

# Interest in Project

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

# Influence on Project