



## WHAT SHOULD BE IN A LOCALGOV BUSINESS CASE?

- **TIMESCALES**
- **CASHABLE BENEFITS**
- **SAVINGS**
- **EFFICIENCIES**
- **BETTER INFORMATION ABOUT SERVICE PERFORMANCE**
- **NON-CASHABLE BENEFITS**
- **ACCESSIBILITY BENEFITS - REACH/DI**
- **IMPACT ON ORGANISATION BRAND**
- **HOW DOES IT IMPROVE CUSTOMER JOURNEY**
- **VENDOR LOCK-IN**
- **RETURN ON INVESTMENT**
- **EVIDENCE (USER RESEARCH ETC)**
- **SERVICE DESIGN/SYSTEMS**
- **DEFINING THE PROBLEM NOT SOLUTION**
- **CAN IT BE BUILT IN-HOUSE**
- **RE-USABLE TECHNOLOGY**
- **DATA REQUIRED**
- **AGILE APPROACH ( Must Should Could Would MOSCOW)**
- **OUTCOMES**
- **VISION**
- **DEPENDENCIES**
- **METRICS**
- **SYSTEMS EFFECT**
- **UNDERSTANDING THE PROBLEM**
- **STAKEHOLDER IMPACT**
- **IS IT ALIGNED TO CORPORATE PRIORITIES**
- **IT SHOULD BE 1 PAGE (NO MORE)**
- **PERMISSION TO BE CREATIVE & FAIL**