

Build the case before the sales call.

Use observed baseline data where possible. Estimates are planning inputs, not guaranteed outcomes.

ASSUMPTION	VALUE	SOURCE / OWNER
People coordinating production work		
Hours lost per person each week		
Loaded hourly cost	EUR	
Working weeks per year	46	
Recoverable share	%	
Current schedule adherence	%	
Current first-pass quality	%	

Calculation

Recovered hours = people x lost hours/week x working weeks x recoverable share

Indicative annual value = recovered hours x loaded hourly cost

Turn an estimate into evidence.

Do not publish a result until the customer has verified the baseline, comparison period and calculation.

1. Baseline

Record source systems, date range, exclusions and operational owner.

2. Pilot

Track adoption, scope changes, incidents and measurable workflow events.

3. Review

Compare like-for-like periods and document limitations or external factors.

4. Approval

Obtain written permission for every metric, quote, screenshot and company reference.

Decision summary

Expected annual value	EUR _____
Annual subscription	EUR _____
Implementation investment	EUR _____
Indicative payback	_____ months
Decision owner	_____
Next review date	_____