



# CONSTRUCTING THE BUSINESS CASE FOR SHARKTOWER

**Change is complex.  
Delivering it doesn't have to be.**

Hello again,

In this whitepaper, we'll outline the value of Sharktower project management software for each level of the organisation.

This will build a business case that demonstrates the benefits, potential cost savings for replacing or consolidating tools, the costs of the implementation and the return on investment.



## INTRODUCTION

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Due to the accelerating pace of change and advances in technology, project management software has now evolved into a strategic function of today's business. Across the board, digital transformation and disruption are high on the agenda.

A recent study of global C-suite executives has revealed that **almost 60% of organisations have accelerated digital transformation due to the COVID-19 pandemic**, with 66% of executives citing that they have completed initiatives that previously encountered resistance.

Increasing efficiency and project delivery success is a top priority for businesses to gain and maintain a competitive edge, hence the popularity of modern collaborative project management solutions.

## WHO STANDS TO BENEFIT FROM SHARKTOWER?

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Sharktower will become the backbone of everything that is related to business change – projects, processes, and resources – and it has the power to enable every level of the organisation. The key to creating a compelling business case is to communicate how each role stands to benefit from Sharktower.

There are typically three main audiences to consider.

### *Senior stakeholders*

The desired objectives of this executive group include:

- ↳ **Spending** in the right place
- ↳ **Efficiency**
- ↳ Making an **impact**
- ↳ **Shareholder return**
- ↳ Increasing **organisational agility**
- ↳ **Being informed** with smart access to information

### *Head of PMO, Head of Change, Innovation*

These functions are responsible for maintaining an overview of all projects and ensuring they are aligned to the corporate goals.

Their objectives typically include:

- ↳ **Selecting and prioritising projects** based on the company strategy and available resources
- ↳ Accurate **planning and forecasting**
- ↳ Elevating **value perception** of PMO
- ↳ **Standardising** methods and processes
- ↳ Understanding **single source of truth** for project reporting

↳ **Transparency**, information flow and communication

### **End users**

It can be a common internal challenge to get buy-in from the end users, such as project managers and team members involved in project delivery and execution, or to overlook them completely. Without their buy-in, there's a risk the software will be under-used and fail to deliver value.

The goals of these individuals typically include:

- ↳ **Project success** with on-time, on-budget and on-scope delivery
- ↳ **Meet desired outcomes** of projects
- ↳ **Less time wasted** on manually collating information for reporting
- ↳ **Hitting milestones**

## **OUTLINE CURRENT CHALLENGES IN PROJECT DELIVERY AND MEETING BUSINESS GOALS**

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An important part of building the case for Sharktower is to assess the current challenges your business encounters when trying to meet business goals. This will demonstrate why project management software is necessary.

Challenges could include:

- ↳ Delivering projects to the required **scope, time and budget** objectives
- ↳ Ability to make better decisions through more **accurate reporting**
- ↳ Transparency of **risks, issues, dependencies and constraints** across the portfolio
- ↳ Alignment of core **business objectives** with project delivery
- ↳ **Removing cost and inaccuracies** associated with manual reporting

## The benefits of Sharktower

Use the following matrix to identify objectives that align most closely to your current challenges. It outlines the benefits and positive business impact that can be expected through use of Sharktower project management software.

In some cases, single objectives may cover multiple challenges.

Objective	Sharktower solution	Benefit	Impact
<b>Increase achievement of successful business outcomes</b>	Project deliverables can be mapped directly to business objectives	Maintains focus on delivering and maximising the value of strategic projects	Reduce the risk of projects failing to meet business goals. '31% of projects fail to meet original business goals, rising to 64% in less mature companies'  <i>Source: PMI 2018 Pulse of the Profession Report</i>
<b>Increase overall company resource efficiency</b>	Real-time visibility into resource distribution across your whole portfolio or organisation, with insights into over- and under-utilisation.	Focused efforts, faster time-to-market, and more engaged team members. Well-informed rebalancing decisions. Freed up resources can be redeployed to higher value, strategic work.	Companies using PPM solutions have a significantly higher human resource performance rate compared to those that fail to use any portfolio management solutions.  <i>Source: PwC</i>
<b>Improve executive decision making</b>	Real-time view of project progress, including drill down to low level detail, giving clear understanding of where to focus.	Faster, better decision making through always available, accurate, up-to-date data, at all levels of the project(s).	Reduce number of poorly-informed decisions caused by inaccurate and out-of-date reports.  'Organisations believe poor data quality to be responsible for an average of \$15 million per year in losses.' <i>Source: Gartner</i> 'While 91% of companies say that data-driven decision-making is important to the growth of their business, only 57% said they base their decisions on their data'  <i>Source: BI-survey.com</i>

