


ORACLE®

# The Anatomy of a Business Case

Justification for a Sound Investment

A man in a dark blue suit and light blue shirt is seated at a conference table, gesturing with both hands as he speaks to a group of people. The group includes a woman with glasses on the left, a man with a beard in a light shirt, and a man in a blue checkered shirt on the right. They are in a bright room with large windows in the background.

Jill Campbell  
Senior Director, Customer Strategy & Transformation  
Oracle Retail



**BUSINESS OBJECTIVE – LEAD WITH NEED**

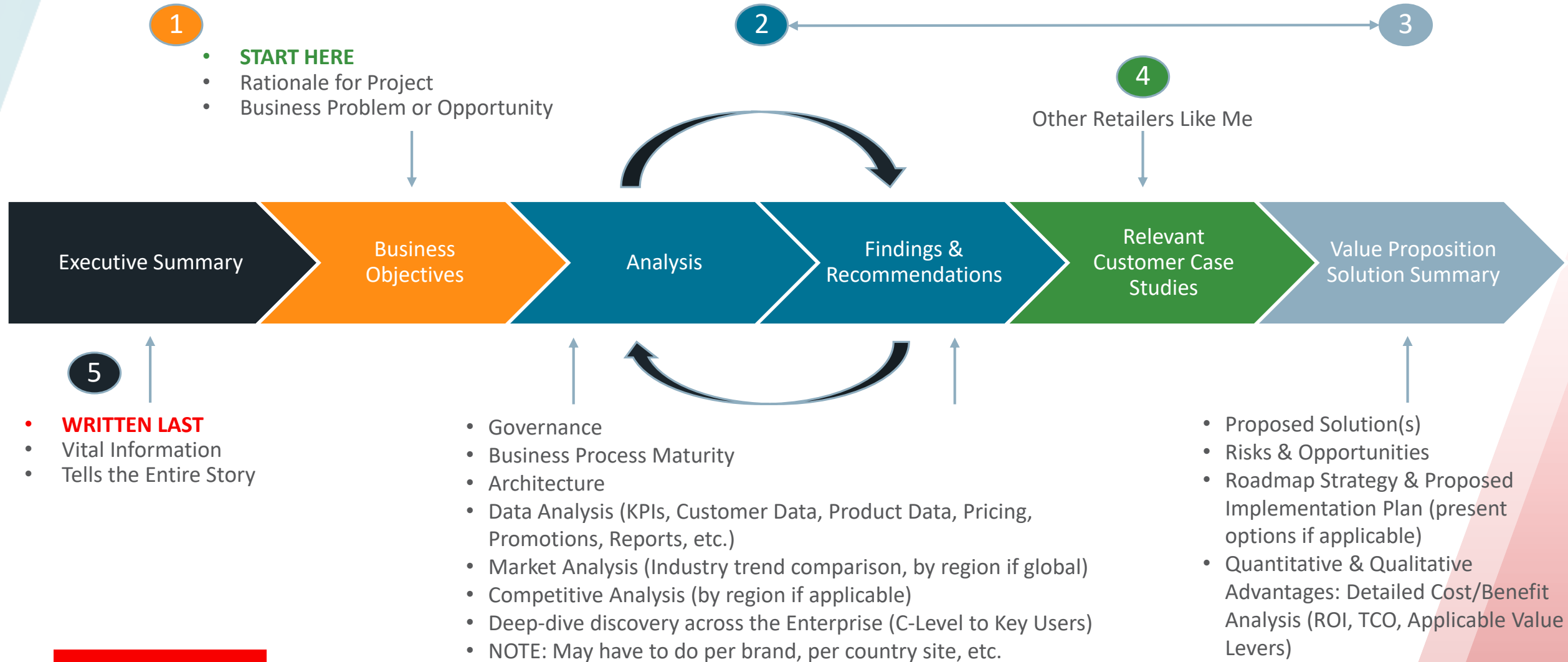
**OPTIONS – COLLABORATION & CONSENSUS**

**SOLUTION – RECOMMENDED & PREFERRED**

**APPROACH – MITIGATE RISK, SOLVE PROBLEM, OPPORTUNITY**

# Basic Construct

# Anatomy of a Business Case





# Business Objectives

Executive Summary

Business  
Objectives

Analysis

Findings &  
Recommendations

Relevant  
Customer Case  
Studies

Value Proposition  
Solution Summary

# Business Objectives

- Rationale for Project
  - Fix business problem
  - Take advantage of an opportunity
- Examples:
  - Financial Objectives
  - Customer Objectives
  - Internal Objectives
  - Customer Service Objectives
  - Operational Excellence





