? Are they tangible or intangible? How will it be measured? Use actual anecdotal evidence supplied from internal stakeholders.]

* Develop the current issues from a business perspective, give examples
* What business benefits are going to be realised, give examples
* Describe the outcomes of any studies or surveys you have completed with stakeholders and employees
* How will you measure success?
* How are you going to demonstrate a return on the investment?

## Issues and Opportunities

[Briefly, bullet point the Issues and Opportunities this project presents. Some examples below:]

***Issues*** relating to the current Intranet situation include:

* Complex and inconsistent navigation, not friendly to users
* Duplicated, inaccurate and obsolete information
* No metrics to measure site performance
* Administrative overhead and lack of flexibility in maintaining content
* Inability to search across all sites for information
* Users have to remember multiple username and passwords.
* Not all business units have Intranet sites, relegating them to manually fulfilling repetitive requests for information.
* A number of areas require IT to update their sites, leading to bottlenecks and the use of expensive technical resources to make simple content updates
* The opportunity to employ the Intranet as an official, well-governed whole-company communication channel is not available.

The ***Opportunities*** available from implementing such a system include:

* Provide a company-wide, streamlined and user-friendly method of searching for and retrieving accurate company information.
* Significantly reduce time/resources costs for:
	+ IT administration of Intranet sites
	+ Manual response of business unit staff to repetitive requests for information
	+ Costs associated with hard-copy distribution of information via fax or mail
* Increase the amount of and quality of information provided to the businesses, while introducing better governance of information accuracy and timeliness
* The ability to retrieve real time analytics that can be used for continuous Intranet improvement initiatives.
* Provide a two-way communication channel for company communication, reference tools and commonly used information
* Provide a professional Intranet interface design that accurately represents the company and actively supports business operations in an efficient manner
* Create a trusted and high-traffic online communications vehicle that paves the way for greater organizational collaboration and knowledge sharing.

## Stakeholders

[This table represents the different groups that could be associated with the project and their role initially and ongoing. Below is an example:]

|  |  |
| --- | --- |
| **Group** | **Function** |
| Executive Team | Financial sponsor for the project  |
| Internal Communications Team | Responsible for overseeing the Intranet as a whole and maintaining the global home page.Will use the Intranet to access information |
| Information Technology  | Will provide support for the deployment, and maintain IT related content.Will use the Intranet to access information |
| HR | Will use the selected software to publish to the HR Intranet site.Will use the Intranet to access information |
| Operations | Will use the selected software to publish to the Operations Intranet site.Will use the Intranet to access information |
| Sales & Marketing | Will use the selected software to publish to the Sales & Marketing Intranet sites.Will use the Intranet to access information |
| Research & Development | Will use the selected software to publish to the Research & Development Intranet sites.Will use the Intranet to access information |
| Software providers | The owners and developers of the software and related implementation services |

# Scope

[Define the scope of the project. What is to be achieved initially and then 6, 12, 24 months down the track. The aim here is to put some boundaries around what can realistically be achieved given time, resource and financial realities.]

* Describe what is going to be delivered in the timeframes
* Is there a phased approach, develop on this with estimated timelines

## Initial Scope

## [Below are examples:]

* Ensure project scope, effects and benefits are clearly communicated to the business
* Establish project team
* Deploy software in the cloud
* Front end design
* Define and develop information architecture
* Develop a governance strategy
* Education & training
* Content creation/migration
* Launch Intranet across the business

## Out of Scope

[List the features and/or functionality that are not included in the initial scope given time, resource and/or financial impacts.]

## Key Objectives

[Briefly, bullet point the objectives for the project. examples below:]

* Replace or roll out a brand new Intranet
* Reduce administration time by providing more complete information online
* Improve Intranet usability resulting in reduced time spent finding information
* Provide an easy to use Intranet system so that the Business does not require IT assistance to manage on a day to day basis
* Provide a whole company, official communication channel.
* Provide an online key information access point
* Provide information to people working remotely

# Options Considered

[Provide high-level information on all the options that have been considered. See example:]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Option #** | **Option** | **Risk Rating** | **Delivery Time** | **Cost Estimate** | **Business Impact**  |
| Option 1 | Do Nothing  | Medium | Immediate | 0.00 | Low |
| Option 2 | Implement out of the box software | Medium | 1 – 3 months | 0.00 | Medium |
| Option 3 | Custom Build In-house | High | 12 – 18 Months | 0.00 | High |

## Financial Analysis

[In this section, outline the financial costs and benefits of implementing a new Intranet]

