

From: [Helen Clifton](#)
To: [David N Anderson](#)
Cc: [Joanne Sanders](#); [Kylie Soltan](#)
Subject: Personalisation Business Cases for s 22
Date: Monday, 9 November 2020 3:00:30 PM
Attachments: s 22
[Profiles Platform Business Case FINAL - for submission.docx](#)

Hi David,

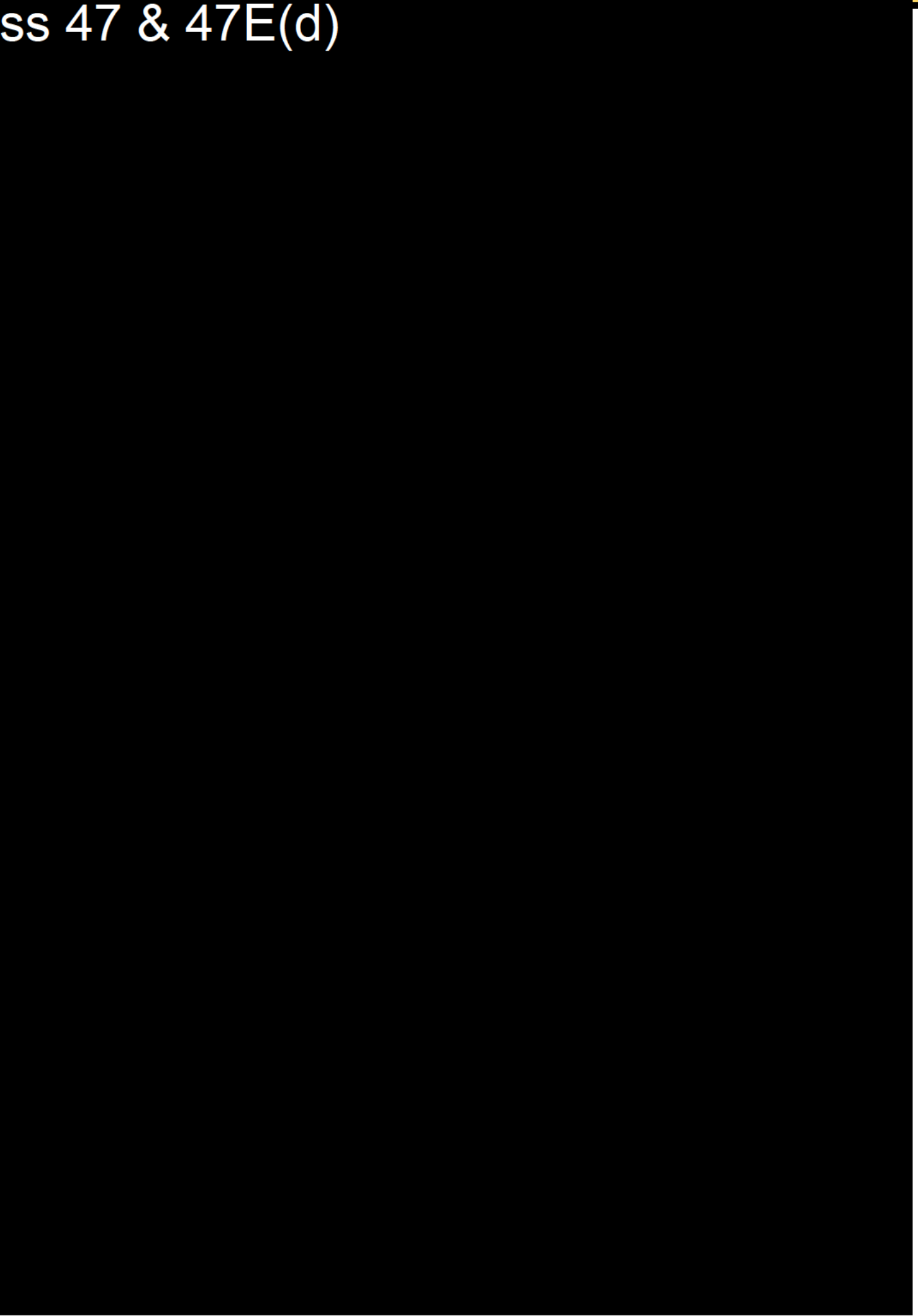
s 22

As discussed here are the s 22 business case for review for personalisation s 22. The team worked with AD&I regarding the metrics. At the moment Leisa and I are sponsors with you being on the Steering Committee (to manage workload). Very happy to change this if you would prefer. Any feedback welcome. We'll be sending through to Mel for review today as well.

