Oakland County
Department of Information Technology
Project Scope and Approach

Project Name: G2G Cloud Solutions Marketing Budget   **Project ID: TT0186CM**

Leadership Group: IT Steering Committee		
Department: Information Technology	**Division:** Technical Services and Networking	
Project Sponsor: EJ Widun	**Date Requested:** 6/12/20	**PM Customer No.** 186
Request Type: New Development		
IT Team Name: Enterprise Architecture	**IT Team No**: T	
Project Manager/Leader: Mike Zemina		
Account Number: 30004	**Account Description:** IT App Svcs E-Government	**Customer Name:** IT - eGovernment
Grant Funded? No	**Mandate?** No	
	Mandate Source:	

Project Goal

To provide brand management and marketing services for G2G Cloud Solutions so that the brand is supported for maximum growth over the next master plan.

Business Objective

The objectives are to provide brand management and marketing tactics to increase reach and awareness among the target markets, increase the number of participants consuming the G2G Cloud Solutions products and increase the number of transactions that occur with current participants; therefore increasing growth over the next master plan.

Major Deliverables
- State of the County Material
- G2G Branding Sheet
- New Marketing Promotional Materials
- G2GCS Revenue Statement
- Updated content for g2gcloud.com
- New Elavon Contract

Approach
- Identify and Research Michigan conferences
- Create State of the County Material
- Create Messaging Educational Branding Sheet
- Identify and Create New Marketing Promotional Materials
- Create Dedicated G2GCS Revenue Statement
- Update Copy on g2gcloud.com
- Initate a New Contract for Elavon

Oakland County
Department of Information Technology
Project Scope and Approach

Project Name: G2G Cloud Solutions Marketing Budget   **Project ID: TT0186CM**

Research & Analysis

Gartner Research Recommendation - Research not Required

Benefits

See Return on Investment (ROI) Analysis Document

Impact

Number of Users   All

Divisions   Information Technology

Leadership Groups IT Steering Commitee

Risk

Business Environment   Low – Little or no impact to existing business processes.

Technical Environment   Low – Little or no impact to existing business processes

Assumptions

Staffing   IT Staffing: resources will be available for the hours indicated per the attached project plan.

Other Staffing: additional staffing will be available as follows:

Role:	Name	Hours per Day
Project Sponsor:	EJ Widun	As Needed
Enterprise Architecture	EJ Widun	As Needed
TSN Manager	EJ Widun	As Needed
Application Services Manager	Tammi Shepherd	As Needed

Project Name: G2G Cloud Solutions Marketing Budget   **Project ID: TT0186CM**

Facilities

- None

Technical

- None

Funding

- Information Technology

Other

- None

Priority

-

Constraints

- None

Exclusions

- This project does not include any project specific marketing efforts.

Oakland County
Department of Information Technology
Project Scope and Approach

Project Name: G2G Cloud Solutions Marketing Budget   **Project ID: TT0186CM**

PROJECT PHASE AUTHORIZATION

Phase(s): All		
Total Estimated Application Services	**Hours: 130**	
Total Estimated Technical Systems	**Hours: 866**	
Total Estimated CLEMIS	**Hours:**	
Total Estimated Internal Services	**Hours:**	
IT Application Services Division Manager Approval:		**Date:**
IT Technical Systems Division Manager Approval:		**Date:**
IT CLEMIS Division Manager Approval:		**Date:**
IT Internal Services Division Manager Approval:		**Date:**
IT Management Approval:		
Approved: Yes No		Date:
Reason:		
Project Sponsor Approval:		
Title:		Date:

PROJECT SUMMARY

Authorized Development (see above)	**Hours:**		
Preliminary Estimated Development for Future Phases	**Hours:**		
Grand Total Estimated Development	**Hours: 996**	**Cost:**	**$164,340**

Oakland County
Department of Information Technology
Project Scope and Approach

Project Name: G2G Cloud Solutions Marketing Budget   **Project ID: TT0186CM**

PROJECT COMPLETION AUTHORIZATION

Customer Acceptance of Product:	
Title:	Date:
Project Office Review:	Date:

	Type	ID	Task Name	Estimated Hours	Estimate Notes
1	Phase		G2G Cloud Solutions Marketing Budget	996	
2					
1				996	

G2G Cloud Solutions Marketing Budget - Size Estimate (+/- 10% to 50%)