



# The Project Management Game – how brilliant are you?

Project motivation	
Aim of the project	Implementation of the CRM-solution brilliantCRM into the company's technical architecture of Concrete Machinery. The successful end of the project is defined by the handover of the product.
Expected Benefit	The system aims to raise the efficiency of the involved business processes and optimize the sales department. Furthermore the customer's loyalty should be improved to gain a long-term advantage in competition. The reaction time towards customer's requests is also improved by the system.
Assumptions	<ul style="list-style-type: none"> <li>- IT resources at customer's site are sufficient</li> <li>- Specification sheet is provided at a given time</li> <li>- In case of problems support is always available by Silicon Bombay</li> </ul>
Constraints	<ul style="list-style-type: none"> <li>- Limited budget provided by project sponsor</li> <li>- Dependency on data input by sales department</li> <li>- Adherence to data security</li> </ul>

Stakeholders and organisation	
Stakeholders	<ul style="list-style-type: none"> <li>- Project sponsor</li> <li>- customers of sales department</li> <li>- governmental organizations</li> <li>- Competitive companies</li> <li>- Future users of the CRM-solution</li> <li>- IT support Silicon Bombay</li> </ul>
Project manager	Player
Responsibility of project manager	The project manager owns the authority to decide about the time scheduling during the project phase as well as about the budget's apportionment. He is responsible for the staffing and constitutes the interface between Concrete Machinery and brilliantCRM.
Project sponsor	Concrete Machinery Sales Department



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## Project approval requirement

brilliantCRM is responsible for the handover of the final CRM-solution towards the customer Concrete Machinery. The steering committee will decide about the final approval of the process success.

## Scope of the project

### Deliverables

- Analyses of the current state
- To-be analyses of the new sales processes to achieve the priorly described benefits
- Implementation of an on premise CRM-solution
- Migration of current sales data into the new system
- User training

## Time of the project

### Start

January 1st

### Finish

September 30th

### Period

9 months

### Costs

The project is scheduled with a budget of 25 million USD

## Risk management

### Major risk items

- Functions are necessary but out of scope
- Additional requirements of data protection by the government
- IT department of Concrete Machinery is not ready for the implementation



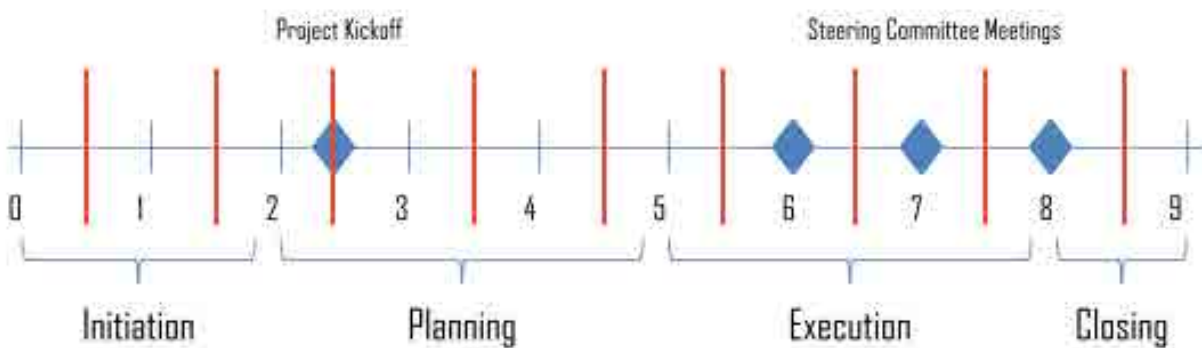
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## Communication

### Means of communication

The primary way of communication between Concrete Machinery and brilliantCRM are e-mails and phone calls. The steering committee will congress once every three months.

## Milestones



## Project Charter Approval

B. R. Stylus

(Signature of Project Sponsor Concrete Machinery)

(Signature of Project Manager brilliantCRM)