# APPROVAL FOR YOUR

MOBILE APPLICATION

A CairAlert Pocket Guide

We've all been there.

You've found a mobile application you know will help you
keep your lone and remote workers safe, increase reporting of incidents and
ultimately reduce accidents and incidents in the workplace. You've done your
research. You've assessed the costs. And you're certain this new tool will save your
company money in the long run.

But there's a problem: You need funding, and those that hold the purse strings
aren't always anxious to part with the funds necessary for such projects.

Getting buy-in from executive management can be a challenge with many hurdles,
but it is a common scenario within all businesses, across all industries, regardless
of size and scope.
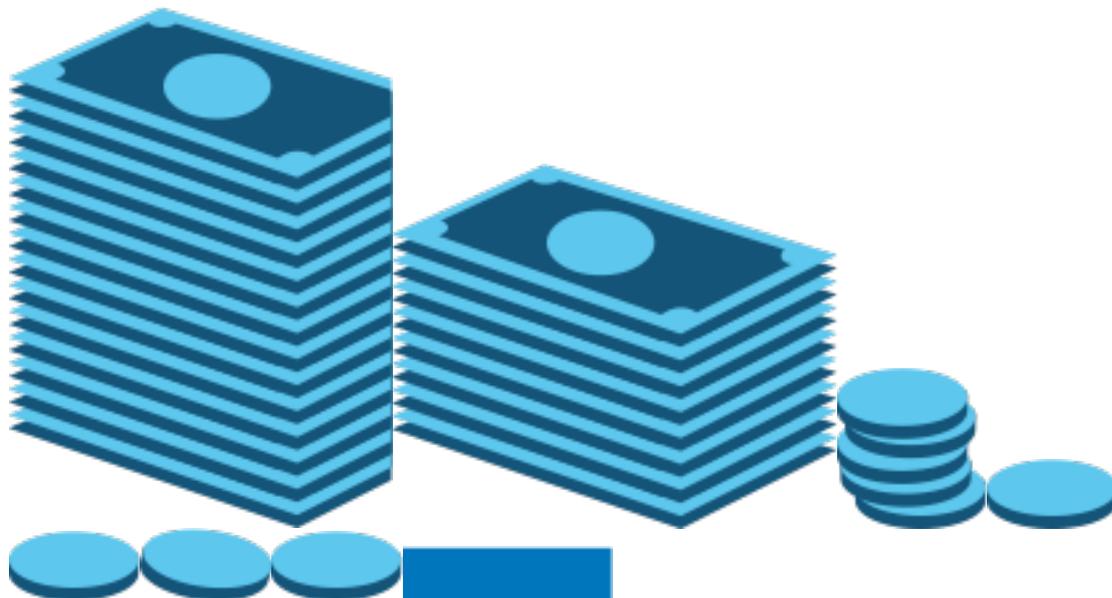
Winning financial support for the software solution you need can be
straightforward, as long as you clearly communicate business value to those who
will be signing off on the purchase.

The purpose of this guide is to help prospective software customers:

- Assess the business value of a solution.
- Break down the costs and returns on an investment.
- Create an effective business proposal and presentation.
- Get approval for a software solution.

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Now let's look at some specific examples that illustrate why each of the three groups described might want to buy a moble application, in this case, to help lone and remote workers report incidents from their mobile phones. We'll assume (for the sake of this example) that the software solution in question includes:

- A user-friendly interface.
- Scalability (easily add users and functionality to address corporate growth and evolving requirements).
- A relatively low cost of ownership.
- Comprehensive data reporting and analysis.

Use real-time data and automatic reporting capabilities to reduce the amount of time spent manipulating data and generating reports.
Improves accident and incident reporting
Improves accuracy and timeliness of reports to management and health and safety
We'll reduce time spent ravelling and or being in the office.
Mitigates the probability of under-reporting.

The following table describes some of the benefits that would be realized by this software solution, as described by different levels of affected personnel:

Lone / Remote Workers

Makes reporting easier.

I feel safer at work knowing we're probably fulfilling health and safety requirements.

I feel valued knowing my incident is being taken seriously.

Managers / Supervisors

Improves my visibility of all incidents and accidents my team are having.

Boosts our efficiency as workers are spending more time in the field.

Significantly minimizes risk and the chance of brand damage, litigation and loss of employee morale.

Ensures compliance with laws affecting our operations.

Minimizing the risk of non- conformances will help us pass audits and attract/retain customers.

Helps lone and remote workers comply with relevant legislation.

If you are liaising with a representative from the prospective vendor, he or she should be willing to help you describe the specific benefits of the software solution for each employee category.

It is helpful to conduct a similar exercise when dealing with the specific software solution you are considering. Use these three employee categories and map out the various benefits for each group.