<p><b>Increase PMO/PM efficiency and value</b></p>	<p>All-in-one system with real-time reports and AI-driven delivery insights.</p>	<p>A single source of truth that removes PMO need to chase for updates, consolidate data, manual reporting, and respond to ad-hoc progress requests. Real-time delivery insights lead to better decision-making.</p>	<p>Empower project managers to be value managers (not administrators). Project managers tell us they regularly spend between 20-30% of their time updating and generating reports manually. 61% of employees find their projects are constantly delayed by slow data integration efforts.</p> <p><i>Source: SnapLogic</i></p>
<p><b>Increase engagement and accountability across the organisation</b></p>	<p>An interactive project plan that any team member can engage with. Team members can drill down into the detail or up into the business objectives to understand how their role fits into the bigger picture.</p>	<p>Outcome-focused transparency for all business stakeholders</p>	<p>Increase project success rate. 'A lack of clear goals is the most common factor (37%) behind project failure, according to executive leaders.'</p> <p><i>Source: PMI Pulse of the Profession 2017</i></p> <p>'Highly-engaged teams show 21% greater profitability'</p> <p><i>Source: Gallup</i></p>
<p><b>Increase project team efficiency</b></p>	<p>Intuitive and simple-to-use platform for the entire project team, including remote employees and third-party suppliers. Everyone can communicate directly about the project.</p>	<p>Less time giving progress updates to multiple stakeholders  Less time in project meetings  Less time entering and managing information in different systems  Less data duplication, incompleteness and inaccuracy</p>	<p>Teams can work together seamlessly.</p> <p>'61% of companies using project management tools completed projects on time, compared to 41% who aren't.'</p> <p><i>Source: PMI Pulse of the Profession 2019</i></p> <p>'97% of employees and execs believe lack of alignment within a team impacts the outcome of a project.'</p> <p><i>Source: ClearCompany</i></p>

<p><b>Save money</b></p>	<p>Instead of investing in licenses for team members that may not use the tool, or, conversely, restricting access for some roles, Sharktower Company licensing provides unrestricted access to all features.</p>	<p>Sharktower is more cost effective <i>and</i> more valuable the higher the number of people that use it. Sharktower can also be used for all external third-party stakeholders freely and unlimited.</p>	<p>Cost reduction from company-wide licensing, starting at the equivalent of £8 per person per month for a business of 500+</p>
<p><b>Increase successful project delivery on time, on budget and on scope</b></p>	<p>Predictive analytics and real-time insights spot issues and risks, increasing the likelihood of successful delivery. Unrestricted access for all stakeholders and everyone involved in project delivery, including third party suppliers.</p>	<p>Reduction in wasted costs by early identification of project risks and issues, enabling greater investment in innovation and other projects.</p>	<p>Reduce the risk of 11.4% of investment being wasted due to poor project performance.</p> <p><i>Source: PMI 2020 Pulse of the Profession Report</i></p> <p>Reduce the risk of 48% of projects failing to finish within timescales and 42% running over budget</p> <p><i>Source: PMI 2018 Pulse of the Profession Report</i></p>
<p><b>Driving innovation to create competitive advantage</b></p>	<p>All-in-one collaborative system with real-time reports and predictive analytics.</p>	<p>Sharktower removes the wasted effort of manual reporting and increases the probability of project success. It helps to enable change and innovation.</p>	<p>‘Organisations that implement a combination of tech quotient and project management skills are 76% more likely to hit project objectives than those which don’t.’</p> <p><i>Source: PMI Pulse of the Profession 2019</i></p> <p>80% of execs state “investing in tech to enable better project success” is a high priority.</p> <p><i>Source: PMI 2018 Pulse of the Profession Report</i></p>

## COSTS

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### *Licensing Cost*

Sharktower is a cloud-based solution with licensing and pricing options that are designed to help reduce costs.

While there is entry-level per-user licensing, we recommend company licensing for unrestricted value. **Whichever pricing plan you choose, you'll have access to all Sharktower's features**, meaning no additional costs for add-ons. This is an important cost saving to consider if you are thinking of switching from an incumbent solution to Sharktower.

With a company plan, you have the freedom to use Sharktower unrestricted with all your stakeholders, contractors and suppliers. It means you can collaborate on the same project plans and reports without the need to pay for additional licenses.

When you're growing, we'll only increase the price you pay when your business size exceeds the mid-point of the next tier.

If you need to scale down, we'll immediately adjust your plan down to the level you need (regardless of whether you pay monthly or annually).

### *Implementation Costs*

We do not believe in charging extra for implementation. The only cost to your organisation is the time spent in training or kick-off sessions (usually around 4 hours for key end users and user champions).