Thanks Helen

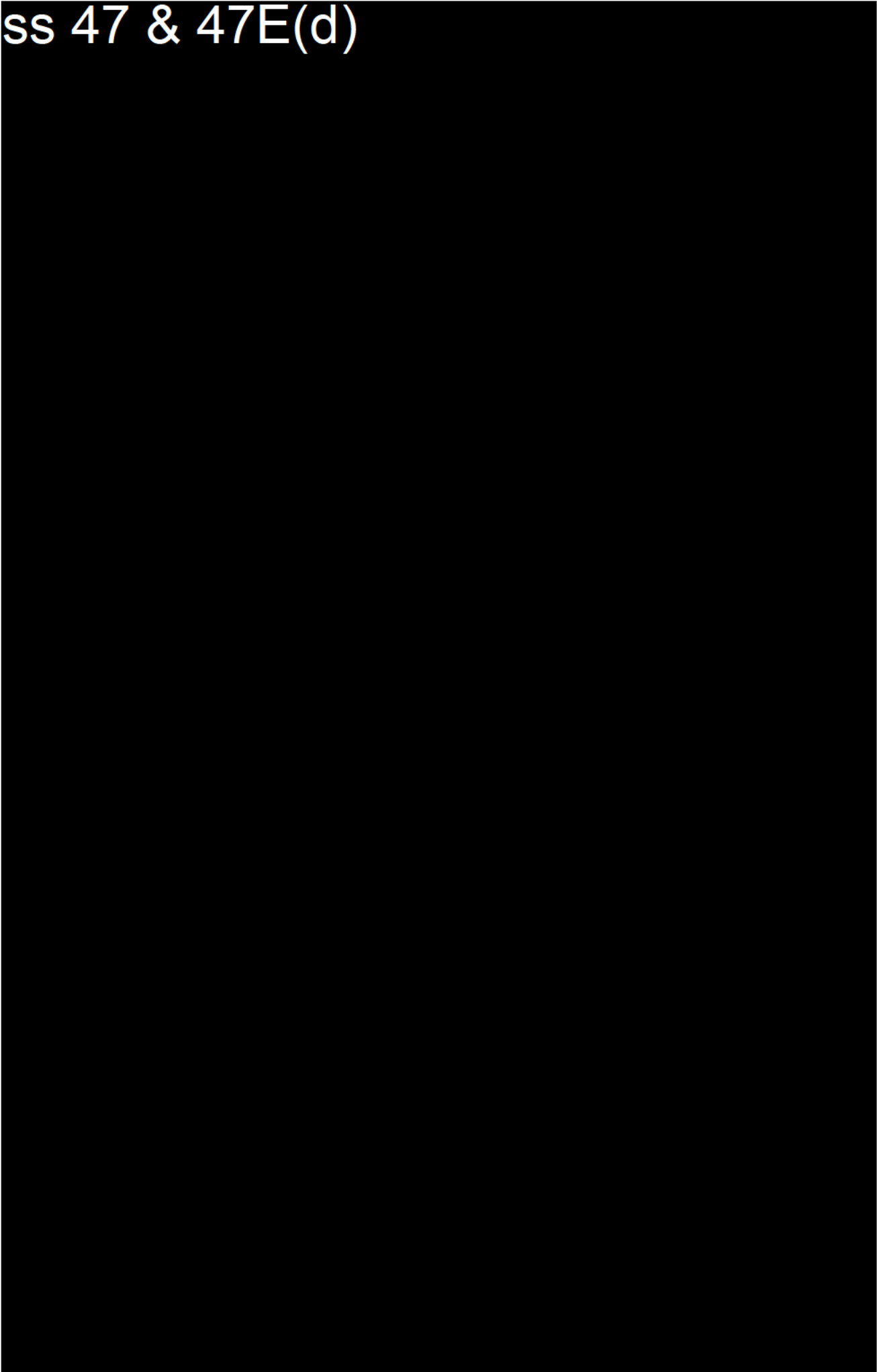
Technology Modernisation Business Case

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04 Scope