# Analysis + Findings & Recommendations

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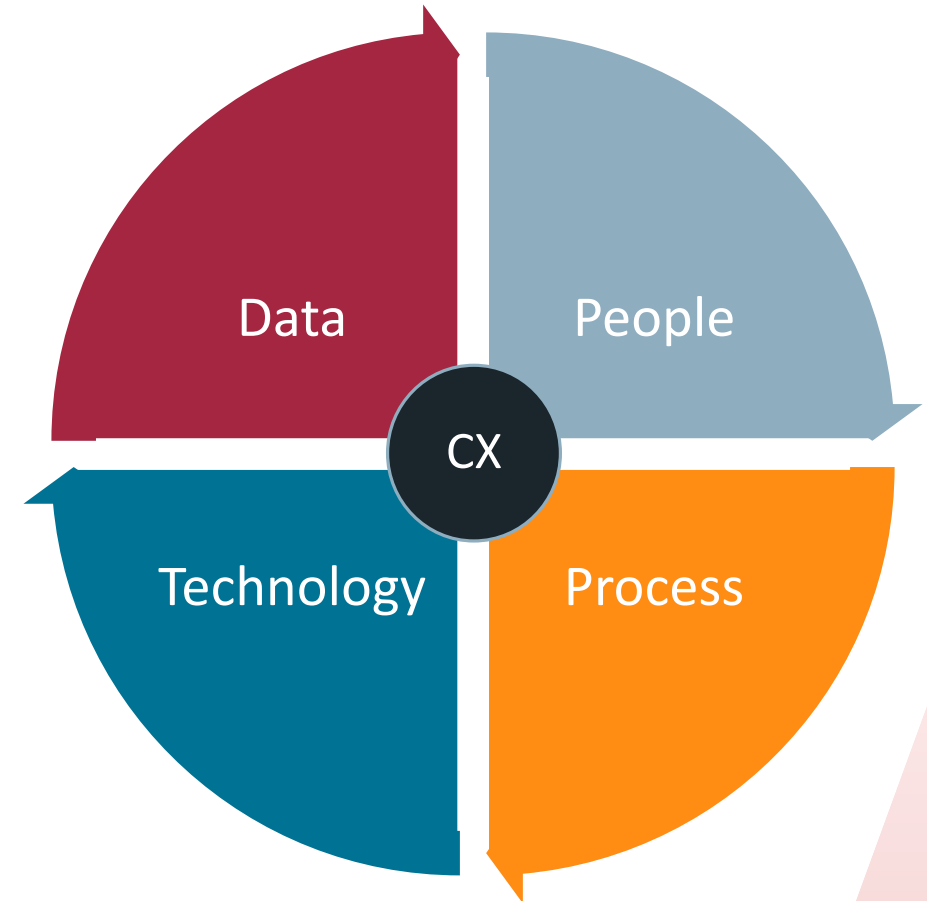
# ANALYSIS

- Governance (Organizational Charts; Roles & Responsibilities)
- Business Process Maturity Surveys
- Architecture
- Data Analysis (KPIs, Customer Data, Product Data, Pricing, Promotions, Reports, etc.)

- Deep-dive discovery across the Enterprise (C-Level to Individual Contributors, as available)

- Market Analysis (Industry trend comparison, by region if global)
- Competitive Analysis (by region if applicable)

Project scope varies.  
Time to complete varies.  
i.e. may have to repeat per brand, per country site, etc.





# Business Process Maturity

# Building a Foundation for Improvement

- Key Benefits

## Discover

Discover strengths and weaknesses in your business processes using a self-rated maturity assessment

## Invite

Invite a range of stakeholders (executives, process owners, key users) to participate in the survey and/or follow-up discussions

## Identify

Identify areas where your team has similar and differing perspectives for improved alignment

## Develop

Develop a plan to close important gaps with Oracle's help

# Our Approach in Conducting a Survey with Your Team



- Oracle prepared a survey covering the main components of the business functions
- Customer identified staff to take the survey
- Oracle sent the survey online to the identified respondents, gathered, and analyzed responses
- Aggregated survey results along with Oracle's analysis

## Staffing strategy

### Alignment of staffing and sourcing goals

Question	Answer	Capability Maturity
What does the business want to achieve with its staffing strategy?	For staffing strategy to be successful, it must be aligned with the business's overall strategy and goals. The staffing strategy should support the business's mission and vision.	High
What does the business want to achieve with its sourcing strategy?	The sourcing strategy should be aligned with the business's overall strategy and goals. The sourcing strategy should support the business's mission and vision.	High
How can the business ensure that its staffing and sourcing strategies are aligned?	The business can ensure that its staffing and sourcing strategies are aligned by developing a staffing and sourcing strategy that is based on the business's overall strategy and goals. The staffing and sourcing strategy should be reviewed and updated regularly.	High
What are the key factors that influence the business's staffing and sourcing strategies?	The key factors that influence the business's staffing and sourcing strategies are the business's overall strategy and goals, the business's mission and vision, the business's resources, and the business's market environment.	High
How can the business ensure that its staffing and sourcing strategies are aligned with its overall strategy and goals?	The business can ensure that its staffing and sourcing strategies are aligned with its overall strategy and goals by developing a staffing and sourcing strategy that is based on the business's overall strategy and goals. The staffing and sourcing strategy should be reviewed and updated regularly.	High

