

reveal

Enterprise Search Business Case:

10 Tips on Getting Funding
for our Web-based
Search Solution

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Introduction

To get your enterprise search project funded, you **MUST** build a strong business case. Elements of a strong business case include:

- » It is comprehensive in scope.
- » It is linked to a high priority business need.
- » It defines the resources required (budget, staff, facilities etc.)
- » It quantifies the value brought to the company in relationship to the investment required. Cost savings, increased revenue.
- » Establishes the non-financial benefits provided like relationship to company culture, mission, values.
- » Describes the impact on the company's technology and a plan for implementation.
- » Getting your enterprise search project approved will not be an easy task so you will need to work with others within your organization. Look beyond clinical operations to regulatory operations and compliance to build internal allies.

Your business case should also be accompanied by a presentation under 30 minutes long and a written document to leave with decision makers.

10 Tips on Getting Funding

- 01:** **Executive Summary**
Make sure you write the executive summary at the end of your process.
- 02:** **Business Needs**
What problems are you trying to fix? What critical business needs does your initiative address?
- 03:** **Program Description**
Is this a company-wide initiative or departmental?
- 04:** **Budget**
Make it realistic. Collaborate with the accounting department. Focus on the total cost of ownership. Include organizational costs, overhead cost, purchase cost, technology costs. Identify the program director, project manager and subject matter experts, and also outline the roll-out plan.
- 05:** **ROI**
Gather data, establish metrics, calculate benefits in % of improvement. Make this a low-risk, high-return proposition. Look at cost of travel for face-to-face training. Look at increased productivity by being able to find critical information in shorter periods of time or during critical analysis periods or regulatory review etc.
- 06:** **Evaluation Strategy**
Describe the stakeholders and evaluation strategy for selecting an enterprise search tool and provider.
- 07:** **Technical Strategy**
Describe what technology your initiative will require. How you will integrate with the existing infrastructure.
- 08:** **Implementation and Operation**
Who will own this project? How will it be implemented and launched? What is the communications strategy?
- 09:** **Risks and Challenges**
List potential risks and propose ways to mitigate those risks
- 10:** **Risks and Challenges**
Outline time lines and resources needed.

Now you need to get your initiative sold. Set up meetings with key influencers and get feedback so you can improve your proposal.