Building a

BUSINESS CASE
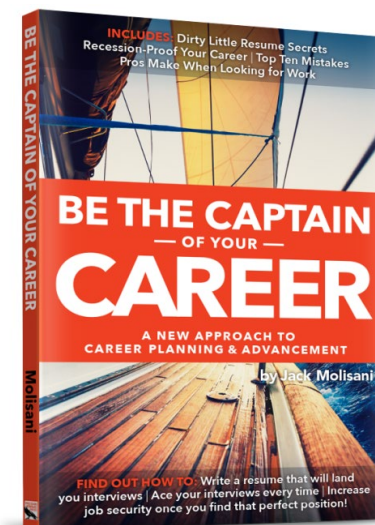### for CONTENT
INITIATIVES

by

Jack MOLISANI

**President
ProSpring Technical Staffing**
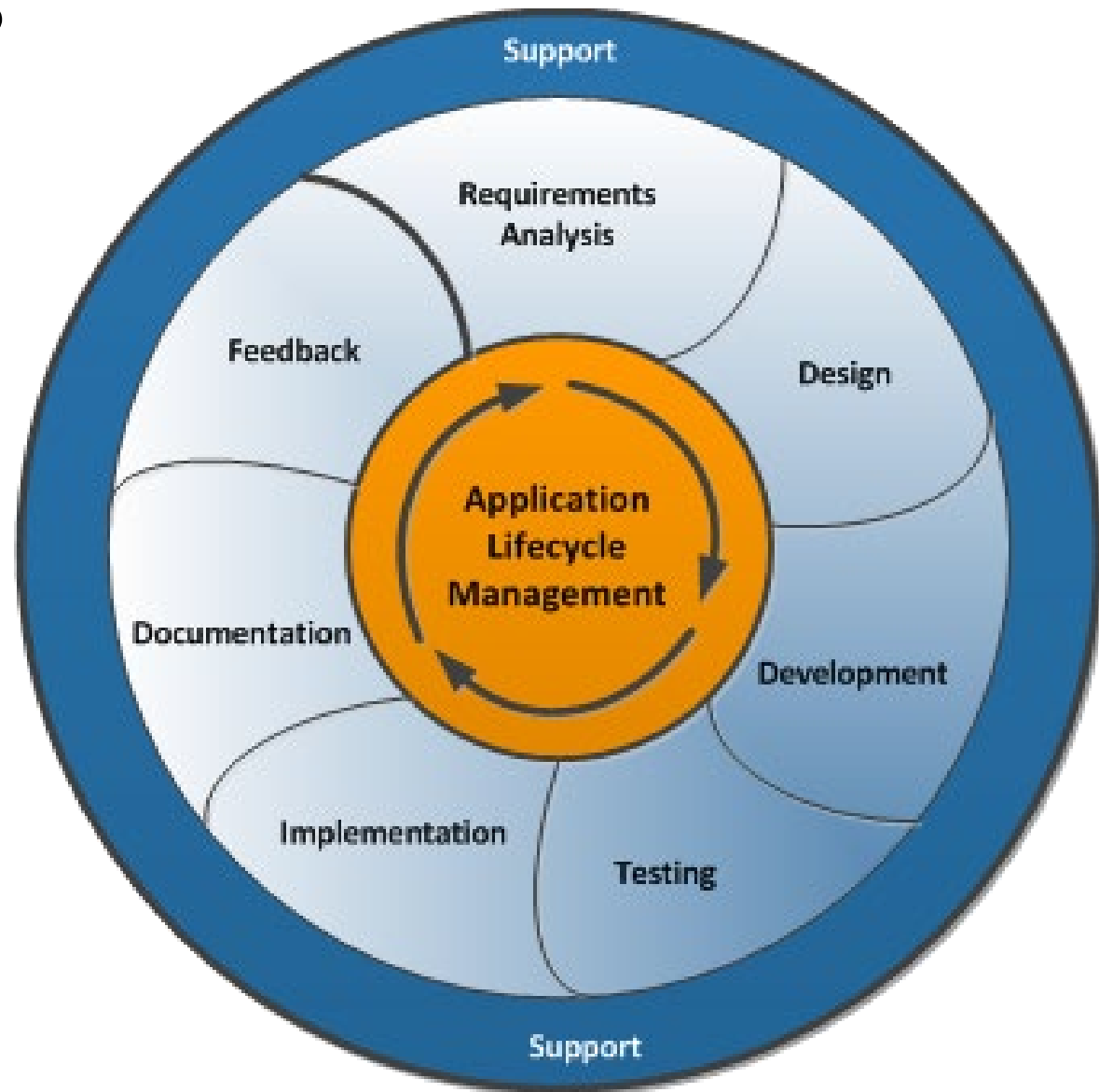
**Author
*Be the Captain of Your Career***
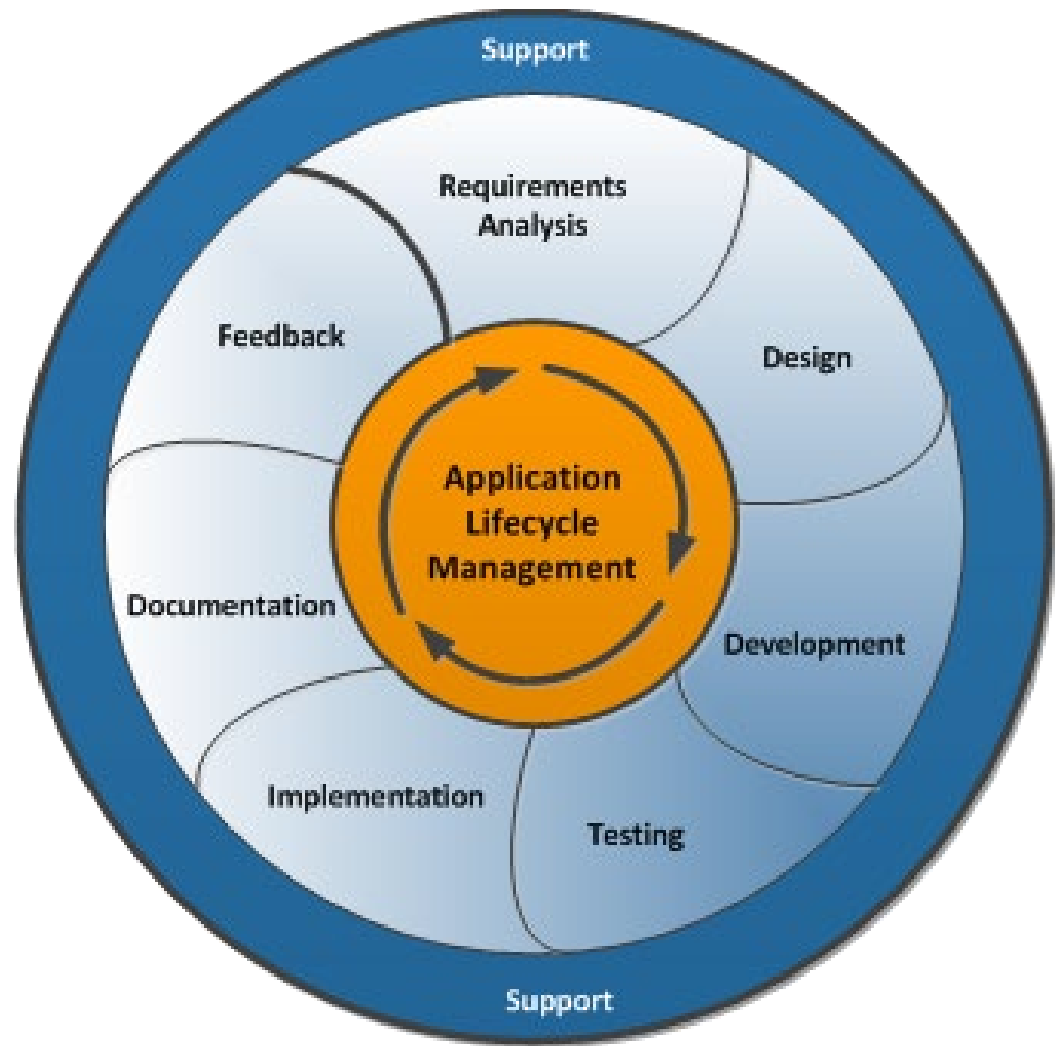
Ground Rules and other

