To assist in achieving approval for the implementation of ATLYST, you can use this Business Case Template as a good starting point. For more information, you can refer to the [published business case provided by Logan City Council](https://metrocount.com/wp-content/uploads/2021/03/ATLYST_Business_Case.pdf).

1. **Introduction**

Introduce the project and why it is a priority.

1. **Profile**

Profile the team who will use ATLYST and outline the growth/scale of current projects.

1. **Background**

Provide background of the overall traffic program and how implementing a better software solution will increase efficiency and effectiveness.

Possible range of purposes:

* Road design
* Support project funding
* Traffic modelling
* Plan for road maintenance
* Easily share data with stakeholders

Examples of benefits:

* Provide more accurate data
* Improve efficiency/cost savings
* Easier to access data to better respond to community concerns/queries
* Securely store data, ensuring less data gaps/loss and consistency

1. **Proposed Improvements to <Organisation>**

Outline the benefits of ATLYST to the organisation’s requirements. Examples:

* Quick comparison of multiple survey sites
* Easily identify points of interest/concern
* Automated data reporting with ability to filter
* Historical data comparisons at the same sites
* Consistent data validation
* Quick and easy export of all data to GIS systems

1. **Comparative Programs**

Highlight any comparative programs to ATLYST and how ATLYST can provide an advantage.

MetroCount manufactures the vast majority of traffic counters in Australia, and as such there is no comparable program on the market.

1. **Implementation**

Explain how ATLYST can be implemented within the IT systems available

Essentially, all that is required is a computer, tablet or smartphone and a reliable internet connection.

API implementation is created through a simple API key.

1. **Off the Shelf (OTS) v Customised Software**

Compare the benefits of ATLYST versus building your own software. Consider costs, timeframe and resources.

For OTS:

Years of development, testing and customer use.

Dedicated development team handling upgrades and fixes.

Available support for queries.

Software is ready now and can be used the moment a decision is made.

For Custom:

Completely custom and unique to your organisation.

Competitive advantage.

Consider whether the competitive advantage is necessary and if a custom solution is needed with the functionality of ATLYST already developed. MetroCount has worn the development costs so you don’t have to!

Myki example: Rather than implement commercial off the shelf software for Melbourne’s public transport network, custom software was developed. Unfortunately, the roll out was incredibly problematic and became costly both economically and to their reputation.

1. **Upgrades**

ATLYST has regular updates and improvements that are included within subscription costs. Updates are communicated to the user through the [ATLYST Change Log](https://atlyst.metrocount.com/ui/version)

1. **Scalability**

Provide an overview of the expected growth of the project and how ATLYST is scalable with the subscription model.

The ATLYST subscription is priced on the number of survey sites the organisation has in place, with all reporting available to all subscription levels. The software will continue with full functionality and capability, no matter how many sites are added or removed.

1. **Key Outcome**

Describe what the key outcome of implementing ATLYST is.

1. **Impact on Other Branches/Business Units**

What impact (positive and/or negative) will ATLYST have on other parts of the organisation.

Generally speaking there are no impacts other than ATLYST providing easier access data to all stakeholders.

1. **Media Considerations**

Outline how ATLYST can improve response times to community/media concerns.

1. **Manager Recommendation**

The manager supports the implementation of ATLYST.