



*This document is to be used to clarify the project purpose and anticipated business value to justify proceeding forward with the creation of a project.*

## UW Results Frequency Project

Requestor: Richard Yoon

Date: 03/24/2018

### Statement of the Problem or Need

One of our largest clients, University of Wisconsin, has requested that instead of sending our results weekly, they would like them daily. This includes both the specific lead data, as well as the sales report summaries. As these results are tabulated and formatted manually each week, completing it daily will significantly increase the workload on our Sales Support. Since our Sales Support is already at approximately 110% workload, they will not be able to absorb this drastic volume of work.

### Project Deliverables and Value

At the end of the project we hope to have implemented the best solution that allows us to meet the University of Wisconsin's request at the lowest cost possible.

### Key Stakeholders

Project Requestor	Richard Yoon
Project Sponsor	Joy Johnstone
Project Lead	Richard Yoon

### Additional Notes

Preferred solution method would be to automate some of the manual steps currently being done by our Sales Support. Client has been with us for just over 9 months and are willing to sign a multi-year contract.

### Approval Signatures

*Richard Yoon*

Richard Yoon,  
Project Requestor

*Joy Johnstone*

Joy Johnstone,  
Project Sponsor

*Richard Yoon*

Richard Yoon,  
Project Lead