

# How to get stakeholder buy-in for manufacturing analytics



Getting sign-off for a data analytics project can be challenging. C-Suite members want to see a clear competitive advantage, finance wants to know the expected payback period and technical teams worry about how solutions scale.

Finding the right solution is half the battle. If you're reading this, then you're probably confident in our Unified Data Platform's ability to:

- Consolidate data from dozens of financial, operational and production tools
- Give every department access to real-time insights and automated reports
- Improve profitability, increase quality and reduce bottlenecks
- Accelerate AI capabilities like revenue forecasting and predictive maintenance

## The next step is getting everyone else to agree.

We've designed this guide to help you convince stakeholders on your company's buying committee – from board members to production managers – to invest in data analytics solutions like 5Y.



## What does this guide cover?

This guide takes you step-by-step through the process of winning stakeholder sign-off and covers the following topics:

- Why strong buy-in is so important
- Who your stakeholders are and what they care about
- What goes into a persuasive business case
- How to overcome common objections and challenges

Using the strategies we outline on the following pages, you can champion the adoption of data analytics and unlock significant cost savings within your manufacturing organisation.



## Part 1

# Why is strong stakeholder buy-in so important?



The path to winning stakeholder sign-off will change depending on the software, service or tool in question.

Getting approval for a piece of marketing software will be much easier and involve far fewer people than, say, a data analytics tool that impacts almost every department.

Broadly speaking, you can get buy-in on three levels:

### Emotional

Stakeholders support the project because they trust the people involved. They want to support friends and colleagues.

### Intellectual

Stakeholders understand the project's merit and are convinced of its value to the business.

### Equity

Stakeholders are happy to invest in the project by signing off on the budget.

A data analytics project that impacts multiple departments, introduces significant workflow changes and comes with a five-figure budget requires all three.

Equity buy-in is vital to initiating the project. But don't negate the importance of emotional and intellectual support, too. Persuading stakeholders of a project's value and the ability of your team to implement it has several benefits:

**Better decision making.** Support from multiple departments gives you access to a broad range of opinions that can improve your decision making.

**Improved risk management.** Every project comes with risks. But you'll find identifying and mitigating risks easier when you hear from as many voices as possible.

**More success.** More (and stronger) support usually translates into faster approval, fewer delays and a general willingness to make the project successful.

Ultimately, the difference between a project with strong stakeholder support and one without is night and day.



**Without strong stakeholder buy-in,** implementing your data analytics tool and increasing adoption will be challenging. A lack of engagement and resistance to change will delay the implementation process and result in failure to achieve the expected ROI or goals. Stakeholders will be frustrated by the lack of tangible benefits or measurable improvements, and in the worst case, you could be back to square one.



**With strong stakeholder buy-in,** data flows freely, invested parties contribute actively and you address integration challenges collaboratively. Departments readily adopt new processes and technologies, achieving a tangible and measurable ROI within expected timelines. You can deliver the cost reductions, efficiency gains, and improved decision-making you promised at the start.

## Part 2

# Who are your stakeholders and what do they care about?

A data analytics project's buying committee consists of members from multiple departments, from the C-Suite to the factory floor.

Knowing who these stakeholders are and what they care about will help you create a business case that acknowledges their pain points and demonstrates a solution. Here are the key manufacturing stakeholders, their pain points and desires. We've also included an example value proposition to help you frame the conversation:



### Action point

Stakeholders who can offer input are more likely to approve an investment. Take the time to speak with each stakeholder. Encourage them to discuss their frustrations and challenges and ask what a solution might look like. The more information you gather, the easier it will be to craft a business case that solves their problems.

# C-Suite

(CEO, COO, CMO, CIO)



C-Suite stakeholders are strategic and outcome-driven. They focus on ROI, competitive advantage and strategic alignment.

Their primary questions revolve around how the solution will drive growth, increase profitability, and support the overall business strategy. They may hesitate if the solution doesn't align with long-term goals or if you fail to demonstrate the ROI.