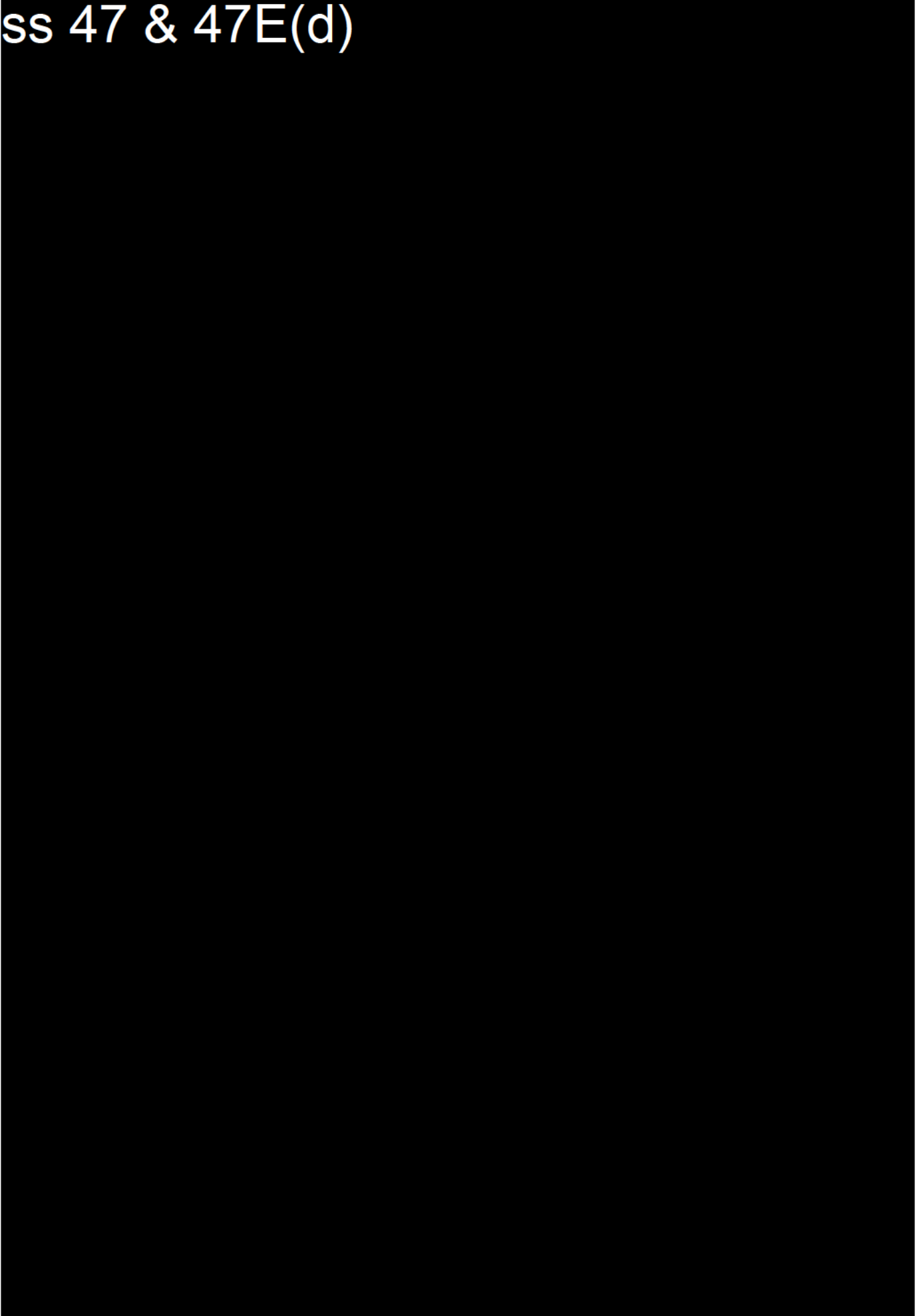
ss 47 & 47E(d)

- 'Login to Play' / Mandatory iview login – target delivery for June 2021 in conjunction with the iview Winter Campaign

ss 47 & 47E(d)

