

# APMG Proud to be Part of 5CS Joint Venture – A Gamechanger for Business Case Development

*Transforming business case development with a smart, collaborative, online solution built on the proven Five Case Model.*

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*Dr Joe Flanagan*

delighted to announce the launch of [5CS](#) (Five Case Solution), an innovative, first-of-its-kind online platform designed to transform how organizations create and develop business cases. As part of a strategic joint venture with 5CS Ltd, APMG is proud to play a pivotal role in bringing this cutting-edge solution to market. 5CS empowers decision-makers to confidently assess whether a project will deliver the desired impact, ensuring benefits outweigh costs and risks, leading to smarter investment decisions and optimal value for money.

"We are thrilled to launch 5CS. It will be a real game-

changer for anyone responsible for creating and managing business cases," said Richard Pharro, CEO of APMG. "The platform will revolutionize the way people collaborate and communicate, helping organisations instill the [Five Case Model](#) across their business, driving positive change, and creating a more efficient and uniform way of working."

Based on the proven Five Case Model

Built on the Five Case Model—the globally recognized gold standard for business case development—5CS ensures informed decision-making and effective investment planning. This trusted framework is used by governments in the UK, Wales, Guernsey, New Zealand, and Australia, as well as organizations worldwide.

Revolutionizing Business Case Development

Traditional business case development can be slow and resource-heavy, but 5CS simplifies the process. By streamlining workflows and removing repetitive tasks, users only need to input key data once, which is then applied consistently across the entire development process—reducing

the potential for errors.

5CS is designed to help users navigate the Five Case Model, with the Options Framework at its core. This structured approach allows organizations to systematically identify and refine a broad range of choices for successfully implementing policies, strategies, programs, and projects. Thanks to its intuitive drag-and-drop functionality, 5CS users can easily create, adjust, and organize options directly on-screen, making the entire process more efficient.

Dr Joe Flanagan, Architect of the Five Case Model and author of the UK HM Treasury Guides, said, "I'm truly excited to see how 5CS will help drive the adoption of new technologies across organizations. Technology and

innovation play a key role in boosting efficiency, especially when it comes to crafting evidence-based proposals for successful project outcomes. The ability to guide users, step by step through the Five Case Model —particularly the Options Framework—is invaluable for any organization aiming to streamline processes and enhance efficiency".

Designed with collaboration in mind, 5CS puts people at the centre of the process. The platform fosters seamless teamwork, helps identify skills gaps, and empowers organizations with the right tools and guidance. Users can schedule workshops, set agendas, and manage documentation with stakeholders and subject matter experts—anytime, anywhere.

With built-in resources, support and a knowledge base users can access anytime, 5CS enhances stakeholder engagement, enables real-time communication, and provides clear insights to track progress and measure success.

Discover how 5CS transforms business case development, driving successful outcomes. Visit <https://apmg-international.com/info/5cs>

APMG is a global accreditation and certification body that helps organizations and individuals enhance their capabilities and realize their potential. With a focus on excellence, innovation, and collaboration, APMG empowers organizations to thrive in today's dynamic and competitive business landscape.



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