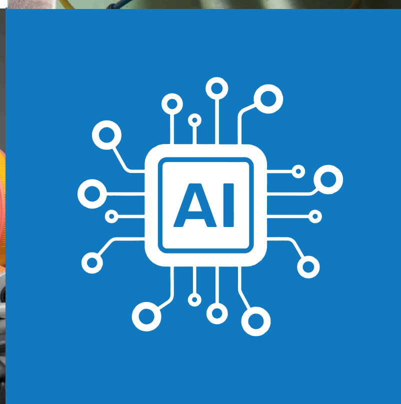
Building a Business Case for Digitizing Your Spare Parts Business

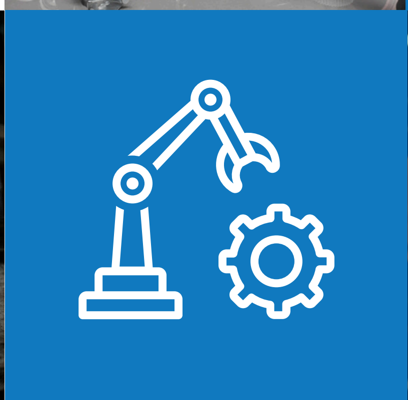
BUSINESS CASE TEMPLATE

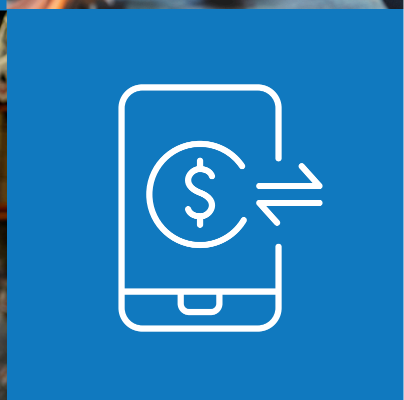












Building a Business Case for Digitizing Your Spare Parts Business

IS THIS DOCUMENT FOR YOU?

If you are considering or currently involved in a digitization project for your after-sales business, parts management/catalogs, or ecommerce implementation - **This document is for you!**

DIGITIZING YOUR SPARE PART SALES PROCESS

Building a business case for digitizing your spare parts operations will help you secure stakeholder buy-in by demonstrating value that aligns with your top business goals.

WHO SHOULD USE THIS TEMPLATE?

This business case is for a project leader to build a compelling, value-based business case that aligns with internal stakeholders.

HOW TO USE THIS TEMPLATE

The purpose of this template is to help support you in positioning CDS Partable as a strategic investment to support your company's business goals and genuine spare part operations.

SUPPORTED BY CDS VISUAL

We help industrial manufacturers digitize their spare part sales processes to drive sustainable top and bottom-line growth for their genuine parts business.

Partable is the AI-powered, purpose-built solution that enables industrial manufacturers to transform their legacy parts catalogs and sales operations into a digital-first, self-service 2D and 3D visual solution that simplifies selling spare parts in any channel.

Best Practices to Successfully Use the Business Case Template

DISCOVERY

Use this template to organize insights from early meetings and map your current pain points to your strategic goals.

- Identify key pain points within your spare part sales process that are impacting sales velocity (e.g. parts identification, manual processes, add to cart/quote, resources/support reps, etc.).
- Capture real-life examples from each stakeholder's functions to connect the pain points to reality.

STAKEHOLDER CONVERSATIONS

Use this template as a living document in cross-functional meetings and 1:1 discussions with your key stakeholders.

- Align on what success looks like for each stakeholder (Sales, IT, Finance, After-Sales, Parts Management, etc.)
- Document priorities, objections, and success metrics for each stakeholder in your buying committee.
- Involve your stakeholders in shaping the business case and key success metrics to build internal champions.

KEEP THE STRUCTURE STRATEGIC

Turn all of your discovery information and stakeholder priorities into a strategic, metrics-driven business case.

- Directly link Partable capabilities to your business goals, such as revenue growth, margin protection, scalability, and other key determinants of ROI.
- Recommend a customer demo/discovery with a clearly defined scope, KPIs, and timelines.
- Anticipate objections from each of your key stakeholders and work through responses with your CDS Sales team.

The Project Team

NAME THE PROJECT LEADER

Use this section to list the project leader

Project Lead	Title	Department

IDENTIFY THE PROJECT STAKEHOLDERS

Use this section to identify each stakeholder in the project and what their role would be.

PRO TIP: If you had/have a project, note everyone who would/will be involved in technical, financial, etc. for consensus building.

Department	Name	Title	Project Role

Strategic Goals

DEFINE STRATEGIC BUSINESS GOALS

How does your spare parts initiative align with the 3 strategic goals your company is prioritizing short-term and/or long-term?

Strategic Goal (e.g. increase parts revenue, digital transformation, customer experience, etc.)	**How Partable Supports the Goal** (e.g. faster part sales, digitize manual processes, self-service for customer, etc.)

PRO TIP: Choose strategic goals that are company or department wide.

BEFORE & AFTER OPERATIONS

List out the current state and future state of your part sales processes.

Workflow	**Current State**	**Future State**
End Users (Customer, sales, techs, etc.)		
Parts ID & Search		
Manual Intervention		
Order/Quote (ecommerce, ERP, etc.)		
Parts Management & Delivery		
Customer Experience		

KPI Metrics & Benefits

QUANTIFY THE ROI IMPACT

What are the KPI metrics that determine the success of this project and what are the expected business impacts?

Metric (e.g. part id, revenue & margin increase, etc.)	**Current Value of Metric**	**Target Value of Metric**	**Expected Impact** (% or $ change)

PRO TIP: If you need support identifying key metrics or learning best practices for identifying key impact areas, **we can help.**

ADDITIONAL BENEFITS

List out the potential additional intangible benefits that the project will have on your business.

Additional Benefits (e.g., customer loyaly, more engineering innovation, future predictive maintenance, repeat sales.)	**Business Impact**

ROI Impact & Benefits

INVESTMENT AND ROI TIME PERIOD

Fill in with output from your ROI calculations with your CDS Rep. Include any other relevant data for your unique business case

Are you interested in your own free personalized ROI calculation?
Book a Meeting

Input	Calculation	Measurement
Implementation Investment $		One-time
Annual Partable Investment $		Annual SaaS
ROI Payback Time Period		Months
ROI % Increase		Contract Length

PRO TIP: What determines ROI can vary by project and stakeholder. Use the above as a baseline, and work with your CDS Rep on personalized ROI assessment that meets your business goals.

Book a personalized complimentary ROI Assessment now.

Cross-Functional Alignment

QUANTIFY THE ROI IMPACT

List your key stakeholders and add any executive sponsors to identify their priorities and concerns.

Function	Names	Project Role	Top 1-3 Priorities/Concerns
Project Lead			
Sales			
Marketing			
Service			
Engineering			
Product			
Finance			
IT			
Executive Sponsors			
Other			

PRO TIP: Review your stakeholders priorities and concerns early and often throughout the buying process to document any changes and continuously build alignment and trust.

Objection Handling

PREPARE FOR OBJECTION HANDLING

Anticipate and prepare for stakeholder and executive objections with responses to common concerns.

Objections (e.g. it would be too disruptive, we already have ERP, ecommerce, IT is to burdened)	**Suggested Responses**

PRO TIP: Partner with your CDS Rep on objections and responses. They have deep experience and are happy to help.

ADDITONAL RESOURCES

Additional Notes