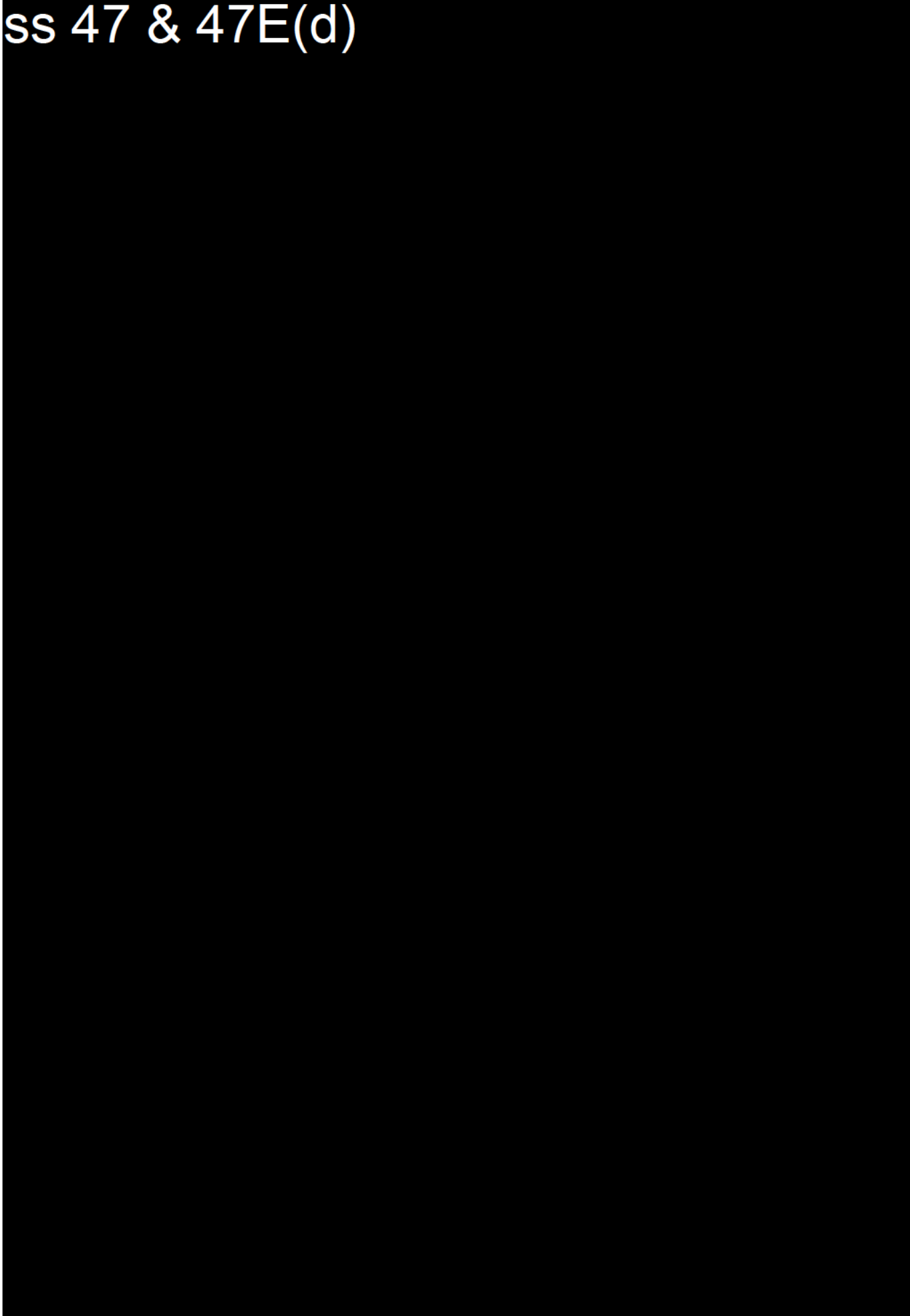


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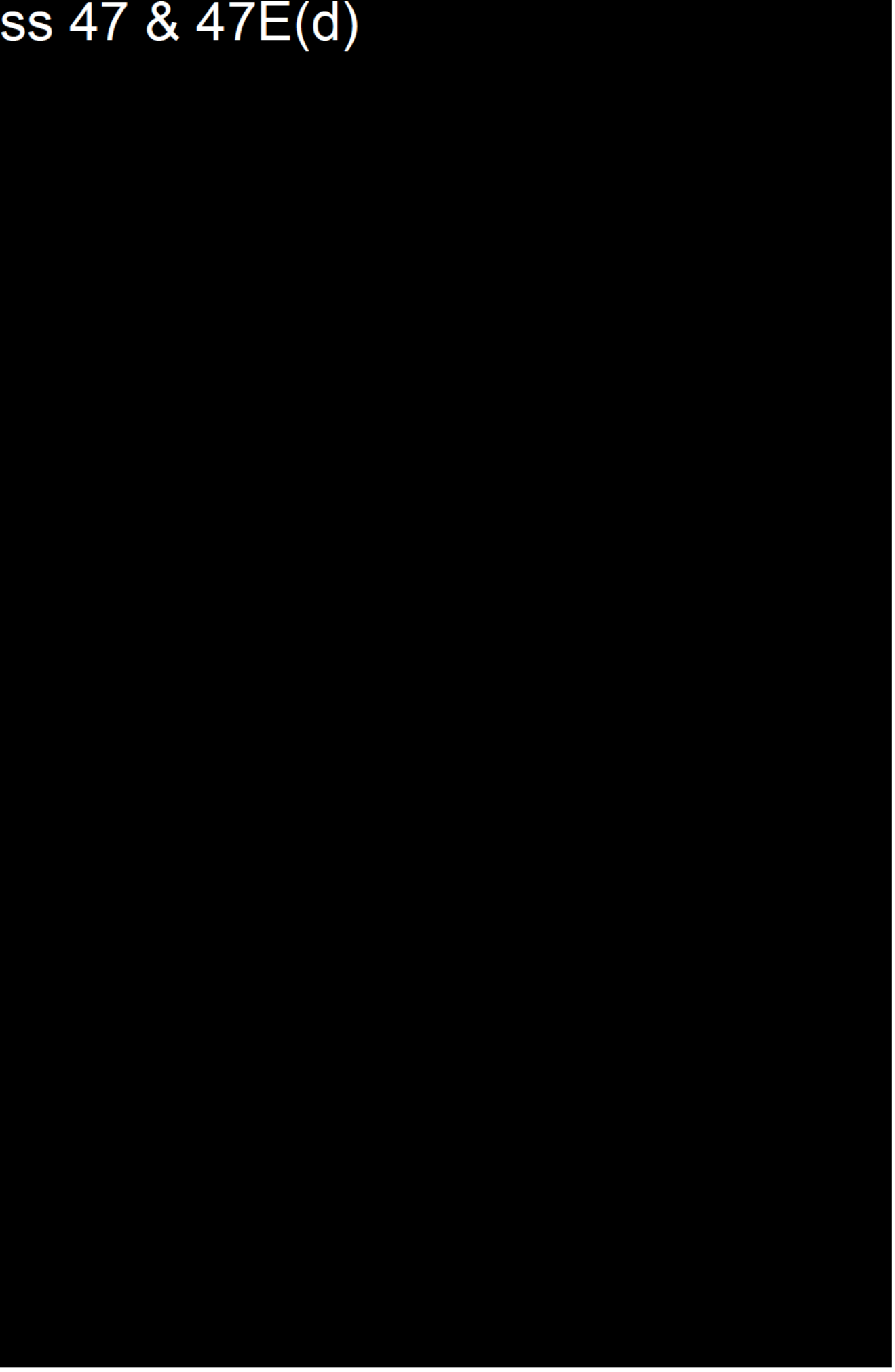