So we recommend you allow approx. 4 hours for onboarding, to include:

- ✎ **Kick-off session** to agree success criteria and understand project landscape in your organisation (e.g. number and complexity of projects, size of teams)
- ✎ **Deep-dive training** sessions for end users and user champions
- ✎ **Support** with data input to transition to new tool

There are no additional costs for access to Sharktower's knowledge base, in-app guidance and service desk.



## RETURN ON INVESTMENT/PAYBACK PERIOD

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With Sharktower, you'll benefit from real-time reports from day one, immediately removing 20-30% of costs typically wasted on manual reporting.

From that point onwards, the benefits that depend on completion of projects (such as increasing successful project delivery and achievement of business outcomes) will be realised over a longer period.

Based on the above, the typical customer ROI from Sharktower is shown in the following example:

**Company A has 500 employees.** It has approx. 10 project managers at a salary cost of £500k and spends almost £5m per year on change projects. The company currently pays £30k for their incumbent project management software, with seats for *only 30* resources.

If Company A moved to a Sharktower Company-level plan (which provides unlimited access for the entire business and its external suppliers), the annual cost would be £25,500.

### Short-term business benefits:

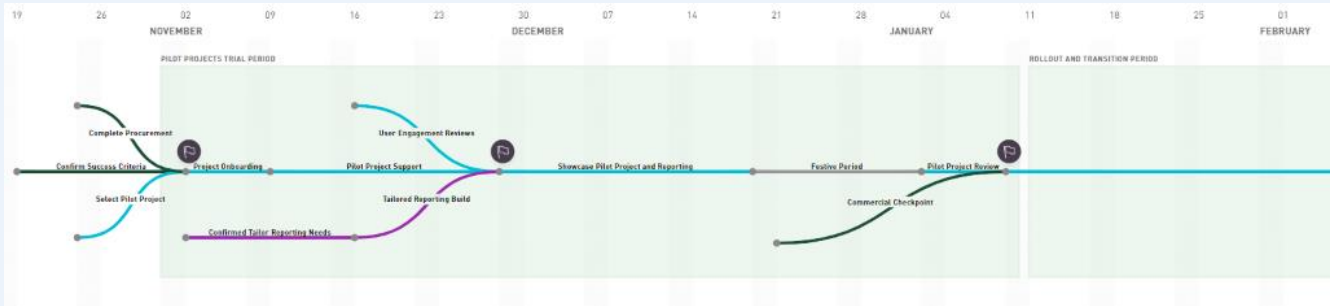
- ↳ Removing 20-30% of costs typically wasted on manual reporting and inefficient decision-making, resulting in savings of at least £100k per year\*2
- ↳ Saving approx. £4,500 on license costs by switching to Sharktower, while providing unlimited access to the whole business at no extra cost

### Long-term business benefits:

- ↳ Reducing the impact from 42% of projects over-running and nearly half returning insufficient value, equating to £175k in every month of poor performance

## EXECUTION TIMELINE

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Sharktower will work with you ahead of time to agree an implementation approach that will help your organisation realise the most business value in the shortest amount of time.

We will agree success criteria for the implementation and outline the timeline, milestones and services to be delivered.

## SUMMARY

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Functions like project management are among the last to receive investment, so convincing executives of the value of PM software is by no means simple!

We hope these guidelines will bring you a step closer to winning your executive management over to the advantages of Sharktower.

## FEATURES

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Project and Portfolio Management	<ul style="list-style-type: none"><li>Delivery Map visual project planning tool</li><li>Simple Kanban task and story management</li><li>Innovative stand-up and meetings tool</li><li>Project plan templates</li><li>Milestone and dependency management</li><li>Risk and issue management</li><li>Workloads and resource management</li><li>Cost forecasting and tracking</li><li>Decision tracking</li><li>JIRA synchronisation</li><li>Mobile friendly iOS and Android apps</li></ul>
AI-driven features	<ul style="list-style-type: none"><li>Team sentiment analysis</li><li>Project slippage prediction</li><li>Project health score</li><li>Notification Centre</li><li>Recommendation engine</li></ul>
Linking projects to business goals	<ul style="list-style-type: none"><li>Objectives</li><li>Key results</li></ul>
Real-time reporting	<ul style="list-style-type: none"><li>Portfolio dashboard</li><li>Burndown charts</li><li>Project status tracking</li><li>Custom portfolio reporting</li><li>Activity status tracking</li></ul>
Education & Support	<ul style="list-style-type: none"><li>Knowledge Base</li><li>In-app onboarding</li><li>User Support Help Desk</li></ul>
Security & Compliance	<ul style="list-style-type: none"><li>User access and portfolio hierarchy control</li><li>Fully Encrypted &amp; Protected Data</li></ul>

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