### Costs Analysis

[In this section, outline the major costs of the Intranet project]

|  |  |
| --- | --- |
| **Item** | **Cost** |
| Scoping/Requirements Gathering | 0.00 |
| Software Licensing | 0.00 |
| Professional Services | 0.00 |
| Internal Resources | 0.00 |
| Hardware (For On Premise Installs) | 0.00 |
| Launch/Communication | 0.00 |
| Other Contingencies  | 0.00 |
| **Total** | 0.00 |

### Benefits Analysis

[In this section, outline the major benefits of the Intranet project. Consider such items as]

* Timesaving for repetitive tasks. For example
	+ Finding, completing and submitting forms
	+ “On boarding” new staff. i.e. staff induction
	+ Accessing business applications
	+ Answering frequently asked questions over phone/email
	+ Finding staff contacts and expertise details
	+ Keeping staff up to date with changes to policies and procedures
	+ Reducing time take to update content on the site
	+ Reduced IT staff involvement in updating content

The above are just suggestions, once you have identified the timesaving applicable to each task, use the ROI Calculator to estimate the cost equivalent of timesaving for each area of the business.



* Savings from moving the Intranet to a cloud based solution
	+ Reducing IT involvement
	+ Reducing IT infrastructure costs
* Savings from retiring old applications. For example
	+ Ongoing Maintenance costs from legacy applications that are being replaced by the new Intranet
	+ Reducing IT involvement in maintaining old applications

[Once you have identified your financial savings enter them into the table below. The example below breaks the benefits up by department, however you can choose to break up the savings in the way that best way suits your organization. ]

|  |  |
| --- | --- |
| **Item** | **Benefit/Savings** |
| Human Resources Benefits | 0.00 |
| IT Benefits | 0.00 |
| Operations Benefits | 0.00 |
| Finance Benefits | 0.00 |
| Sales & Marketing Benefits | 0.00 |
| Research & Development Benefits | 0.00 |
| Other benefits … | 0.00 |
| **Total** | 0.00 |

### Return on Investment

[You can use the Net Present Value (NPV) calculator provided in Appendix 1 to provide a breakdown of the benefits over 5 year period. If you don’t wish to provide a full NPV calculation please delete this section e.g. If your company uses a different accounting method to determine the return on a project]

Net Present Value of cash flows over 5 years using 10% as the discount rate:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

This Cumulative NPV of the investment in 5 years is *xxx*

Please refer to **Appendix 1 - NPV Table** for the detailed NPV calculation.

### Assumptions

[In this section, outline any assumptions that you have used when coming up with the financial costs and benefits]

## Non-Financial Analysis

[In this section, outline the intangible benefits of implementing a new Intranet. Also, provide an outline of the features of the software]

### Benefits

[Expand on the benefits most important to your business. Try to give concrete examples of where you can see a process that needs improving]

Other foreseeable benefits include improvements to the following areas.

|  |  |  |
| --- | --- | --- |
| **Non-financial Benefits** | **Description** | **Stakeholder(s) Impacted** |
| **Employee productivity**  | * Motivate and engage staff in the Intranet communication process.
* Help to improve employee satisfaction and increase employee retention.
* Empower staff to contribute knowledge and information.
* Foster collaboration through dedication secure project workspaces and community tools such as the forum and staff offers.
* Increase company brand awareness through consistent messaging, Intranet branding to your company’s colors and imagery.
* Create a designated one-stop-shop, for internal communications that is easy and consistent.
* Empower employees with the latest and most up-to-date company communications.
* Streamline policy and procedures and assist in compliance through your tailored online processes.
* Improve and streamline day-today administrative tasks via the Intranet.
 |  |
| **Customer service** | * Improve on existing knowledge by learning from experience and projects.
 |  |
| **Sales & Marketing** | * Create a hub for sales and marketing staff to share sales resources and marketing assets.
* Make reports accessible through the Intranet.
 |  |
| **Project Communications** | * Create secure spaces for projects with a document-sharing environment, to facilitate and manage deadlines and share ideas. Re-use information from past projects and avoid having to reinvent the wheel.
* Provide the most up-to-date information to all project members, regardless of location.
 |  |
| **Human Resources** | * Move HR processes and forms online
* Create forms and tailor processes to suit your organization.
* Give employees a one-stop-shop to find the resources they need.
* Bring in other HR systems into the consistent look and feel of the Intranet.
* Improve employee engagement and retention.
 |  |
| **Culture** | * Build corporate community. Provide interactive tools to bring people together. Present a consistent internal face of the organization to your employees.
* Allow feedback functionality to create a two-way communication flow between employees and management.