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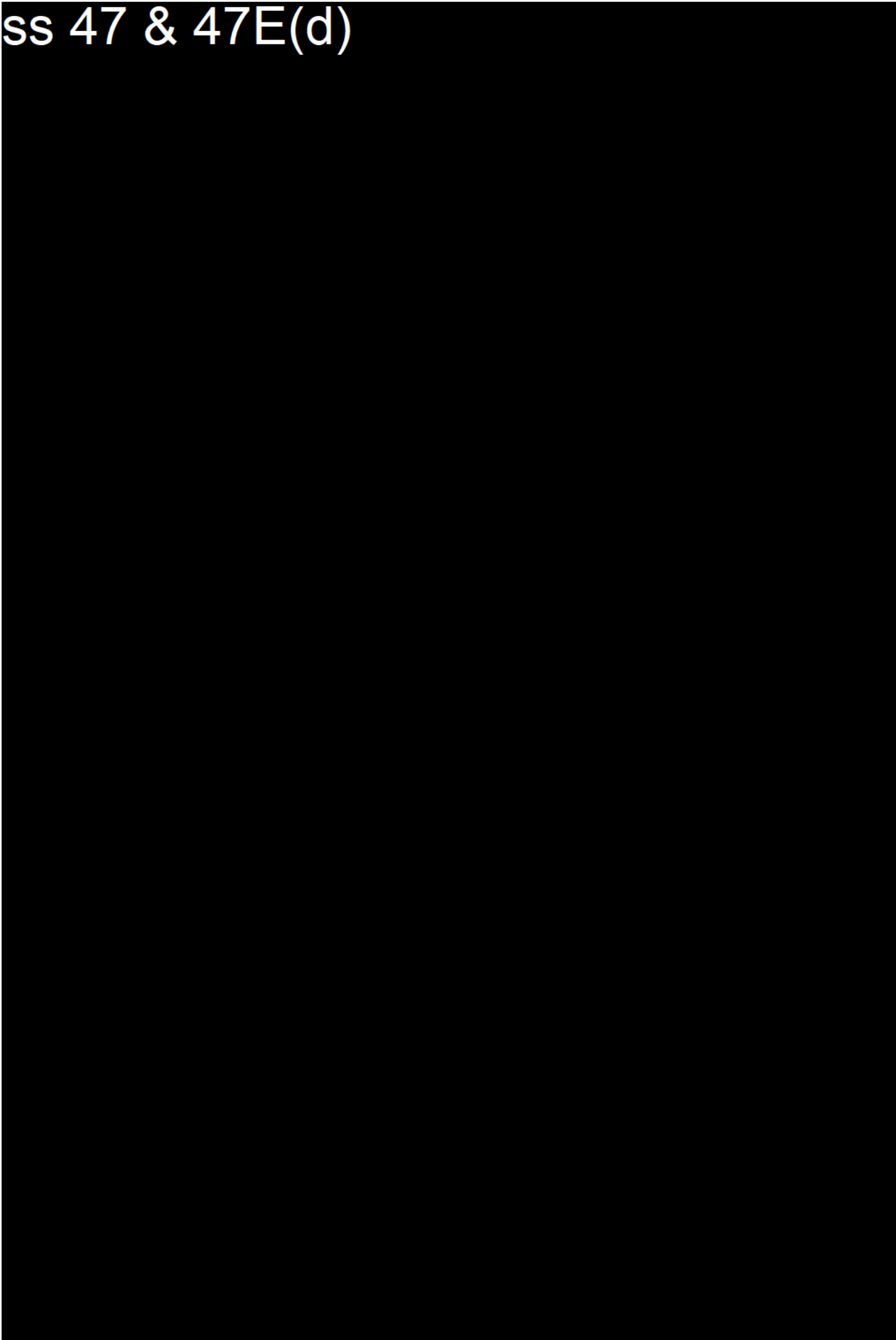


