Introduction to Business Case Development

Completed example—Customer
The customer

DigiPrint is a general commercial printing company with its headquarters in Marlboro, Maryland USA.

Since 1985, DigiPrint has expanded the concept of a general commercial printer. Today, it is an advanced supplier of conventional and digital print, and online marketing solutions.

DigiPrint wants to invest in where the market is going, not where it is right now. It sees web-to-print and personal communications as major growth areas. It would like to respond to that growth with a solution that will help it meet the ever-increasing demands with the highest quality.
Business Case
HP Indigo 10000 for DigiPrint
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Executive summary

**Situation**

1. DigiPrint wants to invest in where the market is going. It sees web-to-print and personal communications as major growth areas. It would like to respond to that growth with a solution that will help it to meet the ever-increasing demands with the highest quality.

**Issues**

2. DigiPrint is currently using three analog offset presses and an Indigo 5500. However, it is not able to cope with the increasing demand.

**Outcomes**

3. DigiPrint wants to be able to grow its business, improve performance, save on costs and time, while providing the highest level of quality.

**Proposed approach**

4. The HP Indigo 10000 is the ideal printer for DigiPrint's current and future business requirements.
DigiPrint is a general commercial printing company with its headquarters in Marlboro, Maryland USA. Since 1985, DigiPrint has expanded the concept of a general commercial printer. Today, it is an advanced supplier of conventional and digital print, and online marketing solutions.

DigiPrint currently uses three offset printers and an Indigo 5500.

Since installing its first digital printer, its revenues have increased significantly.

DigiPrint's biggest growth driver is a web-to-print service and it wants to be able to keep up with the increasing demands.

It would also like to grow its business to provide its customers more creative products.

Its current equipment doesn't allow it to print jobs at a fast enough pace, with a varied size, or with the highest quality.
### The issues (cont.)

#### Internal context

**Business model context**

**Priority:** Grow DigiPrint’s Web-to-Print initiative
DigiPrint wants to increase its revenue by X percent by year Y.
To achieve this, DigiPrint needs to increase print production capability.

**Operating model context**

To achieve its business priority, DigiPrint needs to reduce its production/printing costs and increase the number of pages it can print per minute.
Specific issues addressed in this proposal

- DigiPrint cannot meet the rising demand in its print business with its present equipment.
- DigiPrint cannot expand its business to deliver more creative products as its present equipment doesn’t support large media.
The outcomes

Outcomes

Economic

• Reduced cost
• Reduced time
• Improved quality

Stakeholder:

• Drive growth in its web-to-print service
• Launch new, more creative products

Environment:

A solution that is environmentally responsible.
DigiPrint’s biggest growth driver is its web-to-print service. This business is fast-growing and it wants to be able to keep up with the increasing demands.

It is imperative that the solution is implemented before the orders for the holidays start to come in, which is usually around mid-November.

DigiPrint wants certainty about the results that this solution will provide.

DigiPrint is concerned about the after-sales service for the Indigo 10000.

N/A

DigiPrint wants a platform that will not only allow it to produce prints of varied sizes, but also deliver the highest quality, speed, and workflow efficiency to give it a competitive advantage and maximize revenues.