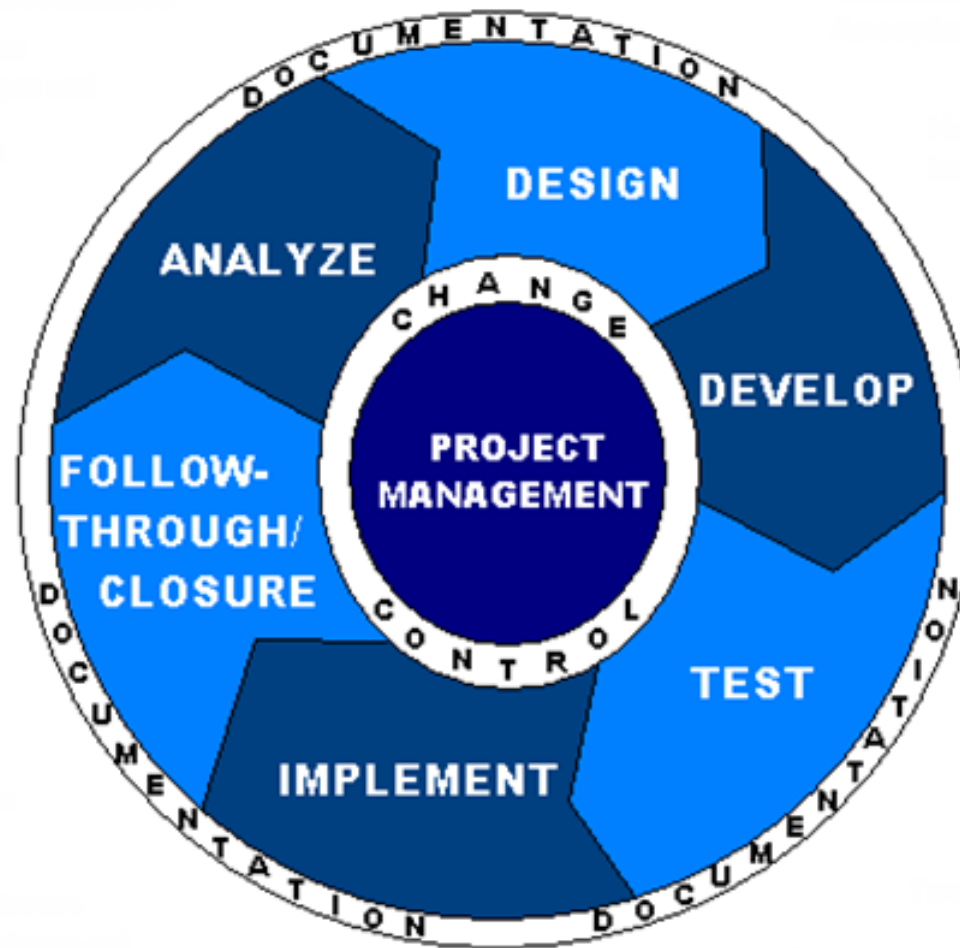# Warnings

Part I:

Corporate Positioning

What's wrong with this diagram?

