BUSINESS CASE
AUTO SWEEPSTAKES PROJECT

October 15, 2012

TABLE OF CONTENTS

1. EXECUTIVE SUMMARY

This business case outlines how the Auto Sweepstakes will address current business concerns, the benefits of the project, and recommendations and justification of the project. The business case also discusses detailed project goals, performance measures, assumptions, constraints, and alternative options.

1.1. Issue

Because of an expanding social media presence, ███████ has moved to a socialized business model over the last 2 years. As we continue to engage more members and non –members in more channels, the administration of engagement tools become more challenging. Many our internal requirements for engagement through contests and Sweepstakes have been handled in a semi automated fashion requiring intense manual supervision from concept, approval, execution and full-fillment. As the offerings increase in number and complexity, the semi-automated sweepstakes (Pool Sweepstakes) system has become inadequate to effectively manage these administrative activities. This inadequacy is manifested in higher costs and decreasing returns on productive engagements. In order to more effectively manage our administration, reduce costs, and improve employee productivity and drive better social media engagement for the ████████████, the company must move to an automated Sweepstakes web based application as outlined in this business case.

1.2. Anticipated Outcomes

Moving to a centralized, enterprise Auto Sweepstakes web-based administrative platform will enable ████████████ to manage its social media engagement systems and administrative functions in a seamless and consolidated manner. This technology migration will reduce overhead costs, improve site visibility and social media engagements, The company will also benefit from more timely and accurate customer intelligence, financial reporting and offer management as a result of the ability for users to enter and continuously update their metrics. This access reduces errors by maintaining fresher data, improves cycle time, and is readily available to any authorized user.

1.3. Recommendation

Various options and alternatives were analyzed to determine the best way to leverage technology to improve the business processes and reduce the overhead costs within ███████. The approach described herein allows us to meet our corporate objectives of continuously improving efficiency, reducing costs, and capitalizing on technology. The recommended Auto Sweepstakes Project will methodically increase the member and non-member engagement, coordinate data and functions of system to preserve data integrity and allow adequate time to train all employees and managers on their responsibilities and respective administrative functions. The Auto Sweepstakes platform is compatible with all other current IT systems and will improve the efficiency and accuracy of reporting throughout the company. Some of the ways that this technology will achieve its desired results are:

- Users will be able to enter and edit their contest participation at any time from any location for universal engagement via all vehicles.
- Data will be immediately accessible for quality control and reporting purposes which will reduce the need for staff in positions to gather, analyze and compile data
- Users will have the ability to register for numerous contests which increases the engagement factor.

1.4. Justification

The migration of the monthly Pooled Sweepstakes to the Auto Sweepstakes web-based platform will result in greater efficiency with regards to company resources and business processes. The Auto Sweepstakes Project is also aligned with corporate strategy and objectives since it uses technology to improve the way we do business. While other alternatives and the status quo were analyzed, the Auto Sweepstakes Project was selected for proposal in this business case because it provides the best opportunity to realize benefits in an expedited manner while also allowing for the greatest improvement in efficiency and cost reduction. Other alternatives assumed greater risk, provided less benefits, were too difficult to define, or were not suitably aligned with current corporate strategy and/or objectives.

Initial estimates for the Auto Sweepstakes Project are:

- 12% increase in engagements in the first 12 months
- 21% reduction in overhead costs in the first 12 months
- 50% immediate decrease in time to generate weekly and monthly financial reports
- 23% immediate decrease in the amount of time it takes to resolve contest issues

2. BUSINESS CASE ANALYSIS TEAM

The following individuals comprise the business case analysis team. They are responsible for the analysis and creation of the Auto Sweepstakes Project business case.

