

From: [Helen Clifton](#)
To: [David N Anderson](#)
Cc: s 11C
Subject: Personalisation Business Cases for s 11C
Date: Monday, 9 November 2020 3:00:30 PM
Attachments: s 22
[Profiles Platform Business Case_FINAL - for submission.docx](#)

Hi David,

As discussed here are the 2x business cases for review for personalisation s 11C 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