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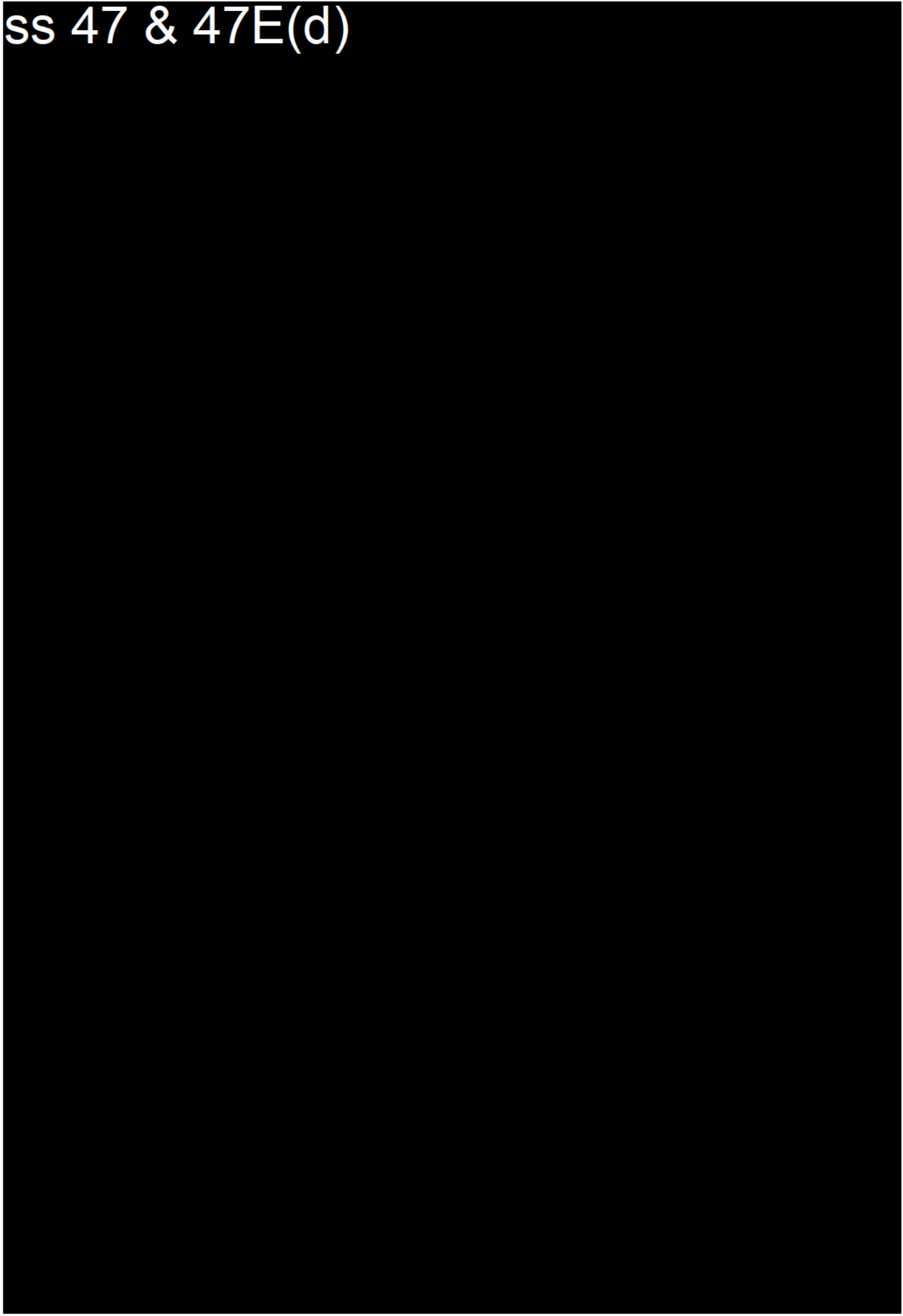


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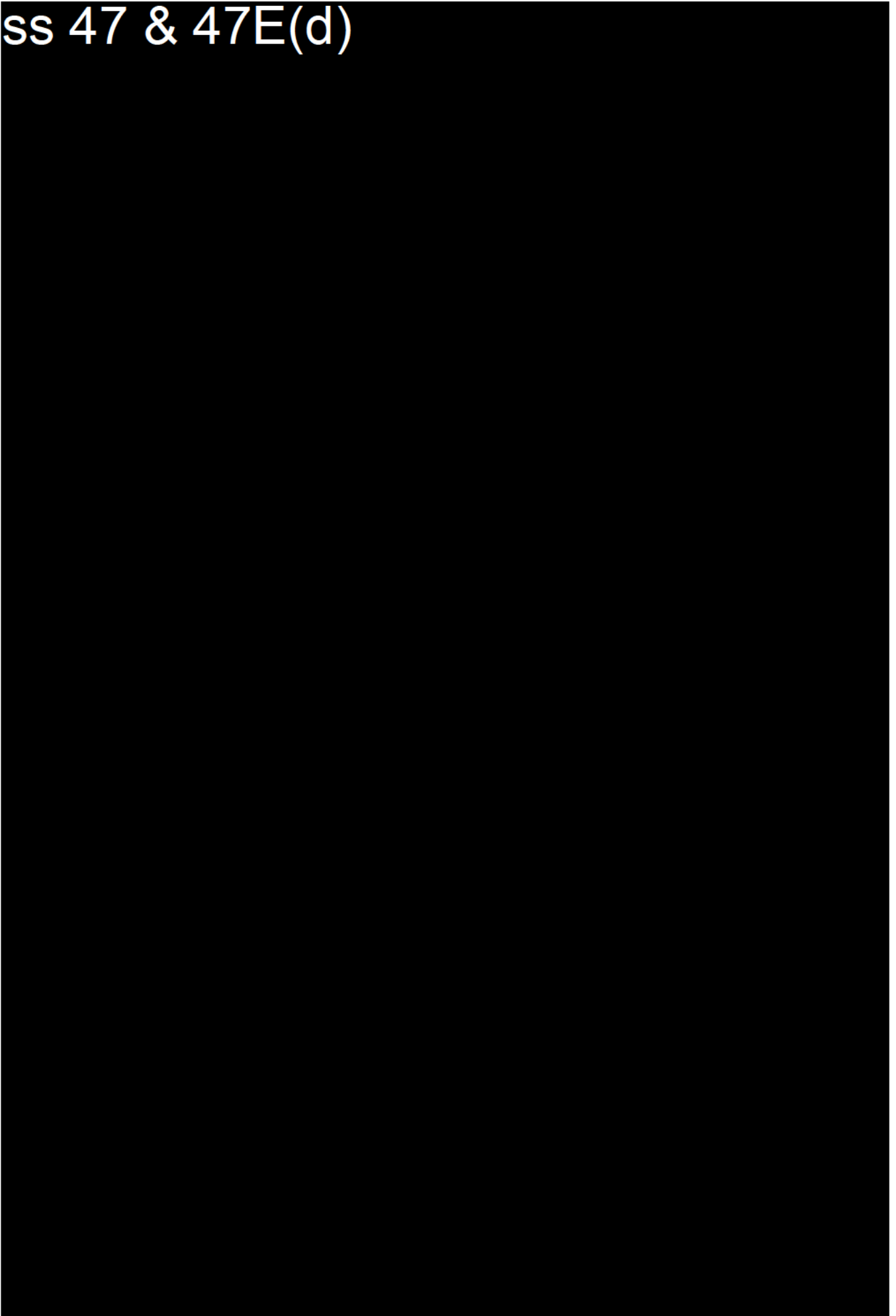


