

# Understanding stakeholders (stakeholder analysis)

Stakeholder	Role (Related to project)	Involvement	Impact	Power or Influence (H/M/L)	Interest (H/M/L)	Engagement
CEO	Project sponsor	Makes high-level decisions; serves as team resource	Wants the project to succeed. No resistance.	H	M	Communicate regularly, but not daily. Ask questions
Network Admin	Project Team member	Responsible for Network Infrastructure That Supports CUCM	Invested in the project as a team member Resistance may arise if the new system overloads them or affects their work.	L	M	Communicate daily as a project team member, and provide daily feedback
IT Department	Project manager	Responsible For Plans and ensuring they Stay on track, configuration and Maintenance of CUCM	Want the project to succeed. No resistance.	H	H	Communicate daily, and provide daily feedback
Security Team	Project Team member	Responsible For ensuring that CUCM is secure	Invested in the project as a team member Resistance may arise if the new system overloads them or affects their work.	L	M	Communicate daily as a project team member, and provide daily feedback
Operation Management	Project Team member	Responsible For taking the training and ensuring all users on the track.	Invested in the project as a team member Resistance may arise if the new system overloads them or affects their work.	L	M	Communicate daily as a project team member and provide daily feedback
Vendor	External Stakeholder	Provide support, training, and maintenance related to CUCM.	Highly impact in implementing the CUCM.	L	H	Communicate regularly and support all internal stakeholders.
Pmo Team	Project team member	Provide coordinating Tracking Progress Support Project Manager	Significant impact on Efficiency deliverables	M	H	Communicate daily as a project team member, and provide daily feedback
Call Center agents & Technicians	End users	Can give feedback on the customer experience	Some are highly interested; others are less	M	M	Communicate as needed to inform and get feedback.

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El Manara Investors	Secondary stakeholder	Financial support	Little impact at present.	L	L	Not directly involved. Keep updated on progress and performance.
Finance Team	Project Team member	Responsible for budgeting	Little impact at present.	M	L	Communicate while adding the budget and if there are any changes.