Role	Description	Name/Title
Executive Sponsor	Provide executive support for the initiative	██████████████
Business Support	Provides all technology support for the initiative	█████████████████
Process Improvement	Advises team on process improvement techniques	███████████
Business Manager	Manages the business case and team	█████████████

3. PROBLEM DEFINITION

3.1. Problem Statement

Since its inception, the pooled sweepstakes project has relied on manually intensive processes. With Prizelogic as the online interactive promoter, the manually intensive project has been limited to about five or six sweepstakes per month resulting in about 33,000 engagements per month with program to date of approximately 176,000 engagements. It is believed the program can and should drive more engagements to the ▮▮▮ Social site.

The challenge for the company is grow the engagements volume by automating the sweepstakes deployment processes and broaden the scope of the potential users.

- Email channel is limited to 20MM or so members who want email delivery.
- Marketing communications has been limited to email deliveries, some online viral messaging.

Reporting is another problem area associated with the pooled sweepstakes system. All weekly and monthly financial reports must be generated manually which allows for a high probability of error and require significant amounts of time. These manual tasks further add to the burden and expense of the company.

3.2. Organizational Impact

The Auto Sweepstakes will impact ▮▮▮ HC in several ways. The following provides a high-level explanation of how the organization, tools, processes, and roles and responsibilities will be affected as a result of the Auto Sweepstakes Project implementation:

Tools: the existing manual administration platform will be phased out completely as the Auto Sweepstakes becomes operational. This will require training employees on the Auto Sweepstakes and their use in support of other organizational tools.

Processes: with the Auto Sweepstakes Project comes more efficient and streamlined administrative and deployment processes. This improved efficiency will lessen the burden on marketing managers and provide autonomy to supporting employees in managing their development, reporting and management functions.

Roles and Responsibilities: in addition to the Auto Sweepstakes Project allowing greater autonomy to supportive employees and less burden on marketing manager(s), the manpower required to appropriately manage a large scale sweepstakes operation will be greatly reduced. While we greatly value our employees, the reduction of non-billable overhead positions will directly reflect in our bottom line and provide an immediate return on our investment. The new platform will be managed by the ▮▮▮ Social group and we do not anticipate any changes to staffing requirements.

Hardware/Software: in addition to the software and licensing for the project, Sears HC will be required to purchase additional server(s) to accommodate the Auto Sweepstakes platform and its anticipated growth for the next 10 years.

3.3. Technology Migration

In order to effectively move the application from the manual platform to the new auto web-based platform, a phased approach has been developed which will result in minimal/no disruption. The following is a high-level overview of the phased approach:

Phase I: Hardware/Software will be purchased and the Auto Sweepstakes system will be created in the web-based environment and tested by the joint development group of agency and SHC internal teams.

Phase II: IT group will stand up a temporary platform in the technology lab to be used for day to day operations for testing and troubleshooting activities. This will be used as a backup system and also to archive all data from the transactions.

Phase III: The Auto Sweepstakes platform will be populated with all current data from the CDW and other databases as designated.

Phase IV: All pertinent employees/partners will receive training on the new Auto Sweepstakes based platform. Dress rehearsal will be conducted.

Phase V: The Auto Sweepstakes platform will go live and the Pool Sweepstakes system will be archived and stood down.

4. PROJECT OVERVIEW

The Auto Sweepstakes Project overview provides detail for how this project will address █████████ business problem. The overview consists of a project description, goals and objectives for the Auto Sweepstakes Project, project performance criteria, project assumptions, constraints, and major milestones. As the project is approved and moves forward, each of these components will be expanded to include a greater level of detail in working toward the project plan.

4.1. Project Description

The Auto Sweepstakes team will review several potential systems to replace the Pooled Sweepstakes system with an automated based platform. This will be done by determining and selecting a system which adequately replaces the existing system and still allows for growth for the next 10 years. Once selected, the project will replace the existing system in a phased implementation approach and be completed once the new auto sweepstakes system is operational and the Pooled Sweepstakes is no longer in use.

This project will result in greater efficiency of day to day management and deployment of the sweepstakes contests and programs, reporting, significantly lower overhead costs, and reduced employees necessary to operate a larger scale operation with greater autonomy and flexibility. Additionally, marketing managers will once again be focused