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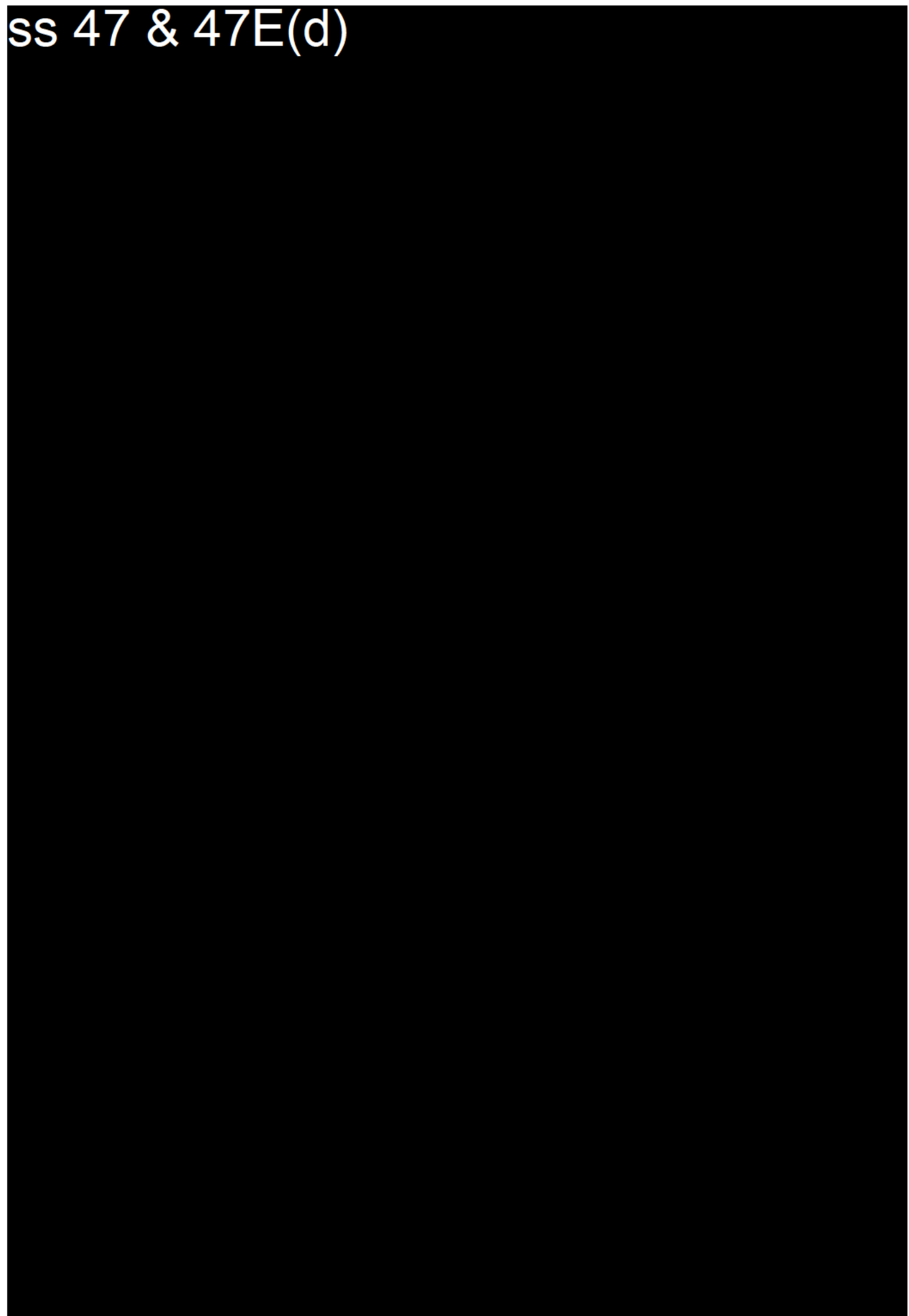


