

Making The Case For Change

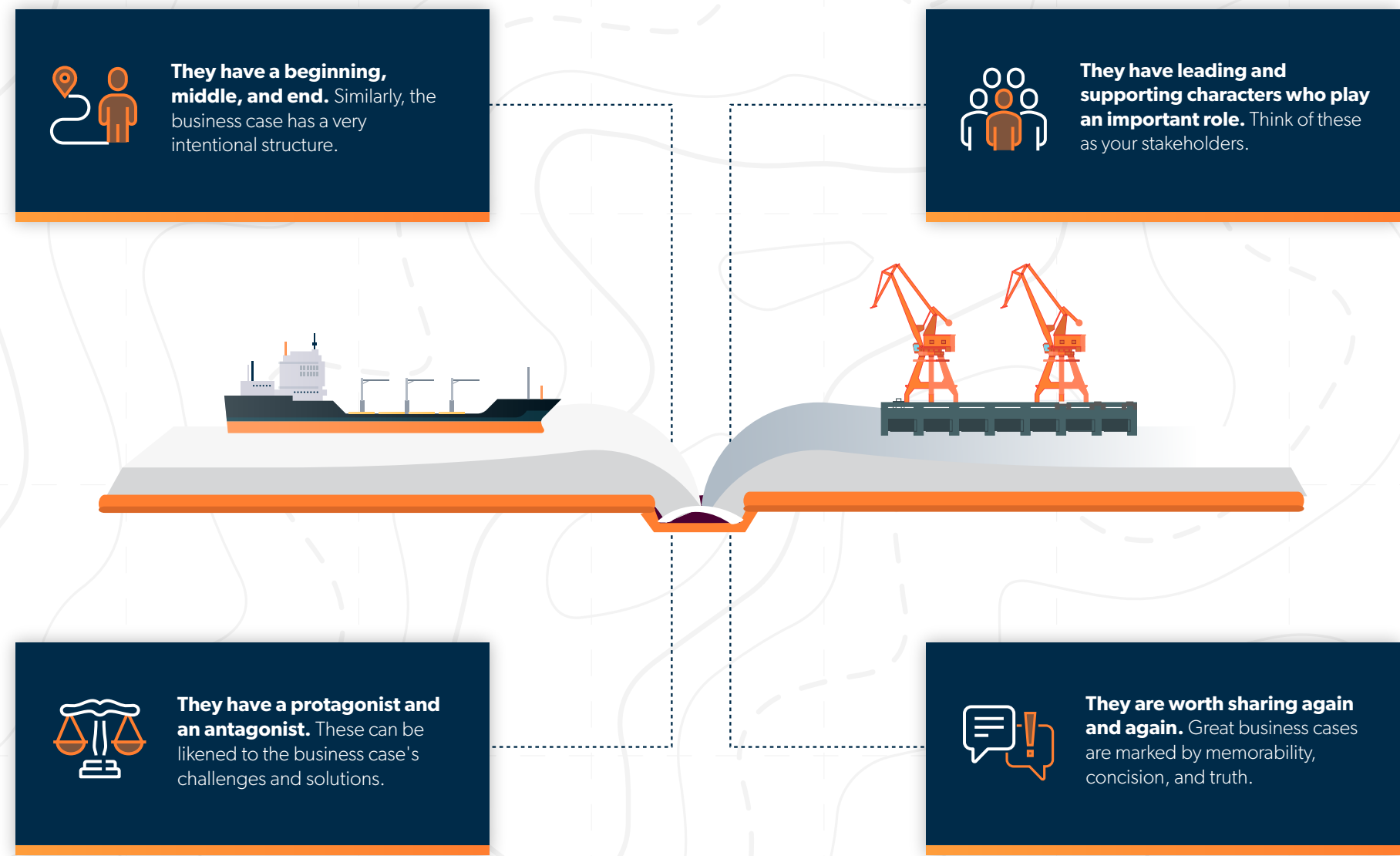
Telling a Compelling Value Story through Your Business Case



Key to building critical buy-in, ensuring a strong solution fit, and positioning your implementation for success, the business case is essential to making any maritime technology decision. But when do you need to create one? And how do you apply the business case to your organization in a practical way?

It helps to remember that great business cases are like great stories. They captivate attention, communicate a message, and have a purpose. **Let's take a closer look at what great business cases and great stories have in common, then define 7 steps to build a successful business case for your solution roll out.**

What do all good stories have in common?



