



The Project Management Game – how brilliant are you?

Project name: brilliantCRM	Work package title: 2.3 Target State Analysis
Work package description: The target state analysis describes the requirements of the CRM system in a customer perspective based on the actual state analysis. All knowledge gained is defined in a companywide construct. It is very important to include all stakeholders as current visions and strategies are built, on which the company has to align after the roll-out of the CRM system. All strategies have to be documented properly.	
Aim of work package: - Achieve an overview of the requirements of the customer	
Predecessor: Data analysis	Successor: Design customer relationship strategy and structure
Duration: 66 days	Effort in man days (MD): 1056 MD
Responsible person(s): Project manager, 13 consultants, 2 IT specialists	
Additional information:	