

Business Case Development

Service Definition

Supplier	ADVANTIQ
G-Cloud Framework	G-Cloud 15
Lot	Lot 3 - Cloud Support
Version	v1.0
Date	30 January 2026
Service name	Business Case Development

1. Service overview

Business Case Development is a time-boxed consultancy service to help Buyers build a clear, evidence-based business case for an AI-enabled initiative. The service supports decision-making by defining the problem, options, costs, benefits, risks, dependencies and recommended delivery approach.

2. Intended outcomes

- A decision-ready business case that can be used for internal governance and approvals.
- A clear statement of the problem, scope and target outcomes for an AI-enabled initiative.
- An options appraisal with recommended approach and rationale.
- A high-level implementation plan and delivery roadmap with risks and dependencies.
- A benefits framework with measurement approach to support ongoing tracking.

3. What is included

This service typically includes the following activities (within the agreed timebox):

- Kick-off session to confirm objectives, stakeholders, scope boundaries and working arrangements.
- Stakeholder interviews and/or workshops to understand current processes, pain points and constraints.
- Review of relevant existing documentation provided by the Buyer (for example: strategy, process notes, policy, service performance data, previous assessments).
- Definition of the proposed AI initiative scope, assumptions and success criteria.
- Options appraisal (for example: do nothing, optimise process without AI, partial automation, AI-assisted workflow) with evaluation criteria.
- Development of a cost model (high-level) covering implementation and run costs, including key assumptions and sensitivities.
- Development of a benefits model (quantified where feasible) and benefits realisation approach.

- Risk, compliance and operational considerations (including governance and controls appropriate to the Buyer context).
- Draft business case and executive summary review, with limited iterations to finalise.
- Playback session to present findings and recommendations to nominated stakeholders.

4. Deliverables

Deliverables are provided in editable formats unless the Buyer requests otherwise:

- Business Case Report (structured for senior approval).
- Executive Summary / Decision Pack (slide deck or short paper).
- Assumptions and dependencies log (including open questions).
- Options appraisal and recommendation rationale.
- High-level cost model and benefits model (including measurement approach).
- Delivery roadmap and implementation plan (high level).
- Risks and mitigations register (high level).

5. Typical timeframe and effort

The service is normally delivered over 2 to 4 weeks. A typical engagement is 3 weeks, subject to stakeholder availability and timely access to required inputs.

- Timeboxed delivery with a defined scope agreed at kick-off.
- Up to 12 stakeholder interviews/workshop participants in total (can be adjusted by agreement at start).
- Up to 2 iterations of the draft business case and decision pack included within the timebox.

6. Buyer responsibilities

To deliver the service effectively, the Buyer is expected to:

- Nominate a product/service owner and a single point of contact for scheduling and decision-making.
- Provide access to relevant stakeholders for interviews and workshops.
- Provide existing documentation and performance information needed to inform the assessment.
- Provide (where available) baseline cost, volume and service performance data to support quantification of benefits.
- Review deliverables and provide feedback within agreed timescales.

7. Supplier responsibilities

- Plan and facilitate workshops and interviews and capture findings.
- Develop and maintain a clear scope, assumptions list and decision log.
- Produce the deliverables described in Section 4 within the agreed timebox.
- Maintain appropriate confidentiality and handle information securely.

8. Service constraints and exclusions

The following are out of scope unless explicitly agreed in writing:

- Detailed solution design, technical architecture, or build and implementation services.
- Hands-on delivery of system integration, data migration or automation build.
- Formal assurance, certification or legal advice (for example: ICO submissions, legal opinions).
- Extensive rework caused by late changes to scope, missing inputs or delayed stakeholder availability.
- Activities requiring on-site attendance (unless separately agreed).

9. Working arrangements

- Delivery is normally remote (UK time).
- Workshops are conducted via video call and collaboration tools agreed with the Buyer.
- Where required, on-site sessions can be considered by agreement (travel and expenses would need to be agreed separately).

10. Security and data protection

This service is designed to rely primarily on existing information and aggregated operational data. The Buyer should avoid sharing unnecessary personal data. Where personal data is required, the parties will agree appropriate handling arrangements consistent with UK data protection legislation.

- Information is handled on a need-to-know basis and stored securely.
- Deliverables are provided to the Buyer and any copies retained by the Supplier are deleted or returned on request, subject to legal or regulatory retention requirements.

11. Acceptance and exit

Acceptance is achieved when the Supplier has delivered the agreed deliverables and completed the final playback session. At completion, the Supplier will provide the final versions of deliverables and hand over any working files.