Oakland County
Department of Information Technology
Project Scope and Approach

Project Name: G2G Marketplace Marketing Budget   **Project ID: TT8186MP**

Leadership Group: IT Steering Committee	
Department: Information Technology	**Division: Technical Services and Networking**
Project Sponsor: Phil Bertolini / Jim Taylor	**Date Requested: 4/16/2018** **PM Customer No. 186**
Request Type: New Development	
IT Team Name: Enterprise Architecture	**IT Team No: T**
Project Manager/Leader: Bob Olech	
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 Marketplace so that the brand is supported for maximum growth over the next master plan.

Business Objective

The major objective is to provide brand management and marketing services to increase reach and awareness among the target market, as well as to increase the number of participants consuming the G2G Marketplace, therefore increasing growth over the next master plan to recover cost.

Major Deliverables
- Tactical Plan
- Surveys
- Increased Participants

Approach
- Email Blasts with Purchased Marketing List – 12 per year
- Government/Organization Partnership Strategy
- Refresh Copy on g2gmarket.com
- Vendor Marketing Development and Collaboration
- Create G2G Marketplace Vendor Marketing Collaboration Document
- Market Research - 4 Rounds
- G2G Marketplace Tech Conference 2019 / 2020

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Research & Analysis

Gartner Research Recommendation - N/A

Benefits

See Return on Investment (ROI) Analysis Document

Impact

Number of Users   All

Divisions   Information Technology

Leadership Groups   IT Steering Committee

Risk

Business Environment

Low – Little or no impact to existing business processes.

Technical Environment

Low – Proven and previously implemented technologies.

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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:	Phil Bertolini / Jim Taylor	As Needed
Enterprise Architecture	EJ Widun	As Needed
TSN Manager	Carl Wilson	As Needed
Application Services Manager	Tammi Shepherd	As Needed

Facilities

- None

Technical

- None

Funding

- Information Technology

Other

-

Priority

-

Constraints

- None

Exclusions

- None

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PROJECT PHASE AUTHORIZATION

Phase(s): All	
Total Estimated Application Services Hours:	
Total Estimated Technical Systems Hours: 1548	
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: 1548 Cost: $255,420	

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PROJECT COMPLETION AUTHORIZATION

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

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			G2G Marketplace Marketing Budget - Size Estimates - Phase Level ✕		
	Type	**ID**	**Task Name**	**Estimate Hours**	**Estimate Notes**
1	Phase	TT8186MP	⊟ G2G Marketplace Marketing Budget	1,548	
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