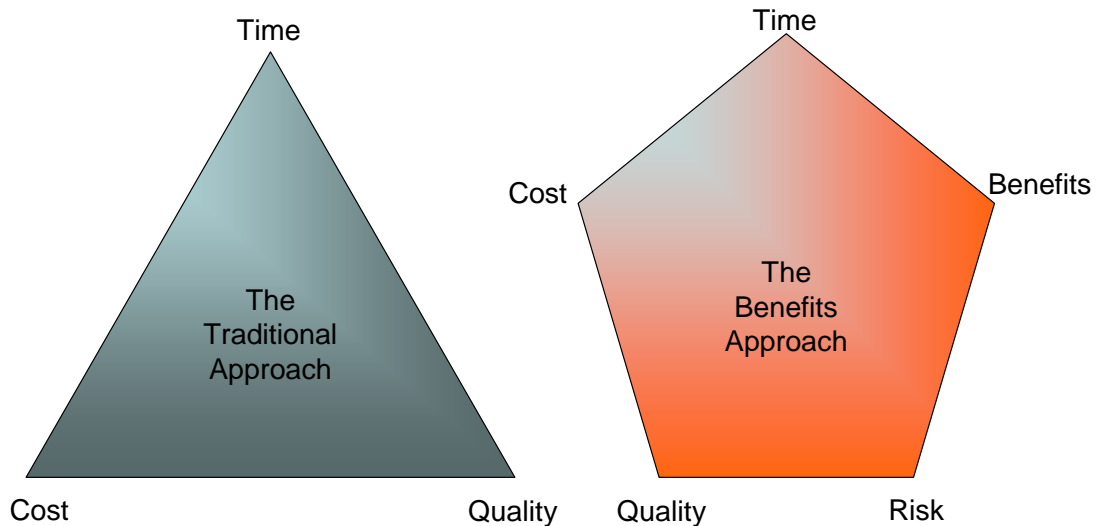
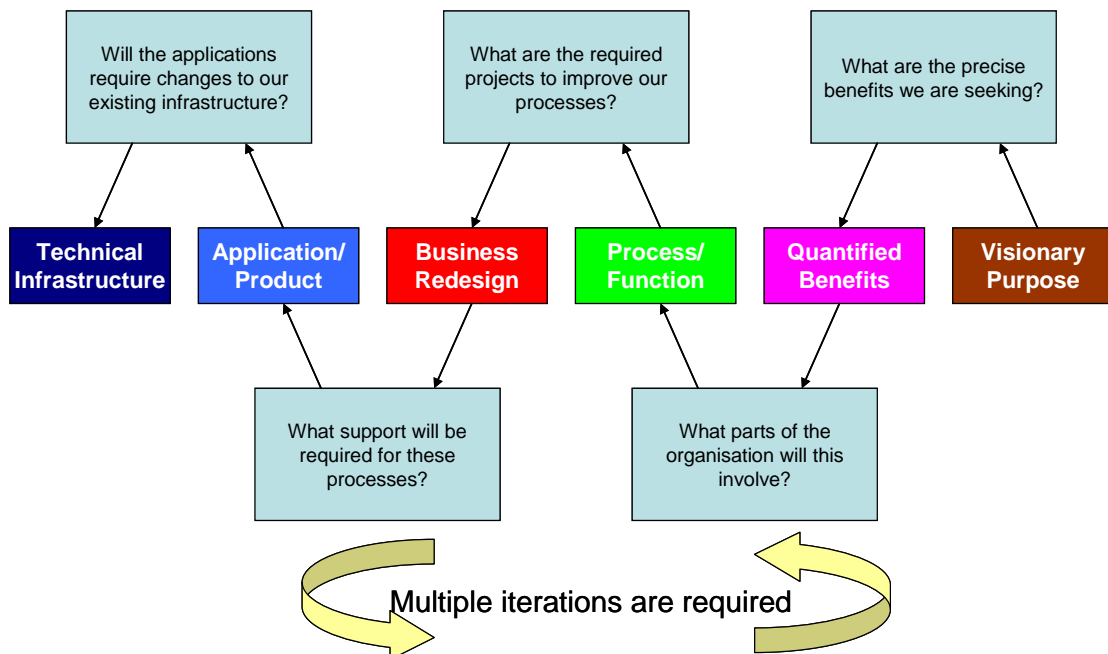


