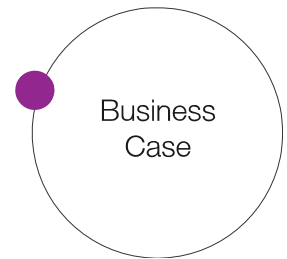


Business Case



Determines the best course of action for a new or renovated facility by linking specific economic, social, and environment factors to business objectives and conducting cost/benefit analysis.

The primary reason to create a new work environment is to further the business goals of the organization. ARC can help you build the case for an investment in a new or redesigned work environment that includes clear ROI measures.

Our approach takes a broad view, considering not only bricks and mortar assets but also the organization's culture and work processes. We examine efficiency measures such as the cost of real estate, moves and changes, and asset management, as well as effectiveness expectations for team and individual productivity, knowledge transfer, innovation, and attraction and retention. We evaluate the economic, social, and environmental implications of a project, and provide ongoing performance metrics.

The business case links the project rationale to organizational goals and objectives. It also takes into account specific project assumptions and constraints. Finally, it considers alternative solutions and expected costs, to reveal the impacts on efficiency and effectiveness.

This approach provides your organization with:

- recommendations for the best course of action for new or renovated facilities
- alignment around a selected course of action
- a concise explanation of how the work environment links to business objectives, including economic, social, and environmental strategies
- a cost/benefit analysis that includes both hard and soft measures
- ROI measures for the project

ARC's research-based, human-centered approach for developing a business case:

- provides global insight
- adds a considered industry perspective
- holistic recommendations that clearly define both hard and soft costs and benefits for a proposed solution
- helps determine the optimum course of action and gain alignment around it