

**Date:** 31st July 2014

**Author:** Jonathan Wynne, Programme Manager

The Magellan Programme is aimed at providing a capability that allows customers to configure products on-line, purchase them on-line and receive prompt delivery through local dealers.

Magellan will introduce direct sales for the first time and must work in harmony with existing and future dealer networks. The introduction of e-commerce will require changes in the Legal, IT, Finance, Marketing and Logistics areas of the business. A new 'custom assembly' facility will be required.

Key objectives are:

- Provision of a safe and reliable environment for e-commerce. This will involve adhering to ISO standards for data and transaction security and a system downtime of less than 2% within 24 hour 365 days/year operation.
- International accessibility. Provision of web site in five languages: English, Dutch, French, German and Spanish.
- Supply chain, warehousing and logistics systems that support delivery of all products within 10 working days.
- Increased sales of 7% per annum.
- Increased net margin of 4% overall as a result of lower unit costs.
- Greater involvement of existing and future local dealers with 25% of new business generated going through the dealer network.
- A system that exceeds competitive offerings in terms of usability and functionality.

## Narrative

This 'full' vision statement provides a high level description of the end goal of the programme. It is prepared during the definition process and can be included in the business case (as the top level description of scope) or in the programme delivery plan - as suits your context.

The example above goes to great lengths to quantify the objectives. This is not always possible (as in the final objective) but it must be borne in mind that if an objective isn't measurable, how will you know when you've achieved it?

If this vision is only used as a component of another document (e.g. the business case) it does not need its own version control but if used independently (for instance in stakeholder communication) it is important that it is covered by configuration management.