

SOLUTION ARCHITECTURE

Date	23 October 2025
Team ID	NM2025TMID01094
Project Name	CRM Application for Jewel Management - (Developer)
Maximum Marks	4 Marks

1. Architectural Foundation:

The architecture is fundamentally a Model-View-Controller (MVC) pattern implemented within the Salesforce ecosystem, leveraging its native capabilities:

Cloud Platform: Salesforce provides the entire infrastructure, security model, database, and hosting, ensuring high availability and scalability.

2. Data Layer :

This layer defines the structure of the precious item, customer, and transactional data using Salesforce Objects:

- Standard Objects:

Users: Manages all staff profiles (Sales Associates, Jewelers) for security and task assignment.

- Custom Objects (Core Business Data):

Contacts: Used for core customer relationship management and contact details.

3. Business Logic Layer :

This layer enforces all business rules, automation, and data integrity (validated by a 95% Confidence Score in the provided test results):

Validation Rules: Enforced on every custom object to ensure data accuracy (e.g., ensuring GIA certification numbers are unique, or mandatory fields like Customer Contact are always populated).

4. Presentation & Analytics Layer :

Reporting and Dashboards: The Reporting and Analytics Module leverages Salesforce reporting tools to provide real-time metrics on:

- Sales performance and revenue trends.
- Jeweler productivity and service efficiency.
- Inventory turnover and stock levels.
- The overall Execution Success Rate of transactions (aiming for 98% or higher).

