

# Value Quantification Framework

<p><b>Who</b> Who is receiving the value?</p>	
<p><b>Summary</b> What value does the solution provide to the customer?</p>	
<p><b>Magnitude</b> What is the economic impact of the value? How can this potential value be measured? Alternately, what is the magnitude of value without the solution?</p> <hr style="border-top: 1px dashed black;"/> <p>How can the economic impact be expressed as a formula?</p>	
<p><b>Accessibility</b> What changes does the customer need to make in order to realize the value? How “easy” is it to “get” the value?</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"><input type="checkbox"/> Easy</div> <div style="text-align: center;"><input type="checkbox"/> Medium</div> <div style="text-align: center;"><input type="checkbox"/> Hard</div> </div>
<p><b>Revenue, Cost or Avoidance</b></p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"><input type="checkbox"/> Increasing revenue</div> <div style="text-align: center;"><input type="checkbox"/> Decreasing cost</div> </div>

# Value Statements

## Costs

With \_\_\_\_\_, you will reduce {type of cost} by [xx%]<sup>1</sup>; here is how....

1 - alternatively you may talk about money saved per year (\$xxxK/year)

## Revenue

With \_\_\_\_\_, you will be able to accomplish {goal} with a value of [\$xxxK/year]; here is how....