



# CustomerFirst Business Case Accelerator

**NEED A GREEN LIGHT FOR A KEY PROJECT? OUR BUSINESS CASE ACCELERATOR HELPS YOU JUSTIFY A SOLUTION FOR A CRITICAL BUSINESS INITIATIVE.**

According to *CIO Magazine*, urgency of business need and a cost benefit analysis are the top two factors required to initiate a new project. If you have the urgency, our Business Case Accelerator takes care of the rest.

### Capabilities

The Business Case Accelerator is part of the Software AG CustomerFirst program. This program was created to help you assess your business and IT challenges, build the business case for project approval and funding, and deploy the solution quickly to realize the expected results. The Business Case Accelerator is aimed at helping you:

- Validate top prioritized issues and business requirements
- Align key stakeholders (IT, CEO, CIO, business managers)
- Establish key process indicators to measure improvements
- Conduct cost and benefit analysis to secure budget
- Gain internal support and consensus from all key decision-makers
- Analyze development and maintenance cost reduction opportunities
- Create incremental cash flow models based on revenue uplift and cost reduction
- Calculate payback timeline, net present value, and internal rate of return
- Forecast operating expenses, capital expenditures, to-tal cost of ownership

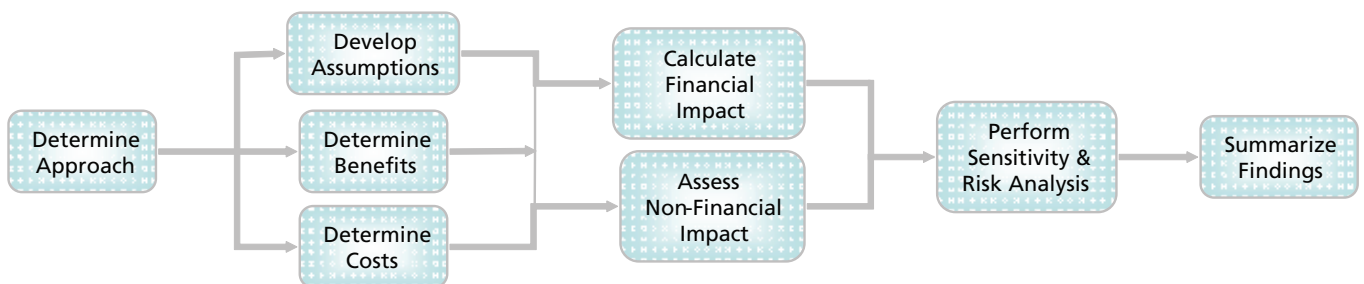
### Step-by-Step Approach

- Define scope of solution including approach
- Assess strategic business drivers and value levers
- Analyze KPIs and develop metric approach

### Our Proven Business Consultants

Our business consultants are seasoned executives with an average of over 20 years of experience in their respective industries and functional domains. They will work with you to identify a suitable business initiative to undertake and to help define criteria for success.

### Eight-Step Analysis and Findings



### Ideal for IT initiatives, such as:

- Automating and optimizing business processes
- Creating a reusable Service-Oriented Architecture (SOA)
- Consolidating IT systems
- Meeting compliance mandates
- Lowering IT infrastructure costs
- Increasing call center/customer care efficiency
- Ensuring process integrity during system changes
- Modernizing and migrating IT infrastructure

### Ideal for Business initiatives, such as:

- Banking - wholesale payments monitoring, loan processing
- Insurance - policy underwriting, claims processing
- Capital Markets - trade confirmation, asset management
- Manufacturing - order-to-cash, new product introduction, supply chain and logistics
- Retail and Consumer Goods - returns, logistics, POS integration, provisioning, new product launch
- Telecommunications - service provisioning, content brokering, service assurance
- Utilities - outage management, energy trading, customer care
- Cross Industry - procurement, call center/customer care, new product intro

Get your projects approved and funded - faster.

## DEMONSTRABLE RESULTS

### Major US Bank

Defined an HR solution for staffing and onboarding new hires for a major US bank with benefits of over \$9M per year by monitoring and managing the end-to-end business process in real time.

### High Technology

Defined a quoting management solution for a high tech client with a conservative revenue increase of \$20M per annum and \$4M in additional profit.

### Healthcare

Defined a new real-time order-to-cash monitoring solution with ROI of 138% in 2 years and 5-year savings of nearly \$3.3M.

### Financial Services

Defined a composite application solution for a settlement services and title insurance company with a 5 year IT savings of almost \$5M and an ROI of 120%.

## CUSTOMERFIRST PROGRAM

In addition to the Business Case Accelerator, CustomerFirst includes:

• **Assessment Accelerator** - Helps you analyze current business challenges and recommend a proven solution that meets your financial and operational goals.

• **Deployment & Results Accelerator** - Helps you roll out your projects on time and within budget, measure progress and success, and identify new opportunities for continuous improvement.



*"It is rare for a vendor to engage at such a level of detail. Software AG brought the right people and it was obvious they are serious about the market and our business."*

- Vice President of Treasury Services, Large North American Bank

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## ABOUT SOFTWARE AG

Software AG is the world's largest independent provider of Business Infrastructure Software. Our 4,000 global customers achieve measurable business results by modernizing and automating their IT systems and rapidly building new systems and processes to meet growing business demands.

Our industry-leading product portfolio includes best-in-class solutions for managing data, enabling service-oriented architecture, and improving business processes. By combining proven technology with industry expertise and best practices, our customers improve and differentiate their businesses - faster.

Software AG - Get There Faster

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