



Business Case Documentation for Geospatial Preservation

Joe Sewash, CGIA



Outline

- Business Case Components
- Why is it important?
- Geospatial Preservation Issues
- Discussion





Business Case Components

- Business Process Description
- Resources / Investment
- Benefits / Cost Avoidance





Business Process Description

- Relationship to organization's mission
- Compelling call for action
- Results-focused

- Technology / jargon neutral





Resources / Investments

- Staff costs
- Infrastructure
- Data development / processing

- Funding source considerations
- Be pessimistic ...





Benefits / Cost Avoidance

- Efficiencies translated to \$\$\$
- Establishes ROI components

- Hard-dollar / soft-dollar benefits
- Be conservative ...





Why are business cases important?

- Value of quantitative references
 - External
 - Internal
- Basis for performance metrics for ROI
- *“Where does it all go?”*





Geospatial Preservation Issues

- Timely
- Focused
- Cross-purpose

- Balanced within the groups goal and the report





Discussion