## Pain points

- | Siloed data and lack of visibility
- | Legacy systems hindering strategic insights
- | Balancing long-term strategy with day-to-day operations
- | Managing change and innovation
- | Regulatory compliance and risk management

## Desires

- | Integrated data systems for seamless data sharing across departments
- | Upgrading to modern, scalable systems that support advanced analytics
- | Strategic planning tools to align daily operations with long-term goals
- | Effective strategies to ease transitions and encourage innovation.
- | Robust compliance programs to ensure adherence to regulations and standards

## Value proposition

Driving continuous improvement requires reliable, up-to-date data that can inform business decisions. Our platform transforms raw data into actionable insights that guarantee measurable business outcomes and sustainable growth.



# Finance

(CFO, Finance Director, Controller)



Finance stakeholders are data-driven and results-oriented. They require clear metrics and demonstrable ROI.

They need to understand how the solution will reduce operational overhead, improve budgeting and forecasting accuracy and ensure compliance with relevant regulations. They will want to know the expected payback period and whether there will be hidden costs.

## Pain points

- | Lacking timely financial data to make informed decisions
- | Keeping up with changing financial regulations and ensuring compliance
- | Managing cash flow effectively to meet operational needs
- | Controlling costs and identifying areas for cost reduction
- | Identifying and mitigating financial risks

## Desires

- | Real-time reporting tools that provide instant financial insights
- | Compliance management systems to ensure adherence to financial regulations
- | Cash flow forecasting tools
- | Cost management software to track and control expenses
- | Risk assessment tools to assess and mitigate financial risks

## Value proposition

Financial leaders often struggle to balance complex planning with the need for actionable insights. Our solution offers clear, data-driven visibility into financial operations, enabling better cash flow management and ROI optimisation.

# Technical Teams

## (CTO, IT Director, Data Scientists)



Technical stakeholders are highly analytical and solution-oriented. They need clear proof of value.

Their questions will focus on the ease of integration, scalability, API documentation and compatibility with existing technologies. They will be concerned about potential integration challenges, the solution's ability to scale with increased data volume, and whether it will require extensive training or customisation.

### Pain points

- Legacy systems and resistance to adopting new tech
- Frequent vendor lock-in or limited scalability
- Driven to deliver high-performing, scalable systems
- Threatened by past project failures
- Concerned about the financial and reputational cost of project failures

### Desires

- Upgrading systems and integrating new tech to stay competitive
- Implementing solutions that grow with the business and avoid vendor lock-in
- Ensuring systems are optimised for performance and can scale as needed
- Implementing robust risk management and mitigation strategies to ensure project success
- Developing cost management plans and contingencies to minimise the impact of failures

### Value proposition

Keeping up with evolving technology while managing a complex tech stack can be overwhelming. Our solution streamlines systems, enabling better integration and scalability. This helps technology leaders focus on driving innovation and operational efficiency.



# Line of Business

(Production Manager, Plant Manager, Operations Director)



Line of business stakeholders are pragmatic and highly focused on ROI and implementation simplicity.

Their questions focus on reliability, ease of use, maintenance optimisation and integration with legacy equipment. They will be concerned about potential production disruptions, the ease of training staff, and the solution's ability to integrate with existing machinery and systems.

## Pain points

- | Ensuring high production standards and efficiency
- | Managing supply chain disruptions
- | Keeping up with technological advancements in manufacturing
- | Meeting regulatory requirements and sustainability goals

## Desires

- | Implementing technologies to improve production processes
- | Strategies to build a resilient supply chain
- | Ongoing improvements and automation of manufacturing processes
- | Systems to track and report on ESG performance

## Value proposition

Manufacturing operations can run into unexpected delays or inefficiencies. We empower manufacturing leaders to optimise operations, reduce waste, and improve productivity by turning complex operational data into actionable insights

