



The Project Management Game – how brilliant are you?

The project customer - Concrete Machinery

The Concrete Machinery Incorporation (abbreviated CM) is a US American multinational manufacturer of construction machinery. Headquarter in Houston, Texas, United States, Concrete Machinery designs, manufactures and sells machinery.

Although only founded in 2008 by Theodor E. Linson, Concrete Machinery has an annual revenue of 18 billion US\$. One of the biggest competitors of Concrete Machinery is the Caterpillar Incorporation, the world's leading manufacturer of construction and mining equipment and engines (about 66 billion US\$).

The competitive advantage of Concrete Machinery Inc. is the high quality at a comparably low pricing level. Environmentally conscious, the CM Inc. is appreciated worldwide by its 11 000 employees for its numerous actions for Corporate Social Responsibility.

To steadily improve its customer relations Concrete Machinery announced to implement a new CRM system this year in cooperation with BrilliantCRM, a German development and sales company.