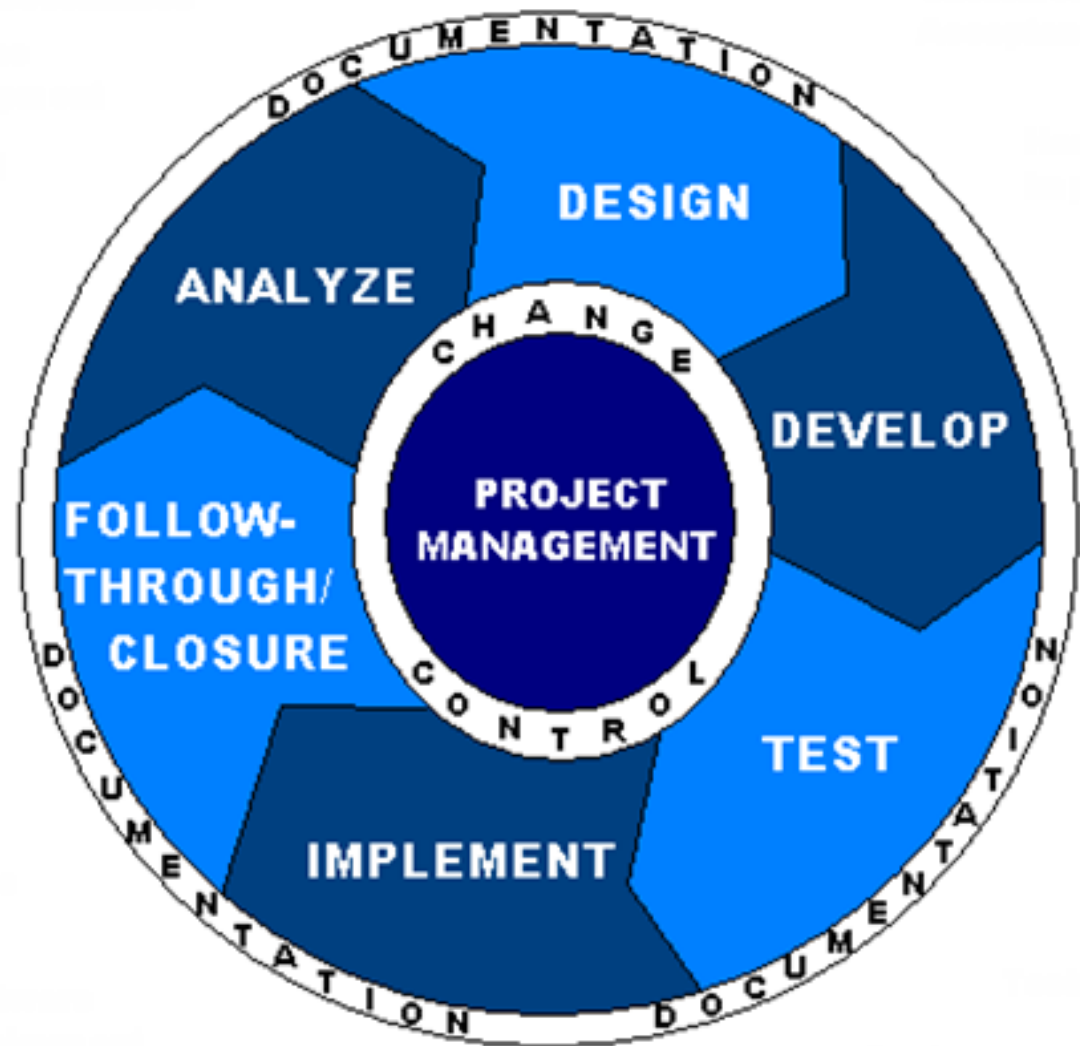It shows content/documentation at the **End** of the product development lifecycle

Better, but—

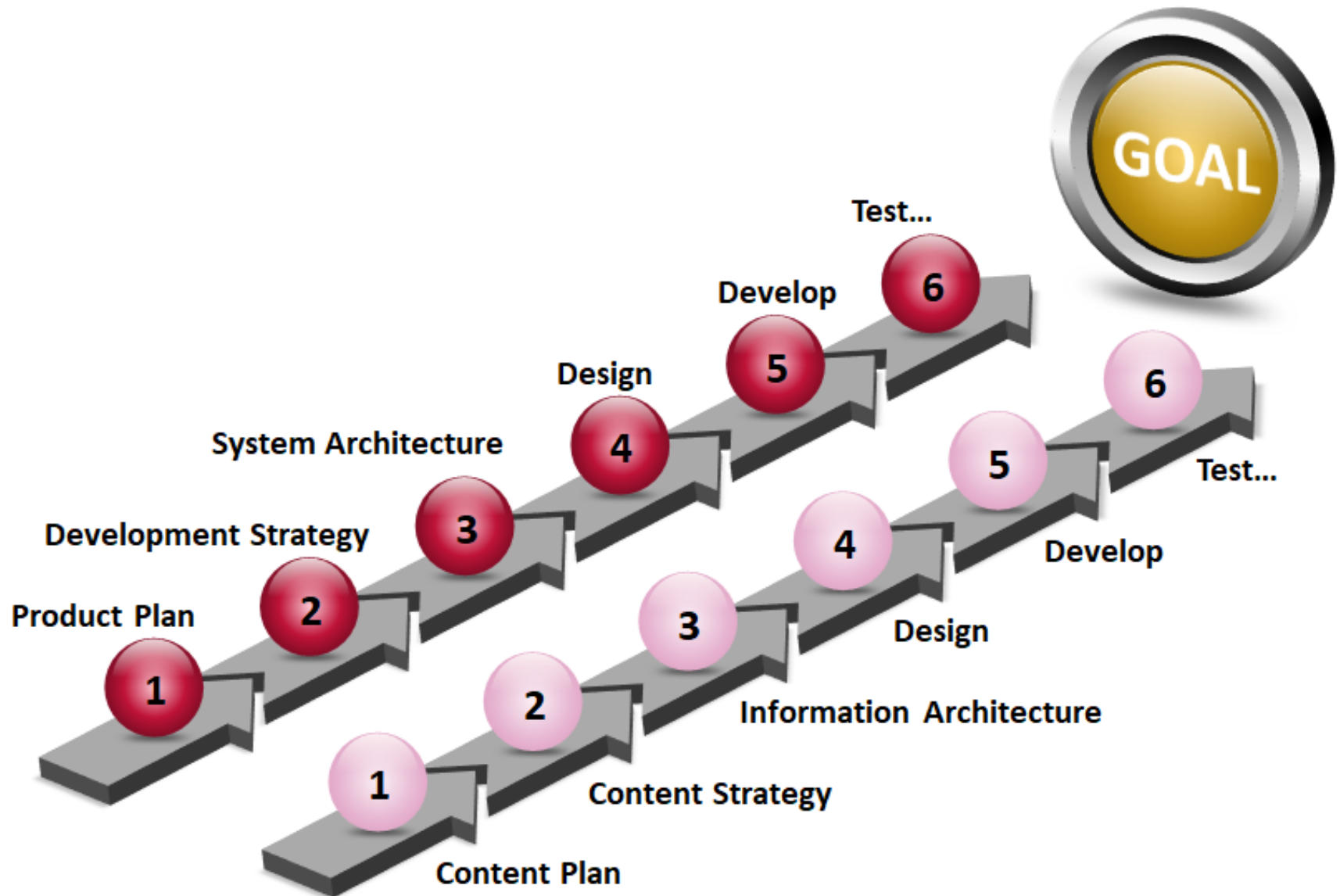Content development
is still separate
from product
development

And this one, what's right?

What's wrong with this diagram?