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**SAP**

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23	Ahla Mansour	Supervisor Recruitment Services	mansour@ingha.med.sa ;
24	Mozah Al Harbi	Recruitment Specialist I	harbi@ingha.med.sa ;
25	Almudhan Al Muhanna	Recruitment Specialist I	almuhanna@ingha.med.sa ;
26	Filipe Vilas	Recruitment Specialist I	vilas@ingha.med.sa ;

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**HCM Summary View**  
Score Range

Legend: ● Current

Priority	Process Area	Score Range	# of Surveys Completed	Foundational	Intermediate	Advanced	Transformational
High	Recruiting, Onboarding	2.5	1				
Medium							

Starting Stage HCM Maturity Assessment  
Respondent Views: Capability Ratings and Priorities

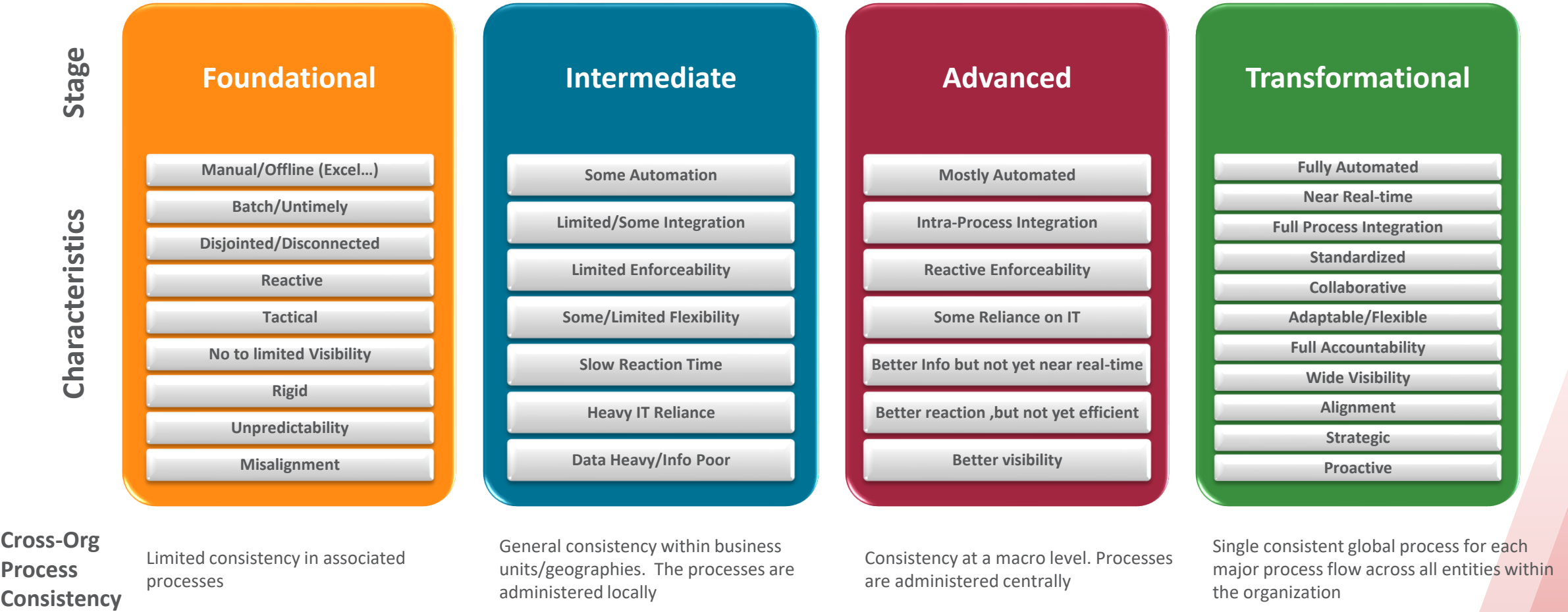
	Recruiting, Onboarding	Talent Success & Development						
info@delta.com	● High	● Medium						
clara@delta.com	● High							
info@delta.com		● Medium						
info@delta.com		● Low						
info@delta.com	● Medium	● High						

Legend: ● Foundational ● Intermediate ● Advanced ● Transformational

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# Understanding Process Maturity Stages