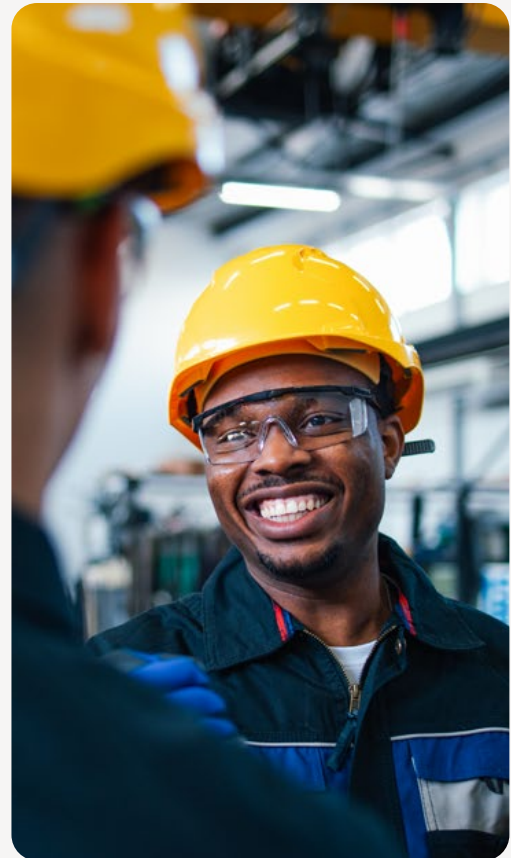


## Part 3

# What goes into a persuasive business case?

A business case is a valuable document that demonstrates the benefits of your manufacturing analytics project, addresses stakeholder concerns and convinces the buying committee to approve it.

Use the information in this section to craft a compelling presentation. Below we outline what you should include and provide examples specific to data analytics projects. Feel free to copy them verbatim or tweak them to your needs:



## 1. Start with an executive summary

Always start with a concise overview of your business case. Highlight the problem, propose a solution and showcase the benefits:

### EXAMPLE

Implementing the 5Y Unified Data Platform will accelerate our business transformation by unlocking the full potential of our data. With its scalable infrastructure and advanced analytics, we can achieve:

**80%** of our BI analytics ready out of the box from day one

**50%** faster implementation, freeing up our team's time and budget

**50%** reduction in data engineering costs

Beyond these efficiencies, the platform enhances data management and reporting, strengthens compliance and drives revenue growth by optimising data-driven strategies.

## 2. Outline business objectives

State what your business wants to achieve with an analytics project. Keep sentences concise and be as specific as possible:

### EXAMPLE

**Enable a data-driven culture with a unified, scalable data platform.**

Foster a company-wide shift towards data-centric decision-making by providing teams with seamless access to a single source of truth. Ensure scalability to support evolving business needs, enabling innovation and long-term growth.

**Improve decision-making through real-time, accurate analytics.**

Empower leaders and teams with up-to-date insights by delivering fast, reliable analytics. Enhance forecasting, strategic planning, and operational efficiency with data-driven intelligence.

## 3. Write problem statements

Clearly describe the issues facing your business. A list of short statements will suffice:

### EXAMPLE

**Currently, our organisation struggles with:**

- Disparate data sources leading to inefficiencies and inconsistent reporting.
- Lack of real-time insights impacting strategic decision-making.
- Compliance risks due to unstructured and ungoverned data.

## 4. Address problems with solution statements

Explain how your proposed solution addresses each problem. Try to align each solution statement with a corresponding problem.

### EXAMPLE

The 5Y Technology platform addresses these challenges by:

- ✓ Unifying data across the organisation into a single, integrated platform.
- ✓ Automating data workflows to improve speed, accuracy and efficiency.
- ✓ Ensuring compliance with regulatory requirements through structured governance.

## 5. Highlight business benefits

Describe the specific improvements your solution will bring to the business. Try to tie these into each stakeholder's goals:

### EXAMPLE

Our business will be able to take advantage of:

- + Efficiency Gains – Reduced manual effort in data processing and reporting.
- + Improved Decision-Making – Faster, more informed business decisions.
- + Regulatory Compliance – Structured data governance to reduce compliance risks.
- + Cost Savings – Reduced IT and operational costs.
- + Scalability – A future-proof solution that grows with our business needs.