Content is not considered part of product development.
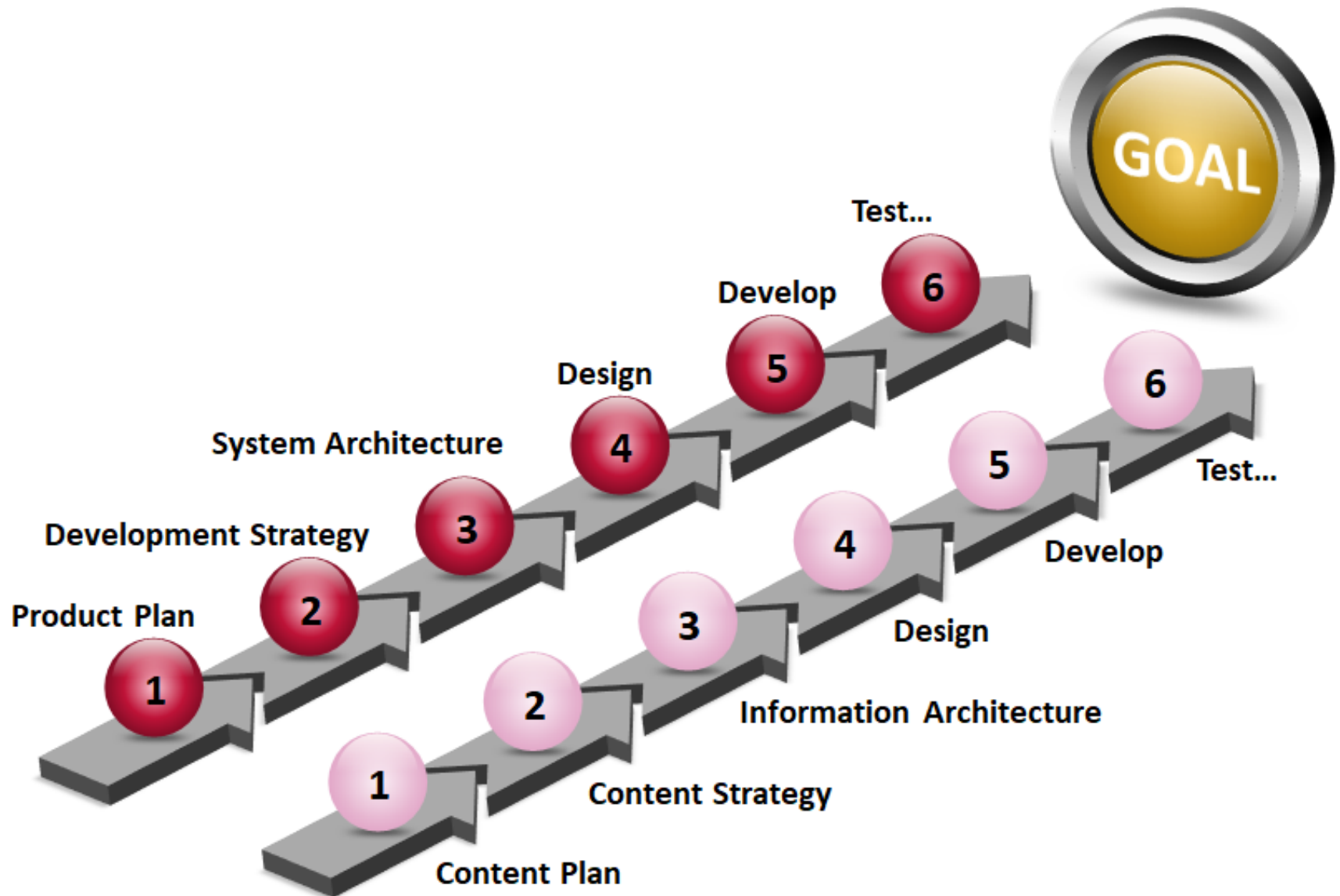
So if we can't have a content-centric
development process, at least
we can *influence* the product
development process,
every step of
the way
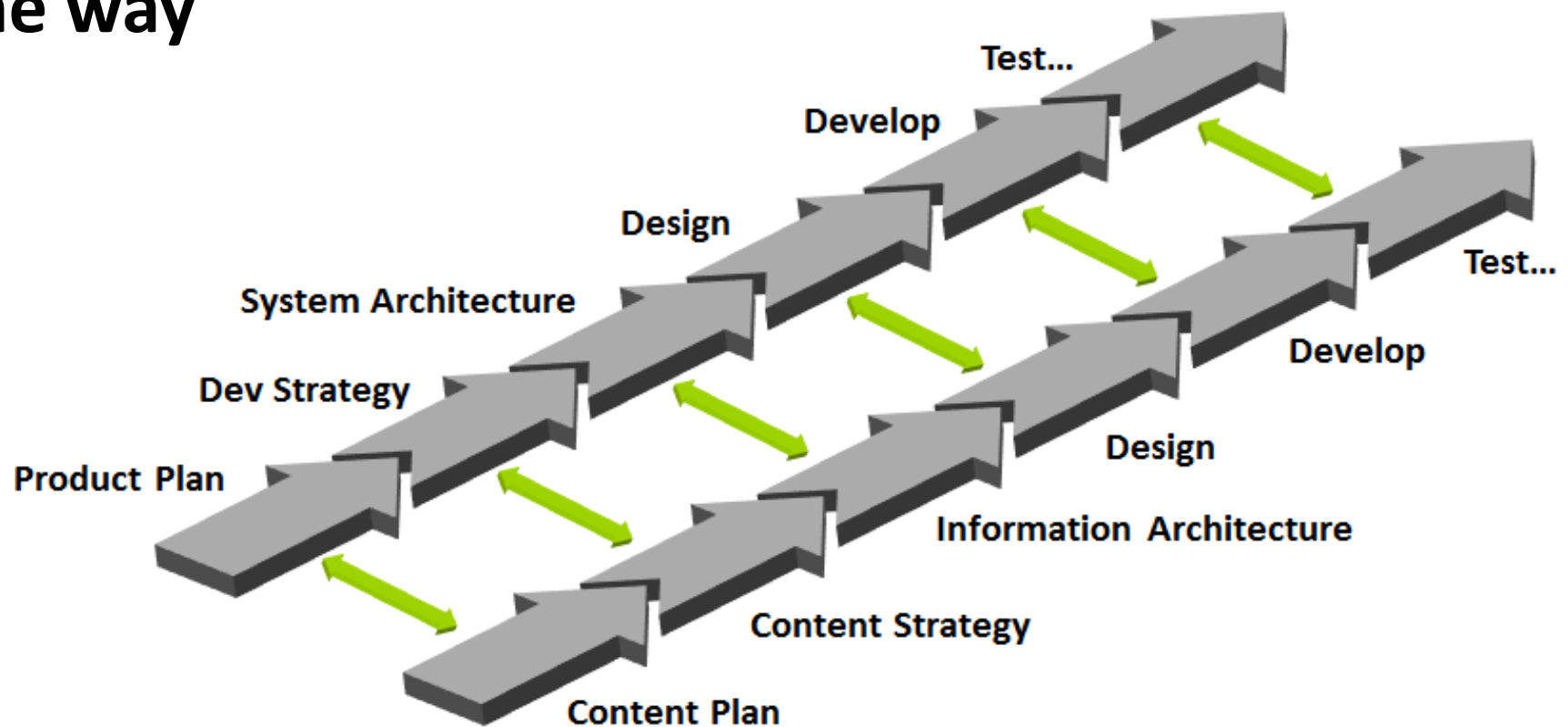
That is how the content development looks today.