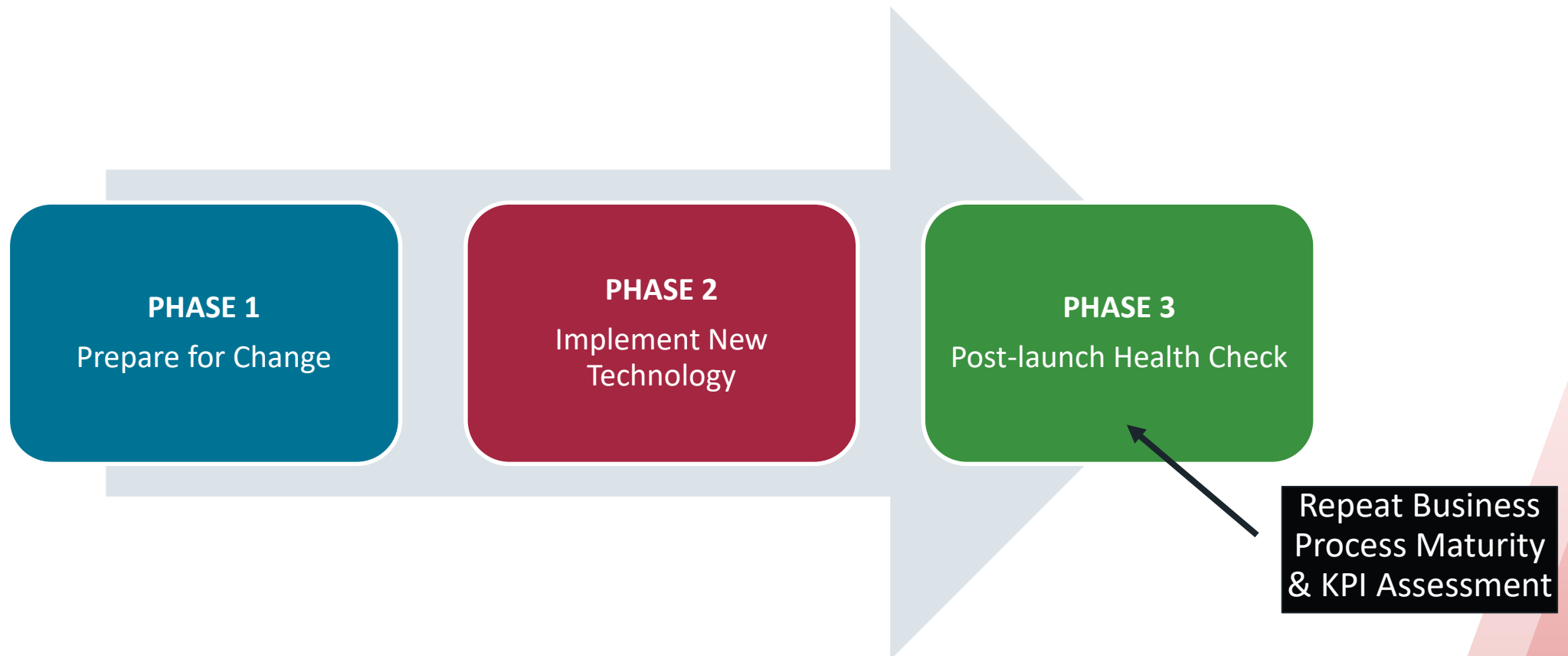




# The Value of Business Process Surveys Post Launch

## Confirm Organizational Enablement

A Focus on People & Process in Support of New Technology



# Value Proposition Solution Summary

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# Value Proposition Solution Summary

- Proposed Solution(s)
- Risks & Opportunities
- Roadmap Strategy & Proposed Implementation Plan
  - Present options if applicable
- Quantitative & Qualitative Advantages
  - Detailed Cost/Benefit Analysis (ROI, TCO)
    - Unified Financial Model
    - Known Customer Improvement Ranges
  - Additional Value Levers
    - Operational Efficiency, Customer Satisfaction, Brand Integrity across sales channels, etc.

A photograph of three business professionals (two men and one woman) sitting in modern green chairs around a glass table, engaged in a meeting. They are all smiling and looking at each other. The man on the left is wearing a dark suit and tie. The woman in the middle is wearing a light grey blazer over a red top. The man on the right is wearing a light grey suit. On the table are two white coffee cups, a laptop, and some papers. The background shows a large window with horizontal blinds and a view of greenery outside.

# Relevant Customer Case Studies

Like Me  
Reference-ability





# Executive Summary

**Written Last**

**Contains all of the vital information**

**Tells the entire story without the details**

1. Intriguing Introduction
2. Identify the Business Objective(s)
3. Proposed Solution Summary
4. Justification/Benefits Summary
5. What is needed to move forward / Next Steps



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