



**Oakland County  
Department of Information Technology  
Project Scope and Approach**

**Project Name: G2G Cloud Solution Marketing Budget**

**Project ID: DJ8182CM**

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- Update analytics
- Conduct mailings for government agencies throughout Michigan and US
- Conduct surveys
- Develop educational outreach plan
- Consolidate materials
- Coordinate and attend conferences with vendors
- Create launch/marketing strategy as required

**Research & Analysis**

**Gartner Research Recommendation - N/A**

**Benefits**

***See Return on Investment (ROI) Analysis Document***

**Impact**

**Number of Users - All**

**Divisions - All**

**Leadership Groups - All**

**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:

<b><u>Role:</u></b>	<b><u>Name</u></b>	<b><u>Hours per Day</u></b>
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Project Sponsor:

Phil Bertolini

As Needed

Jim Taylor

As Needed

**Facilities**

- None

**Technical**

- None

**Funding**

- Information Technology

**Other**

- None

**Priority**

- 

**Constraints**

- None

**Exclusions**

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

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## PROJECT PHASE AUTHORIZATION

<b>Phase(s):</b> All	
<b>Total Estimated Application Services</b>	<b>Hours: 565</b>
<b>Total Estimated Technical Systems</b>	<b>Hours:</b>
<b>Total Estimated CLEMIS</b>	<b>Hours:</b>
<b>Total Estimated Internal Services</b>	<b>Hours:</b>
<b>IT Application Services Division Manager Approval:</b>	<b>Date:</b>
<b>IT Technical Systems Division Manager Approval:</b>	<b>Date:</b>
<b>IT CLEMIS Division Manager Approval:</b>	<b>Date:</b>
<b>IT Internal Services Division Manager Approval:</b>	<b>Date:</b>
<b>IT Management Approval:</b>	
Approved: <span style="margin-left: 150px;">Yes</span> <span style="margin-left: 100px;">No</span>	<b>Date:</b>
Reason:	
<b>Project Sponsor Approval:</b>	
Title:	<b>Date:</b>

## PROJECT SUMMARY

<b>Authorized Development (see above)</b>	<b>Hours: 565</b>
<b>Preliminary Estimated Development for Future Phases</b>	<b>Hours:</b>
<b>Grand Total Estimated Development</b>	<b>Hours: 565      Cost: \$ 93,225</b>

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## PROJECT COMPLETION AUTHORIZATION

<b>Customer Acceptance of Product:</b>	
Title:	Date:
<b>Project Office Review:</b>	Date:

G2G Cloud Solutions Marketing Budget - Size Estimate (+/- 10% to 50%) <span style="float: right;">×</span>				
	Type	ID	Task Name	Estimated Hours
1	Phase	DJ8182CM	G2G Cloud Solutions Marketing Budget	565