

BUSINESS CASE SAMPLE



JOB TITLE	IT Consultant at Joojle
DATE	9/19/2025
NAME	Fredrick Von Hoot

EXECUTIVE SUMMARY

Address the key aspects of the IAITAM ACE event

The IAITAM ACE event is the world's leading IT Asset Management conference that brings together professionals from all over the world! The event is May 12-14, 2026 and will be located at the M Resort Spa Casino in Las Vegas, NV. This conference will expand my knowledge on the latest in ITAM and its impact on business operations, compliance, and profitability. I will also have the opportunity to attend educational lectures, workshops, product demonstrations, and networking opportunities.

IMPROVEMENT TO BUSINESS STRATEGY

Analyze the current problem and how this event can lead to a solution

This conference is centered around bringing an organizations IT assets into focus. Currently, Joojle is unaware of how many unused software licenses we have and we continue to needlessly purchase more. This conference will teach me the best IT practices to implement that will lead to increased revenue in 2026 and in the years to come. I can ensure that the IAITAM ACE event will increase my productivity in the workplace and increase financial gain.

PROPOSAL BENEFITS

List key takeaways that will benefit the organization

- Educational training will decrease the organizations software costs.
- Better contracts with vendors saving untold dollars.
- More accurate TCO estimations to reflect better budget planning.

COST & RETURN ON INVESTMENT

Prepare a breakdown of costs including the return that can be achieved

Cost:

- The 3-day ACE pass: \$2,200.00
- Transportation: \$300.00
- Lodging: \$209.00/night

Total estimated costs: \$3,115.00

ROI:

- \$1.2 M saved annually due to decreased software costs
- Organized IT assets will increase processes
- An increased understanding of Joojie's IT goals as it aligns to financial projections

CONCLUSION

Reiterate the benefits and opportunities that will achieve company goals

This industry-leading educational event will provide me the valuable opportunity to network with leading voices in the IT Asset Management community and attend numerous sessions and workshops. Furthermore, this conference will teach me relevant skills that can be implemented upon my return in order to improve our current and future IT Asset Management programs.



BUSINESS CASE TEMPLATE

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