How **Should** it look?
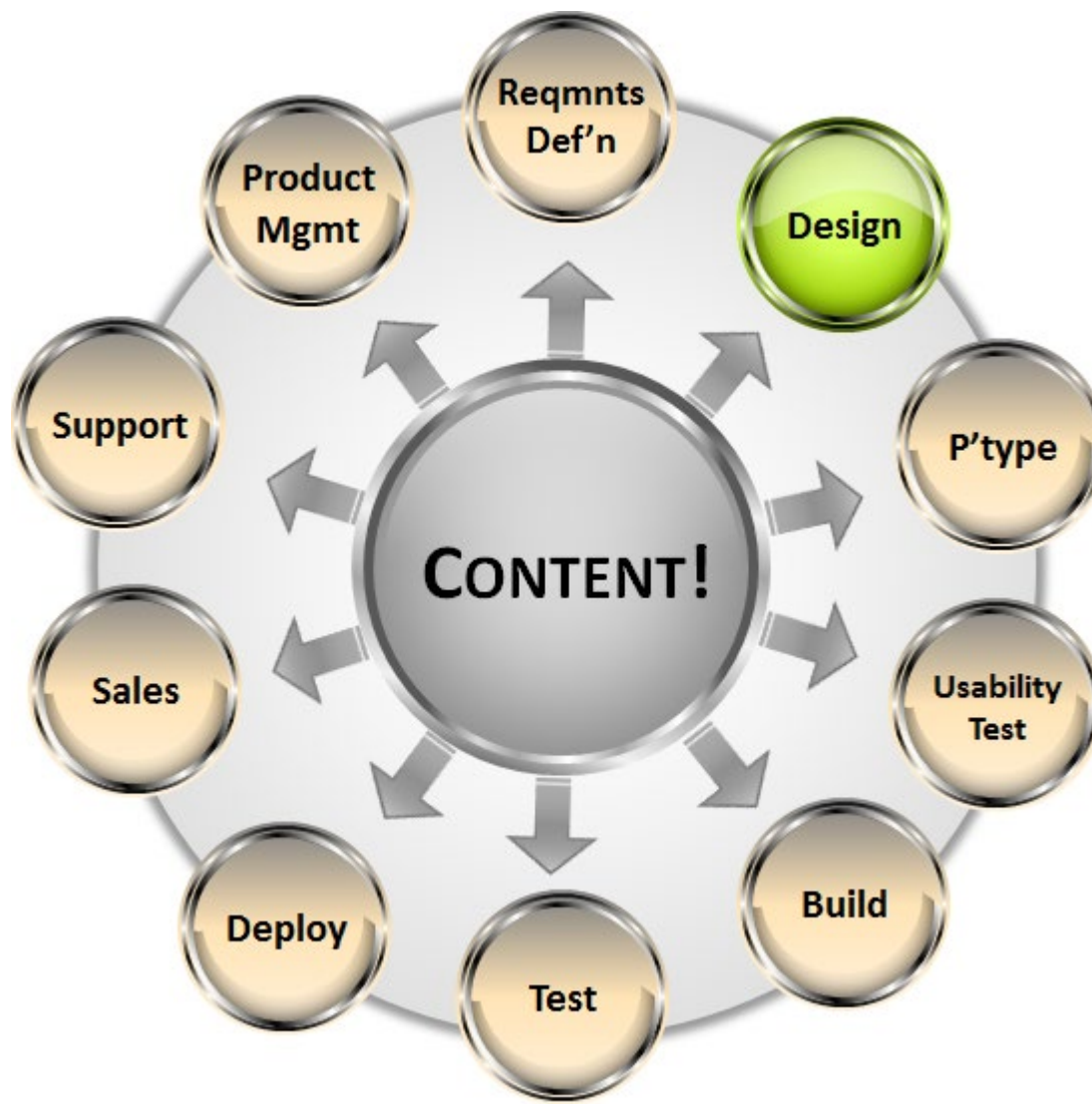
Design

- Total User Experience
- Total Info Experience
- User Interface Design
- Embedded Content
  - Field Names
  - Embedded UA
  - Error Messages
- External Content
  - Online Help
  - User Manuals
  - Training Materials
  - Support Site
- Developer Docs
- Content Management
- Translation Management
- Controlled Language and Vocabulary Management
- More

Part II:

So how do you build a

Business Case

for content initiatives?

First, let's start with some

BUSINESS
CONCEPTS

COMPANIES exist to

Make **PROFITS**

To make a **PROFIT** a company must...

Make **MORE** (generate revenue)

Spend **LESS** (reduce costs)

MANAGEMENT

focuses on two things:

Generating **REVENUE**

(from new or old sources)

