Title: PROJECT WISEMAN: A WEB-BASED CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM FOR WEB INNOVATIONS AND SOFTWARE ENVISION

Authors: RICH PHILBEN PADILLA CUER

EXECUTIVE SUMMARY

Supervising an IT project is easier said than done. There are loads of projects going on out there but very few ends up in a success. Following that line of thought, this study mainly concentrates on the specifics of how the project will be executed, basically laying down its foundation to guarantee a successful implementation and return on investment to the business. Moreover, the project aims to eliminate the inefficiencies within the project beneficiary's business operations through the employment of a Customer Relationship Management System. After reading this study, one will gain enlightenment about how intricate and demanding a project plan can become.