1 Beginning Your Journey: Make sure you know who you are

Think of an organization's objectives like a pyramid—strategic objectives are your business' key, overarching priorities, while operational and functional objectives are the measures you take to get there. Achieving your business' key strategic objectives begins with ensuring that each stakeholder has the tools to perform their jobs to the best of their ability. Around **70% of maritime organizations** are in the process of exploring digital solutions, which are key to empowering stakeholders.¹

- Keys to success:**
- ✓ Analyze critical, overarching focal points within your organization.
 - ✓ Identify measures your organization must take to achieve strategic operational objectives.
 - ✓ Evaluate day-to-day workflows, and whether key functions are handled as efficiently and effectively as possible.

2 Acing the Science of the SMIT: Tips to help you pick just one

To craft a cohesive business case, it's important to select one primary driving force out of your business' many priorities, the single most important thing (SMIT) that will unify your stakeholders, justify your investment, and capture its value. **32% of maritime professionals** say that new automated processes will drive efficiency over the next 5 years.² Identifying a clear focus as you build your case will make it as strong as possible.

- Keys to success:**
- ✓ Make a list of primary strategic priorities.
 - ✓ Narrow it down by considering importance.
 - ✓ Hold discussions with users across functions.
 - ✓ Draw a clear connection between your SMIT and your intended solution.

3 Choosing Your Champion: Every good journey has a guide

The best business cases have a champion that assumes the role of building the case, gaining cross-stakeholder buy-in, and synthesizing feedback. Identifying a credible, collaborative champion will streamline the process of creating a strong business case and, even more importantly, using it to bring about real change within your organization.

- Keys to success:**
- ✓ Identify a stakeholder who is passionate about adopting a new solution.
 - ✓ Ensure that this stakeholder has enough influence to get others on board.

4 Keeping Score: A method for examining alternatives, including doing nothing at all

In any solution search, there are three key actions your organization can take—adjust your company's approach, adopt new technology or do nothing. With **2 in 3 organizations** having already started their digital solution journey, the need for a dynamic commercial platform has become clear.³ Comprehensively evaluating each solution will help your organization decide the right action to take.

- Keys to success:**
- ✓ Consider the 3P's: the performance, the platform and the partnership.
 - ✓ Analyze cost, time, resources and outcomes.
 - ✓ Build a list of pros and cons to evaluate options.

5 Reaching High, Diving Deep: The importance of specific goals and technical use cases

The best business cases don't deal with generalities, they deal with specifics. If your single most important thing is sustainability, how does that play out in your workflow? Make sure to explore how your solution will fulfill this requirement. Will it track emissions, suggest more efficient routes, provide sustainable decision support?

- Keys to success:**
- ✓ Fully vet the specific use cases that support your SMIT.
 - ✓ Evaluate key operational and functional requirements of your business.
 - ✓ Ask questions, and don't be afraid to get specific.

6 Building Buy-In: Talk to people (and try on their shoes)

Successful business cases look at the world through the eyes of each stakeholder. For instance, **90% of maritime stakeholders** say real-time data access is critical to improving performance.³ Understanding individual needs is vital, as stakeholders are more willing to embrace solutions that meet their specific needs.

- Keys to success:**
- ✓ Hold discussions with stakeholders early on to understand cross-functional needs.
 - ✓ Provide updates on your progress, and keep stakeholders engaged in the process.
 - ✓ Include regular feedback loops to maintain alignment.

7 Charting the Path: How to ensure there's the best route to get there

In order to ensure ongoing solution utilization and maximize its long-term success, it's important to have a clear plan in place for implementation and beyond. Consider how you will turn your business case into action, taking into account things like system integration, continuing education and support, and other critical success factors.

- Keys to success:**
- ✓ Consider the goals you are hoping to achieve.
 - ✓ Identify specific metrics you will use to measure success.
 - ✓ Create an implementation and training plan.
 - ✓ Package and present this information to stakeholders in a compelling way.



Need help building your business case? Allow us to do it for you.

Tell us more about your business in 3 simple steps, and we'll generate a custom business case for you.

GET STARTED →

1. <https://www.hellenicshippingnews.com/digitalisation-in-the-maritime-industry/>
 2. <https://www.reedsmith.com/en/perspectives/2019/01/is-the-shipping-industry-embracing-the-digital-age-reed-smith-survey-2019>
 3. <https://www.businessinsurance.com/article/20170622/STORY/912314046/Lack-of-data-sharing-and-poor-collaboration-hampers-maritime-supply-chain>