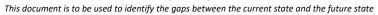
Gap Analysis





Future State	Current State	Gap Description
Lead information is available within a system	Lead information is housed on individual Excel spreadsheets	Need a system to house the lead information
Lead status is tied to the lead and available to be updated within the system	Lead status is tied to the lead and updated on the individual Excel spreadsheets	Need to have a lead status available for each lead and allow it to be updated within
		the system
Lead information and status can be extracted into a file by a system procedure	Lead information and status are manually compiled into a master spreadsheet each week by Sales Support	Need to have access to extract the data from the system
Extracted lead data is transformed into the necessary file format through a system	Lead data is manually transformed into the necessary file format	System will need to transform the data into the desired format
procedure	action and its manually transformed into the necessary me format	System with need to didnision the data into the desired format
Lead data is available to be extracted through SSRS reports	Lead data is manually tallied and transformed into the report structure	SSRS reports will need to be designed and built to tabulate the system's lead data

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Template provided courtesy of The BA Guide <u>www.TheBAGuide.com</u>