Despite the fact many CEO's, directors and other executives know the benefits of software solutions, there are a number of challenges to convincing them certain solutions are worth the costs.

When the purchase of a software solution is broached, some of the common responses include:

- "I can't get time with my boss to discuss it."
- "I don't have a budget for it," or "I can't use my budget on software and license fees."
- Executives feel the status quo is "okay."
- It is difficult to calculate ROI and quantify improvements.
- The IT department is very resistant to adopt a new solution.

Critical to preparing for and overcoming these objections is quantifying and clearly defining the financial benefits of adopting the solution. This is accomplished by mapping individual
benefits to the financial rewards they will generate. In the following examples, 'Hard Pounds" can be thought of as clear, easily quantifiable savings – reducing insurance premiums,
for example. 'Soft Pounds,' which emerge from saved time and efficiency improvements, are significant, but may not impact budgetary line items.

Let's use our example of a Lone Worker Mobile reporting Application software solution to illustrate three software-driven business benefits and the accompanying financial rewards.

Business Benefit 1:

Use real-time data and automatic reporting capabilities to reduce the amount of time spent manipulating data and generating reports.

Soft Pounds

- Reduce workload for all affected employees, including full-time equivalents (FTE).
- Fewer data manipulation errors.
- Generate real-time dashboards and reports for stakeholders (e.g. customers, prospects, NGOs) quickly and easily.

Hard Pounds

Terminate or transfer employees as a result of efficiency gains.

Delay the hiring of new employees (an often overlooked benefit)

Business Benefit 2:

Improves accident and incident reporting

Soft Pounds

- Improved incident reporting leads to fewer incidents:
- Resulting in reduced litigation costs.

Hard Pounds

• Avoid costs associated with: -

- Lost time and lost production.
- Spill cleanup.
- Penalties, fines, stop orders.
- Sickness and absence
- Re-training
- Productivity due to poor morale

Business Benefit 3:

Improves accuracy and timeliness of reports to management and health and safety

Soft Pounds

- Action can be taken to deal with incidents quicker
- Action can be taken to prevent incidents quicker
- Spend less time tracking the status of/following up on activities/corrective actions.

Hard Pounds

Reduces insurance premiums

Of course there are many more business benefits that would be tied to a given solution, but these three examples should give you an idea of what kind of cost-savings and revenue-generating opportunities to describe.

Now that we have listed a few of these opportunities, we can begin to map each one to actual figures that can be rolled up into a business proposal for senior management.

However, in some cases it can be a little tricky to lock down exact or even approximate financial savings and revenue opportunities; tricky, but not impossible.

To get an estimate of projected savings and other financial benefits, you'll have to do the following three key things.

Conduct research.
For example, to put the value of fines or legal fees in perspective, consider a possible negative event that could affect your business. Look at other companies in your industry of a similar size and scope, and try to find a historical example of a fine or fee that has affected them.

Estimate time and efficiency savings.
This can be difficult to do and the values that come out of these equations will be expressed as ranges, but will still give senior management a clear idea of what they stand to save/gain as the result of improved efficiency. For example, by estimating the amount of time that will be saved as lone / remote workers don't have to travel into the office to report.

Generate ROI spreadsheets.
Use a spreadsheet program with examples of every line item you found when isolating each business benefit the application would produce and map each improvement to a pound value to present a complete, at-a-glance document outlining individual and cumulative benefits. ROI calculators are typically available to help with this process.

Let's use the following example from the HSE. A worker injured his arms using a drill. His arm was broken in two places and he suffered muscle and tissue injury. He spent 12 days in hospital and was off work for 3 months. On his return he was placed on administrative duties for three months and was unable to operate machinery for 8 months. The managing director wad prosecuted after the incident.

Costs to the company

Wages for injured worker over the period	£10,000
Loss of production / remedial work required	£ 8,000+
Overtime wages to cover lost production	£ 3,000+
Loss of time of manager /MD	£ 4,000+
Wages for replacement worker	£ 7,000
Legal expenses	£ 3,000
Fines and court costs	£ 4,000+
Increase in employers' liability insurance	£ 6,000
Total Cost to Business	£45,000+

Another cost was that two employees not involved in the incident were made redundant to prevent the company going out of business.

Find a variety of cases with varying degrees of severity in terms of financial repercussions. From your examples, draw median values and work them into your savings estimates and ROI calculations to provide an illustration to executive management of the often severe financial consequences of instances of, in this case, employee injuries and fatalities.

As you begin to break down all the costs and savings associated with the solution under consideration, you'll be building your business case around the most important metric - ROI.

ROI

It is determined by subtracting the cost of an investment from the gain of an investment and dividing the result by the cost of the investment. As mentioned previously, it is critical to put special emphasis on the time period selected to determine ROI.

