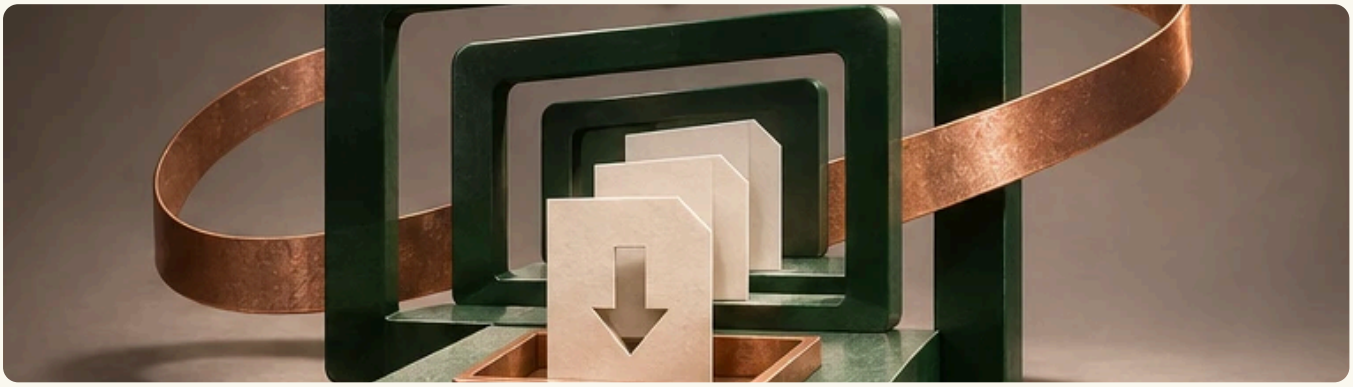
BUSINESS CASE WHITEPAPER · COM-005

Digital delivery setup

Make sure the buyer gets the download they chose.



The decision

A paid download may deliver a stale file or point to the wrong product.

What the fee buys

We configure and test delivery of three merchant-owned downloads in one existing store.

When to commission

Commission when the merchant owns the assets and can authorise controlled test orders.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

A test order for the current workbook receives the previous edition.

In this illustrative case

Match product reference to file version and repeat the delivery check with the approved file.

Inputs and ownership

Gather three merchant-owned files, their product references and approved test access to the existing store.

1. Confirm approved files
2. Configure delivery
3. Test download and receipt

Using the handover

Use tested delivery routes to check what a buyer receives after a purchase.

An alternative to buying

Correct one known file link internally if the delivery path has already been verified.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£449 GBP · one-time catalogue fee excluding applicable VAT

Full cost to the buyer

Subscriptions, platform fees, advertising and fulfilment charges are separate. Include the cost of preparing inputs, reviewing the output and implementing any subsequent changes.

A time-only comparison

At an illustrative £40 per staff hour, the fee alone equals 11.22 hours. Replace £40 with your own fully loaded hourly cost. Divide the full incremental cost by that rate to find your break-even hours. Count only effort you can reasonably avoid. This illustration predicts no saving.

What to measure

Test the share of three approved downloads delivered in the expected version to the correct test order. Record a baseline before work begins. Use the same scope and definition at follow-up, and note changes outside this service.

Timing and dependencies

Pay upfront at the external checkout. You can prepare immediately. We track clearance and start intake when payment clears, which can take up to seven business days depending on the payment system. The estimate after start and receipt of complete inputs is 3–7 working days.

Approval test

Commission when the merchant owns the assets and can authorise controlled test orders. Assign an owner for the handover and a date for checking the measure. If the inputs or owner are missing, defer the purchase.

Basis: Routine Works service specification COM-005, GBP catalogue fee and an illustrative working case. View service scope.

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