Reducing **COSTS**

(from new or old sources)
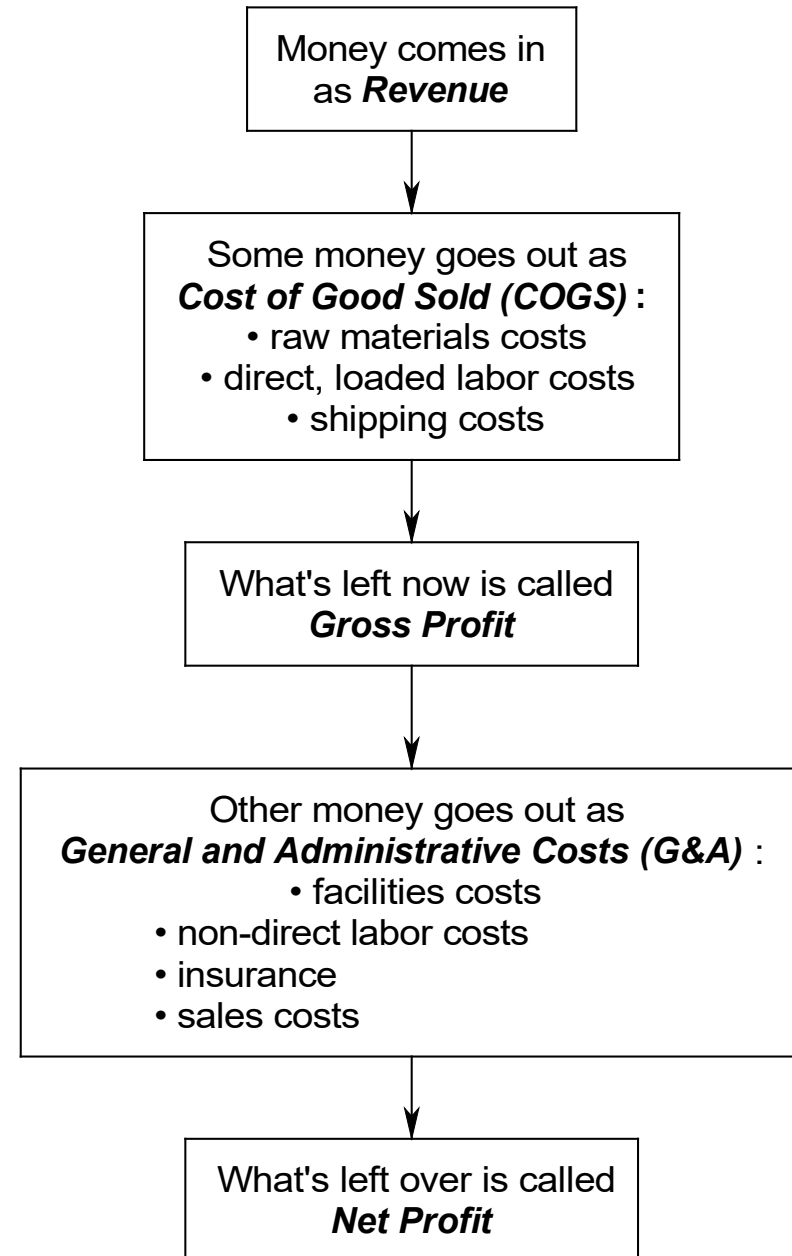
Net PROFIT

```
┌─────────────────────┐
│   Money comes in    │
│   as *Revenue*      │
└─────────────────────┘
           │
           ▼
┌─────────────────────────────┐
│  Some money goes out as     │
│ *Cost of Good Sold (COGS)*: │
│   • raw materials costs     │
│   • direct, loaded labor costs │
│   • shipping costs          │
└─────────────────────────────┘
           │
           ▼
┌─────────────────────┐
│ What's left now is called │
│   *Gross Profit*    │
└─────────────────────┘
           │
           ▼
┌───────────────────────────────────────┐
│      Other money goes out as          │
│ *General and Administrative Costs (G&A)*: │
│          • facilities costs           │
│        • non-direct labor costs       │
│           • insurance                 │
│           • sales costs               │
└───────────────────────────────────────┘
           │
           ▼
┌─────────────────────┐
│ What's left over is called │
│     *Net Profit*    │
└─────────────────────┘
```

Two types of
COSTS

DIRECT costs

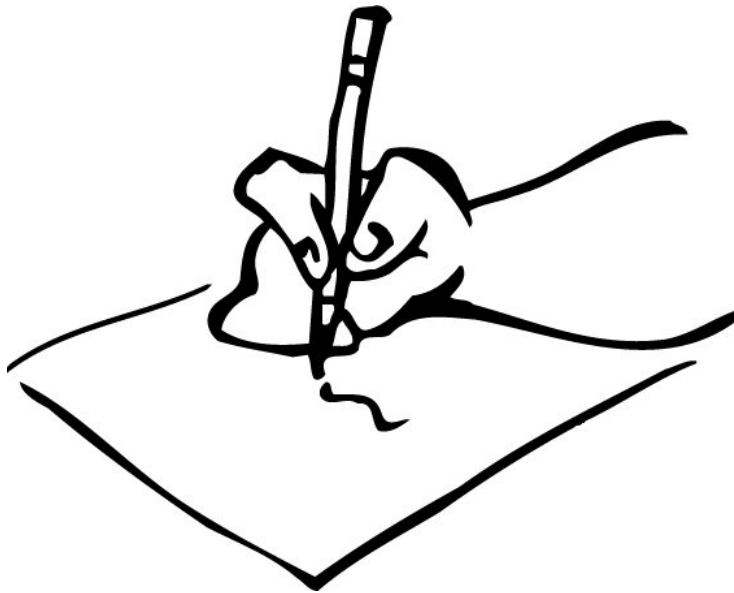INDIRECT costs

The more you generate

REVENUE

and reduce **COSTS**

the more **PROFIT** you make

So how do we apply that to

CONTENT

projects?

What is the **FASTEST GROWING** platform in **CONTENT** consumption?