## 6. Define risks and how to mitigate them

Identify the project's potential risks and explain how you can mitigate them. Include risks associated with your project as well as those arising from your company's inability to change:

### EXAMPLE

Potential risk	Mitigation strategy
Resistance to change	Employee training and leadership buy-in
Integration challenges	Phased implementation with clear milestones
Compliance concerns	Built-in governance and security measures
Cost overruns	Clear budget planning and ROI tracking



### Action point

If you want a headstart creating your business case presentation, download our free template. It takes you step by step through the process using some of the examples above. It's even laid out as a presentation, ready for you to submit to the board.

## Part 4

# How to overcome common stakeholder objections

Buying committees can have objections to even the most persuasive presentations. Understanding potential objections in advance can help you tighten your presentation and prepare an articulate response.

Here are some common objections you're likely to face and how you can overcome them:



### Finance

#### **“How does this impact our overall costs?”**

Highlight the reduction in engineering overhead, faster implementation, no technical debt, and quick ROI as key cost-saving measures.

#### **“How can you guarantee ROI?”**

Share examples of case studies or metrics showing ROI achieved by similar organisations, along with clear tracking and reporting tools.

#### **“How will this affect resource allocation?”**

Highlight the minimal effort required from your team, as the platform reduces dependency on internal engineering and resources.

## C-Suite

### **“We've tried to become data-centric before, and it didn't work”**

Highlight how your approach is different, emphasising pre-built assets, rapid implementation, and guaranteed business outcomes. Share concrete case studies of measurable success.

### **“How do we measure success and ROI?”**

Present a clear plan for measuring success, including metrics like reduced decision-making time, lower engineering costs, or increased revenue. Share metrics used in other successful engagements.

### **“How secure and compliant is your solution?”**

Detail compliance with standards (e.g., GDPR, SOC 2) and data encryption and security protocols. Explain how our solution reduces risks associated with siloed or poorly managed data.

## Technical Teams

### **“Why not build this in-house?”**

Stress that internal builds often take longer and cost more. Your platform offers a proven, faster, and lower-risk path to results.

### **“Is this scalable as we grow?”**

Emphasise the platform's scalability and adaptability, ensuring it grows alongside the business without requiring major reinvestments.

### **“Does this add complexity to our existing systems?”**

Reassure them about seamless integration with existing systems and the simplicity of implementation to minimise disruption.

## Line of business

**“Will this disrupt my current processes?”**

Reassure them about seamless integration into existing systems and workflows, with minimal disruption

**“Can this scale for future phases?”**

Explain that the platform minimises team involvement, freeing up resources and reducing dependency on technical teams.

**“This sounds expensive—what’s the cost?”**

Emphasise cost efficiency, including savings from reduced engineering costs and faster ROI. Offer flexible pricing models tailored to their needs.



### Action point

Brainstorm more potential objections before speaking to each stakeholder and presenting your business case. Jot down short responses based on your knowledge of the stakeholder and the product. Your software provider may be able to help you with case studies and demos.



Data analytics accelerates your journey to industry 4.0. By consolidating data from dozens of financial, operational and production tools.

5Y's Unified Data Platform gives every department access to real-time insights and automated reports that improve operational efficiency, drive continuous improvement and reduce costs.

That doesn't mean the sign-off process will be smooth sailing, however. You still need to identify the buying committee, understand their goals and use the information in this guide to create a persuasive pitch.

We'll try to make things as easy as possible, though. That's why we don't just offer a leading manufacturing analytics platform, we also give clients the following guarantees:

80%

of your BI analytics ready out of the box from day one

50%

faster implementation, freeing up our team's time and budget

50%

reduction in data engineering costs

**Book a demo** to speak to one of our experts and see how 5Y's Unified Data Platform can eliminate silos and generate insights immediately.

Alternatively, **download our free template** to start making the business case for your data project. It will help you outline your objectives, highlight the benefits of a solution and mitigate the risks.

Learn more about us by visiting [5ytechnology.com](https://5ytechnology.com)  
[Contact us online](#) or email [hello@5ytechnology.com](mailto:hello@5ytechnology.com)

\*The "80% analytics-ready" figure applies specifically to engineering tasks such as data ingestion, integration, and preparation. The 50% faster implementation and 50% reduction in engineering costs are based on our observed averages across typical client projects. Actual results may vary depending on project scope, data quality, and unique business requirements.

