



# The Project Management Game – how brilliant are you?

<b>Project name:</b> brilliantCRM	<b>Work package title:</b> 2.3 Target State Analysis
<b>Work package description:</b> <p>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.</p>	
<b>Aim of work package:</b> <ul style="list-style-type: none"><li>- Achieve an overview of the requirements of the customer</li></ul>	
<b>Predecessor:</b> Data analysis	<b>Successor:</b> Design customer relationship strategy and structure
<b>Duration:</b> 66 days	<b>Effort in man days (MD):</b> 314 MD
<b>Responsible person(s):</b> Project manager, 13 consultants, 2 IT specialists	
<b>Additional information:</b>	