STATS

Globally, mobile data traffic grew 2.3-fold,

more than

DOUBLING

for the fourth year in a row

STATS

mobile data traffic

was **8 TIMES** the size

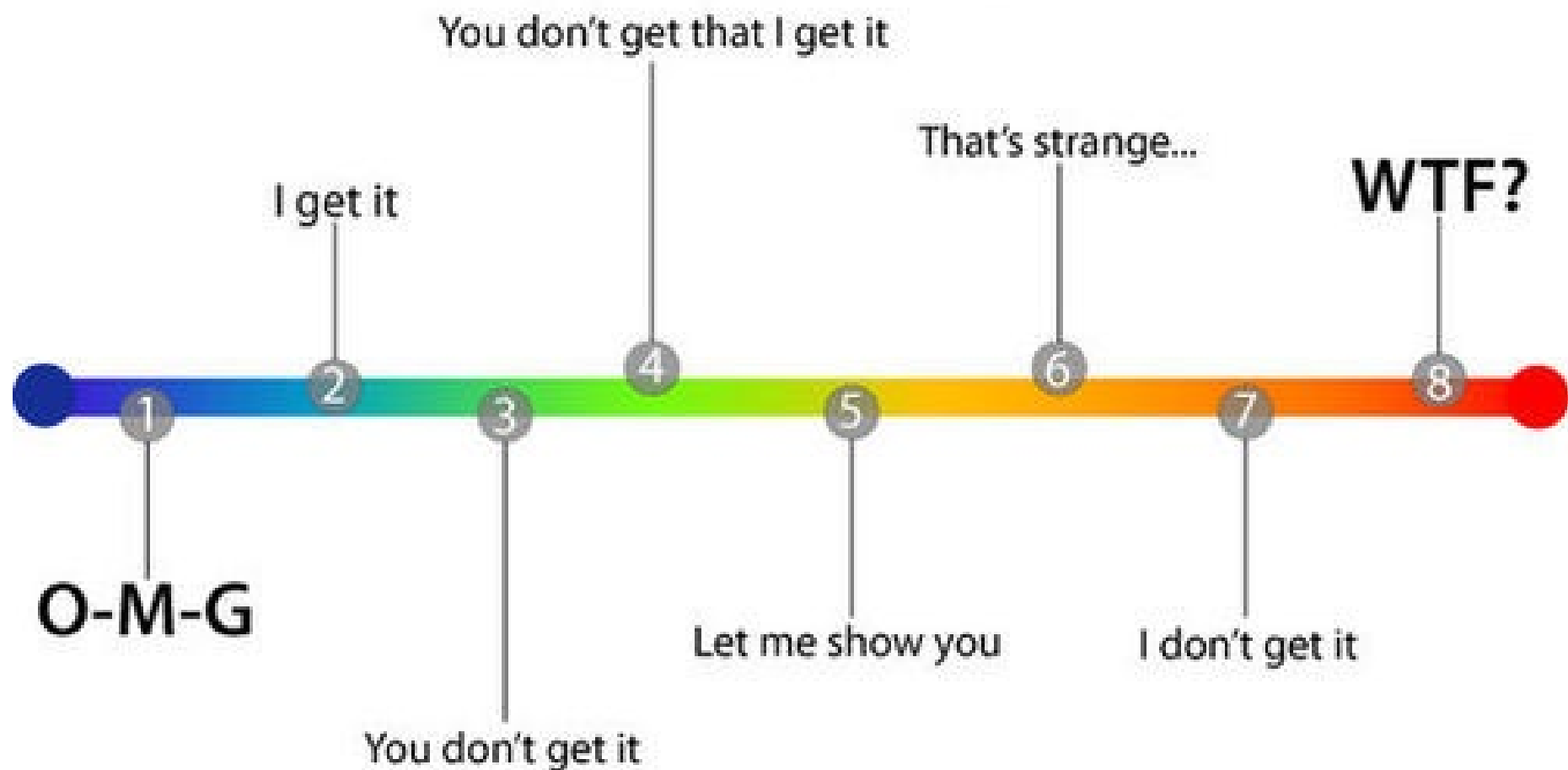of the entire global Internet in 2000

While it may seem obvious that spending money on content initiatives will make or save your company money, you can't **ASSUME** management will just "get it" and fund your project

THE **OMG-WTF** Spectrum

You don't get that I get it

That's strange...

WTF?

I get it

O-M-G

Let me show you

I don't get it

You don't get it

© David // Armano darmano.typepad.com

You have to

JUSTIFY

your purchase or project
request with hard numbers
(increasing revenue or decreasing costs)

DECREASING COSTS:

Examples

STRUCTURED AUTHORING

Implementation:

"Reducing the amount of time spent on formatting should translate into an increase in production, of course, but the 200% increase in our output surpassed all of our expectations."

Keith Schengili-Roberts, AMD

live-agent

CUSTOMER SERVICE

interactions costs between
$25 (for consumer electronics)
and $150 (for complex B2B software)

Jeffrey Tarter
Executive Director
Association of Support Professionals

http://www.asponline.com

CMS+SOCIAL

Implementation:

400% growth in user self help

51% reduction in costs per ticket/case

50% reduction in documentation costs

47% reduction in mean time to resolution

37% deflection rates in support cases

Corey Ganser
Customer Experience Manager
MindTouch

http://mndt.ch/2brief

Another **CM**
Implementation:

"GMAC used the Microsoft CM Server to support two key initiatives: transferring the content publishing function to content authors and freeing up formerly burdened IT resources to support more dynamic and personalized customer-facing Web portals.
ROI: 87%   Payback: 1.2 years"

COST AVOIDANCE:

TARGET
Accessibility Story

SNOW BLOWER
Law Suit Story

LOST REVENUE:

While you **ABSOLUTELY** should chase cost reduction potential revenue **DWARFS** simple cost savings

LOST REVENUE:

Air CARGO Story

Forget Cost
SAVINGS

Think

Content-
Generated
REVENUE

More Product **ADOPTION** and **SALES**

INVITROGEN Story

HTC Story

It's not enough to create great content. The content must also be

CURRENT

GERMANE

FINDABLE

and **USABLE**

So where can you get **NUMBERS** for your **BUSINESS CASE?**

FIND Numbers

from peers, online, from vendors, etc.

Technology insight built on ROI analysis.

We build our research on ROI and deliver insight based on the results achieved from actual deployments. Our clients use that research to select the best solution for their environment and deliver a business case to justify a decision.

LATEST RESEARCH

The value of Amazon Relational Database Service

Infor EPM improves financial process productivity by 20%

SFA Technology Value Matrix 2024

Databricks ROI case study: Texas Rangers

ROI Case Studies

An ROI case study is a thorough examination of the actual benefits a customer achieved from a technology deployment.