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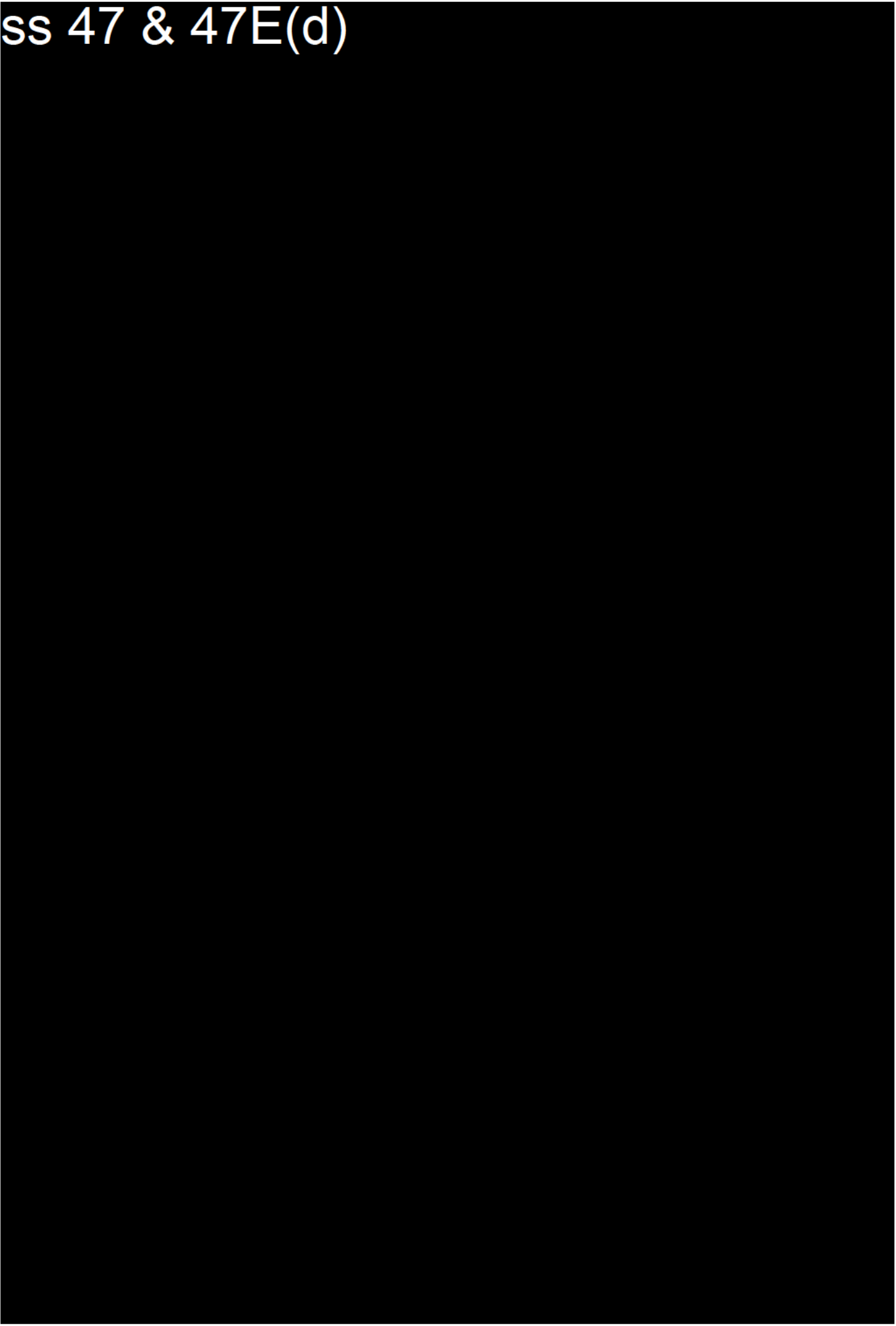


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04 Scope

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- 'Login to Play' / Mandatory iview login – target delivery for June 2021 in conjunction with the iview Winter Campaign

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s 47

13 Endorsement

Name	Position	Signature
Cameron Grice	Group Product Manager – News, Web & Personalisation	<div>DocuSigned by: s 47F</div> <div>20 November 2020 11:17 AM AEDT</div>
Bao Tram	Program Manager	<div>DocuSigned by: s 47F</div> <div>20 November 2020 11:19 AM AEDT</div>
Alison Hamill	Finance Business Partner – Product & Content Technology	<div>DocuSigned by: s 47F</div> <div>20 November 2020 1:40 PM AEDT</div>
Alice Hamilton	Group Marketing Manager	<div>DocuSigned by: s 47F</div> <div>25 November 2020 5:29 PM AEDT</div>
Alicia Olson-Keating	Head Audience Data & Insights	<div>DocuSigned by: s 47F</div> <div>26 November 2020 3:07 PM AEDT</div>
Mark McCarthy	Head Portfolio & Delivery Services	<div>DocuSigned by: s 47F</div> <div>25 November 2020 3:48 PM AEDT</div>



<i>Name</i>	<i>Position</i>	<i>Signature</i>
Joel Brydon	Head Group Product	<div>s 47F</div> <div>20 November 2020 11:46 AM AEDT</div>
Leisa Bacon	Director Audiences	<div>s 47F</div> <div>26 November 2020 4:11 PM AEDT</div>
Helen Clifton	Chief Digital Information Officer	<div>s 47F</div> <div>26 November 2020 6:56 PM AEDT</div>
Melanie Kleyn	Chief Financial Officer	<div>s 47F</div> <div>27 November 2020 5:15 PM AEDT</div>

14 Approval

<i>Name</i>	<i>Position</i>	<i>Signature</i>
David Anderson	Managing Director	<div>s 47F</div> <div>30 November 2020 5:30 PM AEDT</div>