

# SAAS BUSINESS CASE TEMPLATE

Use this template to build your business case for a modern intranet. For more details, refer to our [comprehensive ebook](#) or [quick-start guide](#).

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## Executive Summary

The Executive Summary is no more than one page and provides a concise overview of the business case. The goal here is to provide high-level stakeholders all they need to know about your case if this is the only section they read.

**Tip**

Write the Executive Summary last.

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↳ Start with the problem an improved intranet will solve. What insights brought it to life?

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↳ Outline the recommended solution. How will it solve the problem you outlined? Include goals and objectives.

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↳ Explain the solution's value. What does success look like? How will the new intranet improve business outcomes? Remember to connect internal communications goals to overall organizational goals.

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↳ Conclude by stressing the importance of the work. Take this opportunity to reiterate why the problem is important and why a new intranet is critical to solving it. Emphasize how solving major challenges for your audience will impact the bottom line. Include next steps.

# Current Intranet Setup



**Tip**

Decision makers might have varying priorities and resources, so consider painting with broad strokes to cover different departments and challenges. Examples include difficulties onboarding new hires or surfacing new policies and processes.

Detail the current intranet implementation and the main problems with it, supporting these challenges with data. Some common problems include:

- ↙ Low intranet adoption rates
- ↙ Lackluster employee engagement
- ↙ Overwhelmed IT support teams and/or other administrators
- ↙ Important information shared primarily in other channels
- ↙ Inability to easily find information

Clearly outline how these problems impact critical business outcomes like employee retention, revenue, productivity and efficiency. Describe the resources required to maintain the current intranet. This is an opportunity to outline the extent of time and money spent on maintenance of an outdated intranet.

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↘ Describe your current intranet setup

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## Finding a New Intranet

Describe your intranet research process and the steps you took to find potential solutions. Provide short summaries of the available intranet providers and the unique features or value of their solution. Detail product demos, vendor presentations and other relevant resources in your discovery process.

**Tip**

Providing additional context shows due diligence and elicits trust in your recommendations.

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↳ Describe your process

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↳ Intranet provider/platform 1

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↳ Intranet provider/platform 2

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↳ Intranet provider/platform 3

## Review of Intranets

List the requirements and other desired attributes of your new intranet and compare those across different platforms/vendors. Potential requirements/attributes include:



**Tip**

Format this section in a table with each intranet side-by-side to clearly illustrate the best option.

- ↙ Cost of software
- ↙ Time to implement
- ↙ Ability to track employee engagement and/or sentiment
- ↙ Ability to target audiences
- ↙ AI functionality
- ↙ Minimal administrative time
- ↙ Minimal downtime
- ↙ Industry-leading security and compliance
- ↙ Built-in employee recognition
- ↙ Robust integration capabilities
- ↙ Effective enterprise search
- ↙ Ease of use
- ↙ Customizability
- ↙ Scalability
- ↙ Mobile and offline accessibility
- ↙ Content Management System (CMS)
- ↙ Training and support
- ↙ Language and translation features

↙ Requirements	Intranet 1	Intranet 2	Intranet 3
01			
02			
03			
04			
05			
06			
07			
08			
09			
10			
11			

## Recommended Provider/Platform

Suggest the intranet vendor you recommend based on the information discussed earlier in the case and any additional resources you found helpful in your evaluation. Provide support for your decision and highlight the benefits of this specific vendor over the others.

↳ Recommendation

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## Benefits of Making a Change

Highlight how the new intranet will address the problems with the current setup outlined earlier. This is your opportunity to align the new intranet with the organizational objectives and demonstrate the tangible and intangible return on investment (ROI). Some areas to consider include:

- ↳ Improve employee experience and culture
- ↳ Increase employee retention
- ↳ Boost employee productivity
- ↳ Remove IT bottlenecks
- ↳ Facilitate strategic change management
- ↳ Scale to additional markets/locations

↳ Benefits

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## Key Performance Indicators

Define the Key Performance Indicators (KPIs) that will be used to measure the new intranet and its success. These KPIs should align with the benefits and problem areas mentioned above. Some potential KPIs include:



**Tip**

Outline the tools you will use to measure each KPI.

- ↳ Employee engagement scores
- ↳ Average time to find resources/information
- ↳ Average onboarding time
- ↳ Maintenance costs
- ↳ Number of IT / HR tickets & avg. time to resolution
- ↳ Average project completion time
- ↳ % increase in sales growth
- ↳ Cost of point solutions via consolidation
- ↳ Change adoption

↳ KPIs

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## Risks of New Intranet Implementation

Outline the potential risks that your organization might face when transitioning to the new intranet and the steps you recommend taking to overcome these challenges.

↳ Risk

↳ Solution

01	
02	
03	
04	

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## Intranet Costs

Outline all the expected costs with your recommended solution. Provide any direct or indirect expenses.

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↳ Anticipated costs

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## Intranet Implementation Plan

Lay out your plan for migrating to the new intranet with a high-level overview of the implementation schedule. Outline the implementation support the vendor might provide.

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↳ Implementation plan + schedule

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## Detailed Implementation Program

In much more detail, describe the implementation plan with an emphasis on key personnel, backups, system downtime and other important dates and deadlines.

Implementation details

Lined area for implementation details

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## Conclusion

Summarize the main points covered throughout the business case. Reiterate the value of the recommended intranet, aligning it with key business objectives.

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↘ Sum it up

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## About Simplr

Simplr is the modern intranet that transforms the work experience for all employees — wherever and however they work. Simplr is the only platform that unifies employee engagement, enablement, and services, leveraging state-of-the-art AI models to deliver a seamless, cohesive, and personalized employee experience. Trusted by over 700 global brands, including Moderna, Snowflake, Splunk, Pense, Eurostar, and AAA, Simplr customers achieve significant improvement in their employees' productivity, retention, and overall satisfaction. Headquartered in Silicon Valley, CA, Simplr is backed by Norwest Venture Partners, Sapphire Ventures, Salesforce Ventures, Tola Capital, and Still Venture Capital.

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