

<b>Req. Tracking ID</b>	
<b>Project Title</b>	<Insert title of project>
<b>Vertical\Geo targeted</b>	<input type="checkbox"/> Telco <span style="margin-left: 200px;"><input type="checkbox"/> Regional APJ</span> <input type="checkbox"/> Xaas / Cloud <span style="margin-left: 150px;"><input type="checkbox"/> Regional Americas</span> <input type="checkbox"/> Public Sector <span style="margin-left: 150px;"><input type="checkbox"/> Regional EMEA</span> <input type="checkbox"/> GSI's <span style="margin-left: 200px;"><input type="checkbox"/> All</span> <input type="checkbox"/> ISD <span style="margin-left: 200px;"><input type="checkbox"/> Other</span>
<b>Requested Service</b>	<input type="checkbox"/> Certification for regional markets (ex FIPS, MOPS, FSTEC, JCMVP...) <input type="checkbox"/> Product accreditation for specific environments (Ex. FISMA , FedRAMP, ...) <input type="checkbox"/> Product integration into one solution <input type="checkbox"/> Innovation (Specialized development efforts for either “new products” or existing products) <input type="checkbox"/> New Feature/Functionality R&D <input type="checkbox"/> Internationalization & Localization request <input type="checkbox"/> Product regional specific content development
<b>Priority</b>	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low
<b>Horizon (to be completed by GVO)</b>	<input type="checkbox"/> H1 <input type="checkbox"/> H2 <input type="checkbox"/> H3
<b>Request for Product(s)</b>	<What product offerings does this opportunity relate to?>
<b>Submitted By:</b>	<input type="text"/> <b>Date:</b> <input type="text"/>
<b>Original Request From:</b>	<input type="text"/> <b>Date:</b> <input type="text"/>
<b>Executive Sponsor</b>	<input type="text"/> <b>Date:</b> <input type="text"/>

**Executive Summary**

<Use the Executive Summary to capture the reader’s attention, providing a high level overview of the most important components of the Business Plan Provide an executive summary (high level) that captures only the essential elements of the business case being presented. Include the business case’s most pertinent facts in a clear, concise, and strategic overview. This document should adequately explain the benefits that will be realized by completing the project and how they adequately out weight the total expected cost of undertaking the project. It must demonstrate that the project is fundamentally a sound positive step forward for the business. This section should contain the following:

- The strategic value to Symantec of pursuing this opportunity
- The \$ value to Symantec of pursuing this opportunity
- Critical Success Factors of executing the strategy

**Financial Analysis Summary**

<Please include Addressable Market Summary and high level ROI analysis>

<b>Next Steps</b>	<b>Timeframe</b>
<Please detail the next step in the process	When will this step be completed?

<b>Document Approvals</b>			
<b>Approver</b>	<b>Role</b>	<b>Approval</b>	<b>Date</b>

## Section 2: Strategic Context

### Strategy

<This section should include the following :>

- The corporate strategy that this opportunity supports
- The customer job that this opportunity fulfills
- The outcome desired from this opportunity
- % of addressable market that this opportunity will target
- Any similar activities and services provided in the past
- implications/risks of not doing the project/solution
- Options review and cost/benefit analyses of each

### Market Opportunity

<Please provide market opportunity information here>

\$ Total Addressable Mkt	\$ Symantec Addressable Mkt	Current Symc Revenue \$	CAGR over 3 yrs.
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### Customer Analysis

<This section should include the following :

- Target Customers (description of ideal customer or target market, if applicable)
- Customer Needs (their business goals and how they are addressed by implementing the opportunity)
- Are current or target customers' business needs being met by Symantec or their current providers
- Symantec strengths and weaknesses as perceived by existing customers
- User profiles for this opportunity

### Competitor Analysis

<This section should include the following :>

- Who are our competitors in this market/vertical
- What is our position relative to them?
- How will this opportunity improve our competitive positioning in this Vertical\Geo?

### Financial Forecasting

<This section should include the following :>

- The estimated incremental revenue associated with this opportunity (please detail by quarter and FY)
- The deals that will be immediately impacted by implementing this opportunity (include SFDC tracking numbers)
- The pipeline of those opportunities i.e. when do you expect those deals to be booked?

## Section 3: Description of Opportunity

### Description of Opportunity

<This section should include a detailed description of what is required to be done. Please also include any information on any dependencies that exist. Please include references to supporting documentation where possible>

**Section 4: Project Planning**

**Estimated Effort (to be completed by Certification Team)**

<This section should include the following :>

- Description of estimated effort to implement including:
- Outside services resource & skill requirements
  - Description
  - Hours/Cost
- Internal Resource & Skill requirements
  - Description
  - Man Hours
  - Duration of investment (used to calculate OpEx)
- Capital Expenditure
  - Description
  - Approx. Cost
  - Depreciation timeframe

**Estimated Cost Breakdown (to be completed by Certification Team)**

Description of cost	\$ Q1	\$Q2	\$Q3	\$Q4	Total
Outside Services					
Internal OpEx					
CapEx					
<b>Total</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>

**Actionable Project Plan (to be completed by Certification Team)**

<Based on the information from the previous sections, please provide a brief plan of action focusing on the suggested below categories>

- In scope
- Out of Scope
- Assumptions
- Constraints
- Risks

**Section 5: Summary and Recommendations**

<b>ROI Analysis (to be completed by Certification Team)</b>
<Based on the information from the previous sections, please calculate ROI for this opportunity>
<b>Summary and Recommendations (to be completed by Certification Team)</b>
<Please summarise the conclusion and recommendation for this business case. Add any necessary supporting commentary to support the review of this decision in future discussions>

Reference Documents			
Reference Document	Description	Document Date	Author