

Convince Your Manager: Business Case Sample

Name: Jane Doe

Job title: IT Consultant at Company

Date: June 6, 2025

USU World
North America





Executive Summary

Highlight the value of attending USU World North America

USU World North America is a premier event that brings together USU customers to connect, exchange best practices, and explore new innovations in IT Asset Management and Knowledge Management. The event will be held November 5–6, 2025, with an optional hands-on training day on November 4. The training gives direct access to USU experts, helping sharpen our strategy with the software. Over the course of the conference, I'll learn how other organizations are successfully using USU solutions, gain insights into new features and product launches, and take part in expert-led sessions, workshops and networking events.



Improvement to Business Strategy

Identify current gaps and how the event supports improvement

Our current processes aren't fully leveraging automation and AI within ITAM and Knowledge Management. This event is an opportunity to expand our capabilities, deepen product knowledge and bring back insights that help drive efficiency and long-term cost savings.



Key Benefits

List organizational benefits and learning outcomes

- Gain practical knowledge through expert-led USU software training
- Learn directly from peers and industry leaders
- Identify opportunities for process automation and optimization
- Network with fellow USU customers and industry experts



Cost

Detail costs

- USU World North America pass: FREE
- Transportation: [Add estimate]
- Hotel: \$211/night (Hampton Inn) or \$239/night (Residence Inn)

Conclusion

Summarize the strategic value and long-term opportunities

Attending USU World North America will equip me with the knowledge and connections needed to optimize our use of USU tools. It's a unique opportunity to strengthen our strategy, reduce costs and stay ahead of trends in IT Asset Management and Knowledge Management.



Convince Your Manager: Business Case Template

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Executive Summary



Improvement to Business Strategy



Key Benefits



Cost

Conclusion



Contact

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