## Benefits Management Methodology

Traditional Project Management methodologies focus on Time, Cost & Quality. The Quality element does not always include the ultimate business deliverable – Benefit. Project Managers are often just concerned and targeted on producing a deliverable, e.g. a new Helpdesk Software Package, with the quality measure being functionality, when the actual measure of success will be the realisation of the benefits expressed in the business case, e.g. reduced system outage or lower operating costs.

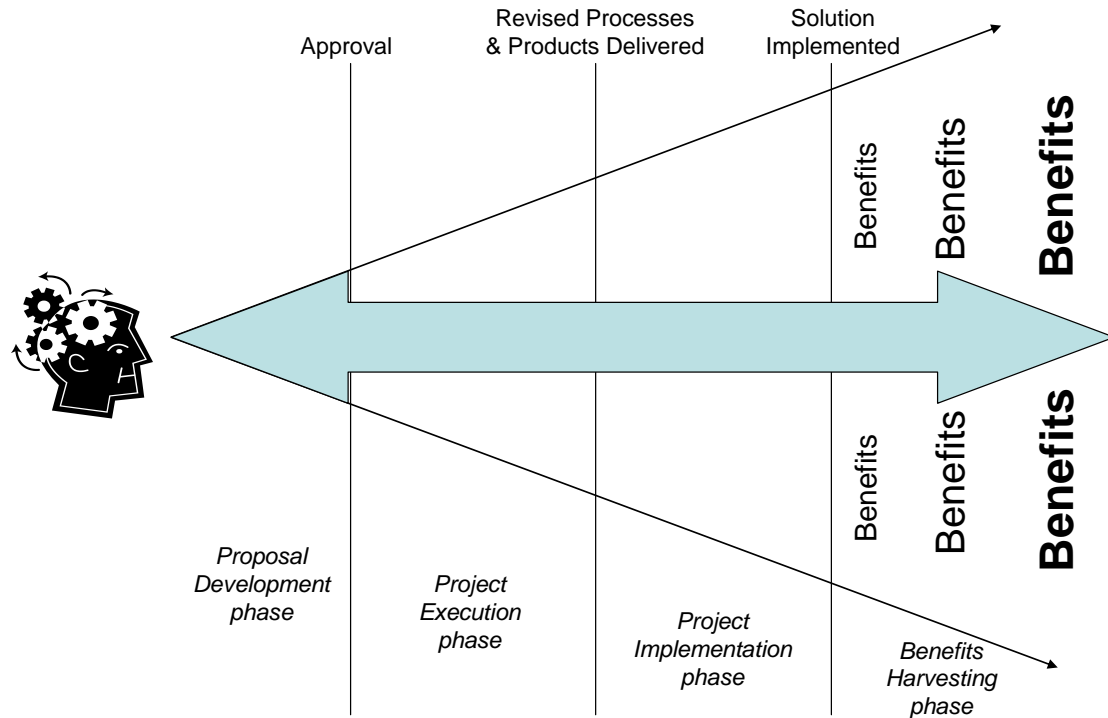


By challenging this traditional approach and increasing the aspects managed to deliver value, there is a linkage demonstrated between the technology and the quantified benefits and visionary purpose of the business.



The Benefits Management Methodology developed by Cranfield University School of Management, applies these principles to improve the creation of business cases, and provides a mechanism for managing and tracking the delivery of business benefits. This is true business and IT alignment, and it supports the BSM philosophy.

## The journey from idea to business benefit



With this approach a true Portfolio Management approach is possible, helping make the best use of limited resources and budgets to deliver the maximum benefit available.

Complete the enquiry form to find out how this approach will help your business, and find out why a large number of blue chip companies are implementing this approach now.

[www.bsmimpact.com](http://www.bsmimpact.com)

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