Social networking within the Enterprise. |  |
| **Standards & Quality Assurance** | * In-built audit tracking.
* Bring all your documents and procedures online so they are easy to find and easy to access by anyone that needs them. (Compliance)
 |  |
| **Investor & Board Communications** | * Create secure environments to communicate with investors or board members.
* Eliminate printing out meeting documents. Make them available online.
 |  |
| **Finance/ ROI** | * Affordable solution that includes value-added tools, not normally found in an off-the shelf Intranet solution.
* Easy to use administration system and automated functions - reduce your training costs.
* Infrastructure consolidation offers further financial benefits.
 |  |
| **Information Technology** | * Provide a platform for decentralized publishing. Give the company, immediate access to data and information without content being trapped in publishing bottlenecks.
* Reduce time spent on maintenance and administration. Reduce IT burdens, giving IT staff less “reactive” tasks and allow them to concentrate on other strategic activities.
* Cost savings associated with the decommissioning of web servers and databases
* Leverage your Active Directory profiles.
* Provide a flexible system of authentication using SAML Identity provider
 |  |
| **Research & Development** | * Achieve faster response times to changing market conditions.
* Facilitate collaboration and fast decision-making. Share competitive data in a timely manner, and get products out to market more quickly.
 |  |
| **Intranet Management/ Governance**  | * All-in-one solution to provide all the essentials of an Intranet system.
* Flexible and customizable suite of features and applications to activate in each site or workspace. Tailor tools and the interface to suit your different audiences within the organization.
* Multiple independent and integrated team workspaces for departments, audiences, and functional groups.
* Manage your Intranet branding more effectively.
* Intranet Analytics allows your company to monitor and report on the growth and success of your Intranet; Report usage, improve content, continually improve on your Intranet.
* Create a sophisticated permissions structure to govern Intranet publishers. Avoid the wild-west Intranet approach.
* Build your Intranet site hierarchy with ease. Create a unique instance /collection of applications customized for each audience. Create a hierarchy of information for each group using the easy-to-control Navigation Editor.
* Provide an elegant user interface for both administrators and end users. Usability-tested and industry recognized user-friendly tools and processes.
 |  |

### Features

Describe your software providers features - link to the necessary areas of their website

## Risk Assessment

[This section outlines some example risks associated with an Intranet project]

The risks in this section have been assessed using the following guidelines:

Probability of Risk:

* High indicates that the event is highly likely to occur.
* Medium indicates that the event is likely to occur.
* Low indicates that the event is not likely to occur.

Impact of Risk:

High indicates that the event has a significant impact to the project.

* Medium indicates that the event will affect the project.
* Low indicates that the impact is relatively minor to the project.
* None indicates that the risk will not affect the project.

### Risk of Not Proceeding with Project (Status Quo)

[Outline the risks of continuing to use the existing system. See examples below:]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Risk No.** | **Risk**  | **General Mitigation Strategy** | **Probability** | **Impact** |
|  | Productivity impacts – difficulties in accessing/finding Intranet information will continue (and perhaps increase) | Better training on the current systems. | High | Medium |
|  | Compliance risks – employees using incorrect information as they can’t find the correct information on the Intranet | Better training/instruction on the current system and where the correct information is stored | Medium | High |
|  | Administrative overheads with maintaining the existing sites continue and perhaps increase | Better training for administrators on the current system | High | High |
|  | Escalating infrastructure support costs associated with maintaining multiple systems (For On Premise Installs) | Where possible, consolidate existing systems on to shared servers | High | Medium |
|  | Continued IT service desk support costs associated with understanding and maintaining multiple systems | Further training for IT service desk staff on the maintenance of the existing systems | High | Medium |

### Project Risks

[Outline the risks of moving to the new Intranet system. See examples below:]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Risk No.** | **Risk**  | **General Mitigation Strategy** | **Probability** | **Impact** |
|  | Lack of Business Unit Support – The phased nature of the rollout means that every feature request may not be available immediately | There will need to be a plan to work closely with each Business Unit in the initial instance to ensure that they can get the most out of the new tool | Medium | High |
|  | Homepage(s) – if the home page or pages are not ‘owned’ and maintained and the Intranet is not governed as a whole then the site could become stale and fragmented | The Intranet needs an oversight committee that maintains the Homepage and governs the site as a whole. Someone needs to ‘own’ the Homepages.  | Medium | Medium |
|  | Confusion from End Users due to change in Intranet.  | There will need to be a plan to communicate the changes to all end users. It is also recommended that a version of the old Homepage is available during a cross over period | Low | Medium |
|  | Inadequate communication – changes to the Intranet are implemented without adequate communication to administrators and end users | There will need to be a plan to communicate the changes to all end users | Low | Medium |
|  | Inability to free up critical business resources | The timeframes will need to take into account busy periods (e.g. Christmas). | Medium | Medium |

# Appendices

## Appendix 1 - NPV Table



## Appendix 2 - Technical information

A selection of technical information about the software provider are available here - link to the necessary areas of their website

* Technical Specifications
* Technical Installation Guide