

## Interest in Project

High	Future users of the CRM software (employees of customer and sales representatives)	CEO of brilliantCRM "Thomas Zimmermann"; IT manager "Avinash (Avi) Gupta" and the assistant from India "Rajesh Ananat"	Customer's CEO; Customer's CIO; Customer's CFO Customer's Project Manager "Jessica (Jessie) Oaks"
	Competitive companies	IT specialists; Consultants;	Sponsors of the customer
Low	Customer's customer	Customer's sales director "Billy-Ray Stylus"; Governmental organization	Person in charge of data security
	Low		High

## Influence on Project