

Short guide to building the business case for MES

Executives don't invest in technology for buzzwords. Even AI tools need to deliver tangible benefits for decision-makers to embrace them, and Manufacturing Execution Systems (MES) are no different. Corporate leaders back them because they see business value, not IT features.

MES ROI: Talk to business stakeholders in their language

If you're planning to implement MES, you first need to secure stakeholder buy-in. How? By framing your case in the terms executives care about most: realistic benefits, measurable results, and a clear payback period. Use the following structure to keep the conversation grounded and communicate value.

Hard benefits

- Downtime reduction by X%
- Faster production cycle times by X%
- Lower inventory levels by X%
- Reduced production lead times by X%

Soft benefits

- Smoother audits due to improved compliance
- Higher employee satisfaction and retention
- Greater agility in product launches and changeovers
- Enhanced customer responsiveness and service levels

ROI Formula

Now that you have an idea of how to present potential benefits, translate them into numbers. Use the following formula:

- $ROI = (Cost\ savings + Revenue\ gains) \div Investment$

Where:

- Cost savings + Revenue gains = Total benefit generated
- Investment = Cost of implementing MES

Sample executive pitch

Now it's time to put it all together into an executive pitch. When talking to business leaders, keep it short and concrete. For example: "In year one, MES will cut downtime by 12% and improve yield by 4%, delivering ROI in under 24 months."

With this approach, your MES project stops being a discussion about an "IT system upgrade". Your initiative turns into a strategic investment case that business stakeholders can immediately evaluate in their own terms.

You're almost there!

You've got the business case! These resources will help make sure execution doesn't stumble:

- [Five common pitfalls in MES planning: How to avoid them](#)
- [Five red flags you're writing an RFP too early: Make sure you're ready before procurement](#)

[See the rest of the series here](#)