

12 Steps to Developing a Successful RMS Business Case

Business cases are essential for two reasons. They are **essential to others** because they help decision-makers choose between project options, strategy prioritization, and internal budget approval. They are **essential for you** because they force you to build a comprehensive plan that identifies root causes, defines your objective, finds solutions, and manages risk.

Follow the path below to build your best case for a new Revenue Management System (RMS).

IDENTIFY

#1. Identify the executive sponsor

- ✓ Who is the senior level member in your organization that will be an advocate for an RMS?

#2. Identify other stakeholders

- ✓ Who are the decision-makers regarding project scope and budget?
- ✓ Who are the people that will be impacted by the system?

DEFINE

#3. Prove the need

- ✓ Why does your organization need an RMS?
- ✓ What problem(s) are you solving with it and why is it important they are solved? (*tip: collect internal and external evidence*)

#4. Define purpose and align objective with company priority

- ✓ How does an RMS fit within your company's overall business strategy?
- ✓ What business problems (e.g., group, function space, reporting) are in and out of scope of this project?

MEASURE

#5. Benefits and deliverables

- ✓ What will your organization get from an RMS?
- ✓ What are the functional requirements of an RMS?
- ✓ What are the technical requirements of an RMS?

#6. Success criteria

- ✓ What key metrics will you track and measure to determine if the RMS investment is a success?
 - RevPAR
 - Revenue Generation Index
 - Revenue opportunity uplift

PRESENT

#11. Write executive summary

- ✓ This is your "elevator pitch".

#12. Present your case

- ✓ Compile all of this information together into a document, build your presentation, and deliver your business case for a RMS successfully.

EVALUATE

#7. Consider your options

- ✓ What are the options to address the problems? (e.g., status quo, pricing tool, advanced RMS)
- ✓ Perform cost/benefit analysis on each option.

#8. Risks and constraints

- ✓ What may keep the organization from achieving the objective?

RECOMMEND

#9. Plan and Timeline

- ✓ When and how will the RMS be implemented, and staff trained & supported?
- ✓ Who will use the RMS?

#10. Financial considerations

- ✓ How much will the RMS cost in the first year, and ongoing years?