



The Project Management Game – how brilliant are you?

Project name: brilliantCRM	Work package title: Target State Analysis
Work package description: <p>The Target State Analysis describes on the basis of the Actual State Analysis the requirements of the CRM System in a customer perspective. All knowledge gained is defined in a companywide construct. It is very important to include all stakeholders as here visions and strategies are built, on which the company has to align on after the roll-out of the CRM System. All strategies have to be documented properly.</p> <p>Following tasks are important for a successful target state analysis:</p> <ul style="list-style-type: none">• Design a customer relationship strategy and structure• Process adaption• Data model Creation• Creation of Migration concept• Functional Requirements	
Aim of work package: <ul style="list-style-type: none">- Achieve an overview of the requirements of the customer and to create concepts for process, data and migration	
Prerequisites: Actual State Analysis	Successor: Implementation
Duration: 66 days	Effort in man days (MD): 1056 MD
Responsible person(s): <u>Project manager</u> ; 13 Consultants, 2 IT-Specialist	
Additional information:	