Once you have determined all of your calculations in one spreadsheet, you should be able to produce a snapshot of the overall savings and ROI. Take into account all factors including:

- Annual costs of current processes.
- Annual cost of proposed solution, including:
    - License fees.
    - Implementation costs.
    - Maintenance and support (initial).
- ROI for the project.
- Savings over one year.
- Savings over three years.

It is important to realize your prospective software purchase has many stakeholders within your organization who will be affected by its purchase and implementation. As you prepare your proposal, it is important to communicate with and rally these parties to ensure they are supportive of your decision, and that their needs and concerns are reflected in your presentation.

In determining who needs to be involved in the decision-making process, consider the following:

Purchase Price

The purchase price of the proposed solution influences the review process, the paperwork involved, and who will be required to sign off on the solution.

Users

Who will use the proposed software solution? In our EHS software example, depending on the scope of the project,

Budget

Determine whose budget the solution cost will be taken from. This will greatly affect who has the greatest say in the decision.

Funds

Software application solutions are often considered an Operational Fund expense, so it's important to determine who in your organization has influence or will be required to sign off on the solution.

Procurement Rules

Review your organization's procurement rules for software purchases and determine the role of your procurement personnel (i.e. do they own the complete process or are they involved in the back-end).

IT Department

You organization's IT department will play a significant role in any software purchase. While some IT teams are inclined to resist large software implementations, being sensitive to their concerns can help you win their buy-in. Consider the following questions:

- How will the solution be deployed?
- Will it be integrated with existing systems?
- What IT guidelines are in place for the purchase and deployment of software?

Once you've assessed the benefits, costs, savings, and other impacts of the implementation of a new software solution, you'll want to collect all of the information senior managers and other executive staff will want to see in a Capital Appropriations Request, including:

Business Proposal

Outlines what is being proposed and why. Three basic elements are central to any business proposal:

- Statement of Purpose: This should be a strong, one-page summary of the purpose of the business proposal.

- ROI: The single most important component of the document, the ROI section should provide a clear quantitative and qualitative analysis of the ROI that will flow from the proposed purchase.
- Pricing Schedule: This component should feature a comprehensive breakdown of the overall and individual costs associated with the proposed software solution.

Scope and Objective

Describes the departments and business units that will be affected by the implementation, as well as a high- level deployment strategy. This section should provide a timeline indicating how long and by what means the proposed software solution will be implemented. This section of the plan should be prepared in tandem with the ROI section, as the implementation plan may have a significant impact on ROI. For example, a quick rollout of the software will generate a more immediate and noticeable ROI than a rollout that takes place over many months or more than a year.

Alternatives/Risks

An assessment of reasonable alternatives – including not taking any action – as well as risks associated with project (and sometimes the alternatives too).

Benefits/Savings

The outline of individual and cumulative savings associated with the project and outlined above.

Signoff

An outline of the parties that will be affected by the solution and who will be required to sign off on it

In presenting any proposal for a large software solution, you can expect to be confronted with a number of objections. While putting your pitch together, try to make a list of any of the possible objections those you are presenting to might have to the proposed solution.

Our current systems are 'Okay'.

- Present the shortcomings of existing systems.
- Discuss the quantifiable improvements of moving to a new system (especially 'hard pounds').

It's too expensive.

Explain that the price is a function of the solution's value. Note that you have ensured that the best price has been obtained (by way of a competitive bid) and that it boasts a strong ROI.

Discuss budgeting as a separate issue.

IT will be resistant to approve a new software system.

Note that you have kept IT involved in the process of putting together your presentation. If you have kept IT involved in the process it will be much easier to achieve buy-in.

Are all the affected parties onside?

If you are prepared, you will have already achieved the buy-in (in principle) from all of the affected parties.

If you have not included certain personnel in your list of affected parties, provide sound reasons for excluding them.

There is no budget for this project.

Though it is critical to understand where the money for the project will come from early in the process, here is some potential feedback to this objection:

- If it is a small purchase (e.g. under £5,000) we'll use discretionary funds if available.
- Reallocate funds from other budgeted line items.
- Process purchase as non-budgeted item if the project has a high ROI or addresses significant business risks/opportunities.

- Reinforce that it will satisfy legal requirements.
- Link the purchase to corporate commitments (e.g. new and ongoing project will benefit from the purchase).

If you've followed all of the steps laid out in this guide, you should be well positioned to secure buy-in from all the necessary parties.

But don't neglect the most important party of all:
you! If you are going to sell software internally, it is imperative you are completely convinced of the value of the product. Do due diligence, consider all options, and build a relationship with your prospective vendor to ensure the solution on the table is the right fit for you and your organisation.