All case studies follow a consistent methodology designed to deliver an assessment of the direct and indirect benefits realized along with the financial results achieved. The studies accurately quantify ROI using the same financial rigor and approach taken by financial decision makers, ensuring credibility and giving the reader insight into the true value of the technology and the potential returns they may be able to achieve with their deployment.
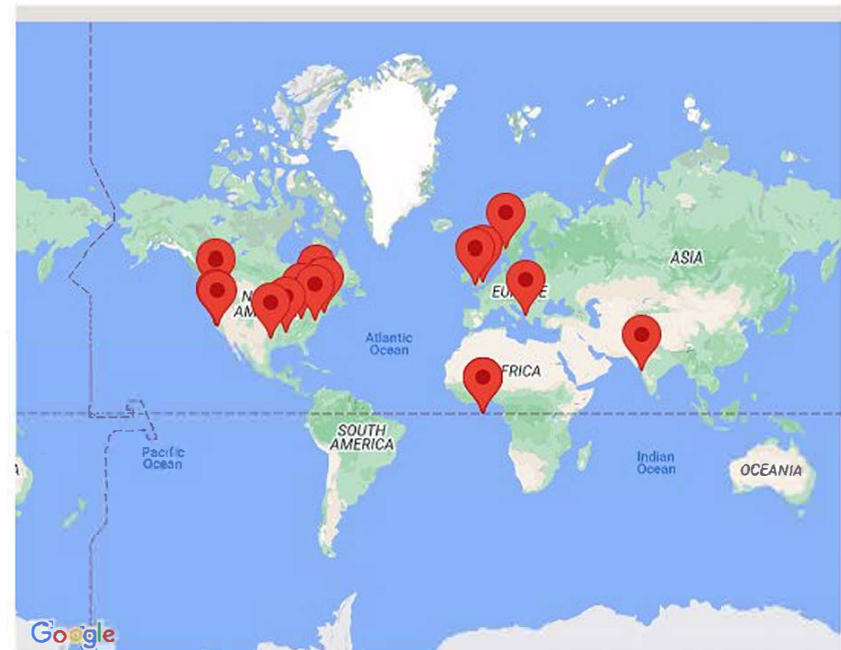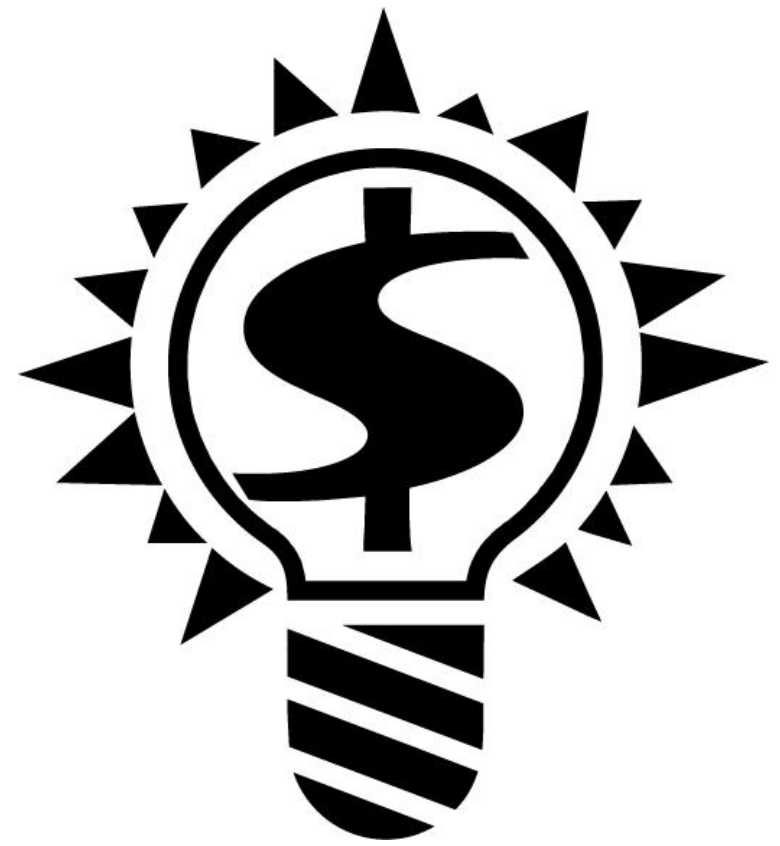
PROTOTYPE

track and record in a historical database

How do you sell a content initiative to **Management?**
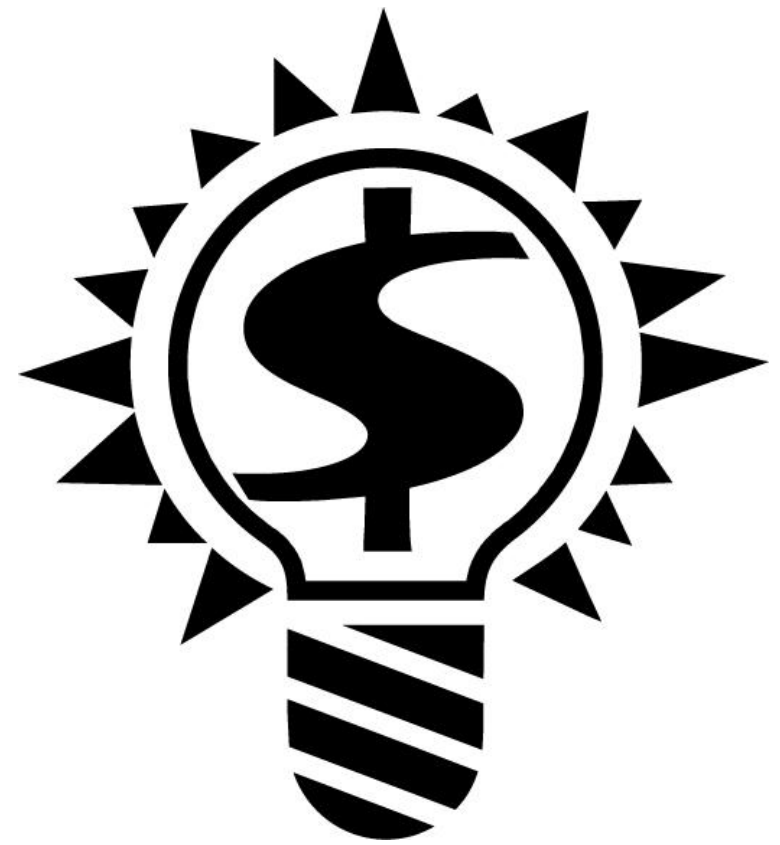
How do you sell a content initiative to **Management?**

Position **CONTENT** as a integral part of the product development team.

State the **Problem**—
and why is a problem to *them* .

Show what want you want to will

GENERATES REVENUE or

DECREASING COSTS

You are

GENERATING REVENUE or **DECREASING COSTS**
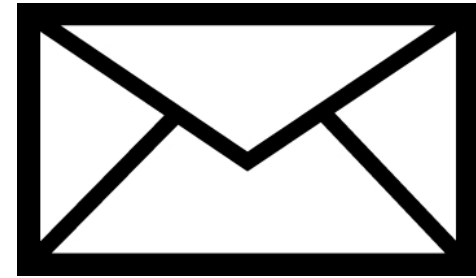
State why it's a problem for the

COMPANY, not for **YOU**

Show the **ROG** and the anticipated payback period if they move forward with your plan.

Finally, state the cost of doing **Nothing**

Q&A

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